

THE NINETEENTH ANNUAL

# SHOW



# CONVENIENCE

*Never* **STOPS**

NOVEMBER 10-12, 2021



The Classic Center | Athens, Georgia

Register Online @ [www.GACS.com](http://www.GACS.com)



# SHOW

## CONVENIENCE

*Never* **STOPS**



### General Info

**T**he *Southern Convenience Store and Petroleum Show* is now in its 19th year. This year we continue *The Show's* development as, based on attendee feedback, we once again head to "the Classic City" of Athens, Georgia! What has not changed is *The Show's* purpose: to provide an outlet for convenience store vendors to showcase their products and services, and for key decision makers to view new products and services. Store owners, operators and buyers are continuously looking for new ways to improve their businesses – from food service to fuel, novelty to snacks, and everything in between. Join us in Athens for the 19th annual *The Show!*

### Cocktail Reception

*The Southern Convenience Store and Petroleum Show* will host a cocktail reception for attending exhibitors and retail buyers on Wednesday, November 10, 2021 from 4:00 — 6:00 PM. Admission is by name badge only and is held in appreciation of the attending exhibitors that help make *The Show* possible. More details to come...but it will be great!

### Sponsorship Opportunities

GACS is excited to offer a way for exhibitors to gain more exposure at *The Show* by offering select sponsorship opportunities, beginning at \$250. Detailed sponsorship information is available online at [www.gacs.com](http://www.gacs.com).

### Community Benefits

*We're asking that all exhibitors refrain from handing out bags.* We have always encouraged the distribution of sample items. This year at the close of *The Show*, the remaining samples will be collected and donated to a local charity. More information to follow.

### Show Sponsor Information

The Georgia Association of Convenience Stores was formed in 1973 and is one of the most respected state associations in the country. GACS represents approximately 1,600 convenience stores in

the state. The association is supported by an additional 175-plus associate members who market goods and services to the industry.



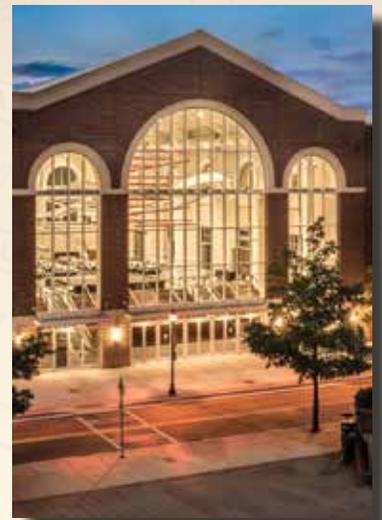
### Facility & Hotel Information

*The Show* will be held at **The Classic Center**, located in the heart of downtown Athens. This year we are pleased to offer special rates with three hotels:

**Hyatt Place, Athens**, connected to The Classic Center. GACS Special Pricing: \$129++ per night, November 10-12, 2021

**Homewood Suites**, walking distance to The Classic Center. GACS Special Pricing: \$119++ per night, November 10-12, 2021

**Hilton Garden Inn**, walking distance to The Classic Center. GACS special pricing \$119++ per night, November 10-12, 2021



**For reservations go to [www.GACS.com](http://www.GACS.com)**

## Show Rules

Each booth is a 10' X 10' space, with an 8' back wall and 3' siderail, and includes a 6' table, 2 chairs, waste basket and identification sign. Indicate on the contract the exact name to appear on the ID sign. Electrical, water, and additional booth services may be ordered through the exhibit decorator kit sent to each exhibitor after space has been reserved using the attached contract. General cleaning services will be provided by **The Show**. However, special needs should be co-ordinated through the exhibit decorator.

