

# SHOW

## The Power of Partnership



THE SOUTHERN  
**Convenience Store**  
AND **Petroleum** SHOW

MAY 16, 2024

THE CENTREPLEX

MACON, GA



**GACS**

GA Convenience Stores

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



# THE 2024 SHOW

## The Power of Partnership

### General Info

**T**his year *The SHOW* returns to Macon, GA for its 22nd year, with the theme **The Power of Partnership** – reflecting the strength of partnerships between retailers and suppliers, forged by *The SHOW*. You'll see some new faces, as well as many familiar ones. *The SHOW* provides an outlet for convenience store suppliers to showcase their products and services to key decision makers from across Georgia. These 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 Macon for *The SHOW* and experience the **The Power of Partnership**.

### Cocktail Reception

The Southern Convenience Store & Petroleum Show will host a cocktail reception for attending exhibitors and retail buyers on Wednesday, May 15, 2024, from 4 – 6 pm. Admission is by name badge only and is held in appreciation of the attending exhibitors who help make *The SHOW* possible. More details will follow – 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 \$500. 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.

### GACS 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.

### SHOW Guide

GACS publishes an annual Trade Show Guide that is distributed to every retailer who attends *The SHOW*. This is an excellent way for exhibitors and suppliers to expand their reach.

Ad rates start at just \$250 for a half page, or \$500 for a full page. Cover positions are available on first come first served basis. Contact



[Publications@GACS.com](mailto:Publications@GACS.com) for more information.

### 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

### Hotel Information

This year we are pleased to offer special rates with the **Macon Marriott City Center**, the hotel connected to the Centreplex.

#### Macon Marriott City Center

240 Coliseum Drive  
Macon, Georgia 31217  
800.228.9290 or 478.621.5300  
GACS Special Pricing \$149 per night  
Tuesday May 14 – Thursday May 16



**Reservations Cut off date April 26, 2024**

For reservations go to: **GACS.com**

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 May 14, 2024

*Appointment Only*

Wednesday May 15, 2024

8:00 AM to 5:00 PM

Payment is due on April 3, 2024 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, May