In order to avoid interference with other exhibitors, the following guidelines are in place:

- Booths should not interfere with the space of other exhibitors
- The front half of the booth shall not be higher than 60" without permission from **The Show**
- Booth construction higher than the 8' back wall will also require approval from **The Show**
- End cap exhibitors should construct booths in such a way that it does not interfere with the line of sight down the aisle
- We reserve the right to make changes to maintain show appearance and line of sight protection for all exhibitors

## Set Up And Event Times

### Set Up:

Tuesday, November 9, 2021

*Appointment Only*

Wednesday, November 10, 2021

8:00 AM to 5:00 PM

Payment is due on Sept. 25, 2021 and is required in full before set-up. Booths must be set up by 5:00 PM, Wednesday unless approved by **The Show**.

### Show Hours:

Thursday, November 11, 2021

9:00 AM – 5:00 PM

### Teardown:

All booths must remain intact during posted show hours. Teardown may begin at 5:00 PM on Thursday, November 11, 2021 and must be completed by 12:00 Midnight. **Those who tear down before 5 PM will forfeit their booth location for the following year. No exceptions will be made.**

## Name Badge Info

Name badges will be ready upon arrival for exhibitors, **but names must have been provided prior to Oct. 23, 2021**. Changes will be accepted and processed prior to arrival (until November 3, 2021). Exhibitors will receive four complimentary badges per booth. Badges will be labeled with the individual's name, as well as the name of the company that has contracted the space. Additional badges are \$35 each and can be paid onsite.

## Material Shipping

Shipping to The Classic Center should be coordinated by utilizing the forms in the Exhibitors Service Package. Materials should not be shipped directly to The Classic Center without using such forms. To ensure that your materials arrive on time, we recommend completing your shipping requests at the earliest possible date.

## Payment Terms and Booth Assignment

A \$500 non-refundable deposit is required for each booth. Full payment on all contracts is due Sept. 25, 2021. Contracts received after Sept. 25, 2021 must be accompanied by full payment of the booth space purchased. Space is reserved in a first come, first-serve order, based on the date applications and deposits are received. Competitive concerns should be indicated and every effort will be made to address such concerns. We reserve the right to reassign booths as necessary.

## Refund Policy

No refunds will be made if space purchased is not used, nor will any refund

be made on space used for only a part or portion of the exhibit period. Any booth space not claimed and occupied prior to 7:30 AM on Thursday, November 11, 2021 may be reassigned without refund. The original contracting exhibitor shall be liable for the full amount of the booth rental whether or not the booth is resold. Only that portion of any monies paid in excess of the \$500.00 non-refundable deposit will be refunded if written notice of booth cancellation is received by GACS by Sept. 25, 2021. No refund will be made for cancellations received after September 25, 2021.

## Subletting of Booth Space

The subletting, assignment or apportionment of the whole or any part of space by any exhibitor is prohibited without written consent of GACS. No exhibitor may permit any other party to exhibit in his space any goods other than those manufactured or handled by the contracting exhibitor. No exhibitor may permit the solicitation of business by others within his space.

## Conducting Exhibits

Exhibits must be manned during all show hours. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Interviews, demonstrations, distribution of literature, samples and detailing should take place inside booths in order to avoid infringement of the rights and privileges of other exhibitors. Sample bags will be provided to each retail attendee upon entrance to **The Show**. Exhibitors should refrain from providing any type of sample bag. Exhibitors shall protect machinery and exhibits so that no injury will result to the

# SCHEDULE OF EVENTS

## Wednesday, November 10, 2021

8:00 am – 5:00 pm	Exhibitor Load in and Set Up
2:00 – 5:00 pm	Silent Auction set up
2:00 – 5:00 pm	GACS Registration open
4:00 – 6:00 pm	Reception

## Thursday, November 11, 2021

8:00 am – 3:00 pm	GACS Registration open
8:00 – 9:00 am	Continental breakfast and Speaker
8:00 am – 4:00 pm	Silent Auction
9:00 am – 5:00 pm	Trade Show Open
5:00 pm	Begin load out

visitors, guests, employees or any other person or property. No engines will be operated indoors with volatile or combustible fuels. Characters of the exhibits are subject to approval of GACS. The right is reserved to refuse a booth application



because of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits which reflect against the character of **The Show**. This shall apply to displays, literature, advertising, novelties, souvenirs, and/or conduct of exhibit personnel.

### Liability and Insurance

Exhibitors agree to protect and keep harmless and otherwise indemnify the Georgia Association of Convenience Stores, The Classic Center, and their employees and agents from any and all claims for damages, suits, etc. by any and all persons or others which may result on account of injury, loss or damage sustained upon the space occupied by the exhibitor, or on account of machinery and property under control of an exhibitor. By signing an application and contract to exhibit, the exhibitor expressly understands that he releases the Georgia Association of Convenience Stores and The Classic Center, and their agents from (and agrees to indemnify each against) any and all claims for any such loss, injury, or damage, and will defend same if a claim is made at no cost to these parties.

### Security and Insurance

**The Show** cannot guarantee against loss or damage of any kind, but will protect exhibitors by providing security in the exhibit area from 5:00 PM on Wed., Nov. 10, 2021 until the close of show at 4:00 PM on Thursday, Nov. 11, 2021. Exhibitors wishing to insure their exhibit materials, goods and/or wares on exhibit against theft, damage by fire, accident or loss of any kind must do so at their own expense.

"The Southern Show has consistently provided an avenue for myself and fellow retailers to see new items, solidify our relationships with existing vendor partners, and meet potential new vendor partners. This year's show provides another level of excitement in the vibrant city of Athens in an action-packed one day format."

-Ed Hong, Clipper Petroleum

### Protection of the Building

Exhibitors will be held liable for any damages caused to the property, and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the building or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor. If any controversy arises as to the need or property thereof, GACS and The Classic Center will be the final judges thereof and their decision shall be binding on all parties concerned.



### Fire Protection

All materials used in the exhibit area must be flame-proofed and fire resistant in order to conform to local fire ordinances and in accordance with regulations established by

the National Association of Fire Underwriters. Excelsior or other paper is not to be used in crafting merchandise. Display racks, signs, spotlights and special equipment must be approved before use, and all displays are subject to inspection by fire prevention authorities. Any exhibit or parts thereof found not to be fireproof may be ordered dismantled. All aisles must be clear at all times and fire stations and fire extinguisher equipment are not to be covered or obstructed.

### Interpretation & Violation

Any points not covered above or elsewhere are subject to settlement by the management. Any violation of these rules and regulations by any exhibitor will void the agreement for booth space, and such exhibitor will forfeit all monies which have been paid or are due under this contract. **The Show** shall have the right to terminate the agreement for booth space and to re-enter and take possession of the space occupied by an exhibitor, and to remove all persons and goods from the space at the expense of the exhibitor. Written notice to terminate the agreement for booth space and of re-entry is not required.

"GACS offers a unique, local feel, and they have created a casual, relaxed environment that's conducive to conducting business. We get to see customers, meet new ones, feed them well, and get to know them better. After participating in nearly 20 shows over the years, I can say GACS has done a fantastic job creating a truly beneficial selling environment."

-Matthew Diersen,  
Eby-Brown Company, LLC



# 2021 BOOTH CONTRACT

November 11, 2021 | The Classic Center | Athens, Georgia

**Print Company & Contact Information Below:**

Company \_\_\_\_\_  
 Company Name for Booth Sign \_\_\_\_\_  
 Brief Company Description \_\_\_\_\_  
 \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_  
 Signature \_\_\_\_\_

**Names of Exhibitor Personnel (please print legibly):**

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. (@\$35) \_\_\_\_\_  
 6. (@\$35) \_\_\_\_\_

**Booth Preference:** The following are our choices based on the official floor plan contained in this application:

First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_ Third Choice \_\_\_\_\_

We request our booth(s) not be adjacent to the following competitors: \_\_\_\_\_

Booth Options	GACS Member Price	NON-Member Price	Amount Due
Show Booth Only * Early Bird * Exp May 10 Show Booth Only – Includes One (1) 10x10 Show booth 11/11/2021	\$1,300.00	\$1,600.00	\$
Show Booth Only * After May 10 * Show Booth Only includes one (1) 10 x 10 show booth 11/11/2021	\$1,500	\$2,000	
Additional Booth(s)	\$100 discount for first additional booth \$200 discount for 2 or more additional booths		\$
“Super Saver” – Booth in JUNE and NOVEMBER Shows June TableTop - Includes One (1) 8 x 10 Convention tabletop on June15, 2021 AND Show Booth – Includes One (1) 10 x 10 Show booth on Nov 11, 2021	\$1,800.00	Not Available	\$
Additional Exhibitor Personnel (not including meals)	\$35/each	\$35/each	\$
Tradeshow Guide Advertisement – Full Page/4-Color	\$400	\$500	\$
Tradeshow Guide Advertisement – Half Page/4-Color	\$250	\$350	\$
Show Sponsorship	\$Ranges \$250 & up		\$
Annual Event Sponsorship – Transferred from Convention	\$Ranges \$1000-\$10000		\$
<b>INDICATE TOTAL AMOUNT DUE</b>			\$

**Rules and Regulations:**

- By signing this agreement, we make application for exhibit space at the 2021 Southern Convenience Store and Petroleum Show.
- We further agree to abide by all requirements, regs and obligations contained in this application, a copy of which acknowledges receipt.
- Rates listed are for standard 10' wide by 10' deep booth space
- A \$500.00 NON-REFUNDABLE DEPOSIT IS REQUIRED TO SECURE SPACE FOR EACH BOOTH PURCHASED.
- Full payment is due September 25, 2021.
- Booth selection is first come, first serve.
- A standard 10' by 10' exhibit space includes:
  - One ID sign in the booth ■ Two side chairs
  - One six-foot draped table ■ One waste basket
- Electrical and water may be pre-ordered using the Exhibitor Service Package.  
 The names of all exhibitor representatives must be registered with the Southern Show for name badge purposes by October 23, 2021. A badge charge of \$35.00 per person will be assessed after four people per booth. It is the exhibitor's responsibility to notify GACS of any personnel changes prior to the Show.

**Select payment option below:**

Card # \_\_\_\_\_  
 Expiration \_\_\_\_\_ Security Number \_\_\_\_\_  
 Name on card \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Check number \_\_\_\_\_  
 Payment Amount \$ \_\_\_\_\_

Checks should be made payable to and remitted to:

**Georgia Association of Convenience Stores**  
 168 N Johnston Street, Suite 209  
 Dallas, Georgia 30132 EIN# 59-1231372  
 Fax: 770-736-9723  
 Phone: 770-736-9723  
 Contact Kevin Kirby at kevin@gacs.com

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the Southern  
**Convenience Store  
& Petroleum Show**



## Grand Hall 8

service

217	216	215	214	213	212	211	210	209
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172	181	184	185	186	187	188	189	190	191	192	171
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120	131	132	133	134	135	136	137	138	139	140	119
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89	67	79	80	81	82	83	84	85	86	87	88	67
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91	27	28	29	30	31	32	33	34	35	36	15
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## Grand Hall 7

service

220	219	218	222
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171	191	198	199	200	165	166	167	168	169	170	171
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111	111	111	111	111	111	111	111	111	111	111	111	111
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09	09	09	09	09	09	09	09	09	09	09	09	09
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8	8	8	8	8	8	8	8	8	8	8	8	8
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## Grand Hall 6

service

202	206	207	203	204	205	206	207	157
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157	158	159	160	161	162	163	164	165	166	167	168	169	170	171
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101	101	101	101	101	101	101	101	101	101	101	101	101	101	101
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35	35	35	35	35	35	35	35	35	35	35	35	35	35	35
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1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
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## Grand Hall 1

## Grand Hall 2

## Grand Hall 3

## Grand Hall 4

## Grand Hall 5

221	222	223	822	822	822
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229	230	231	432	432	432
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235	236	237	042	632	822
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241	242	243	842	842	842
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Southern Convenience Store and Petroleum Show • November 11, 2021

To view an updated list of sold booths, visit [www.gacs.com](http://www.gacs.com)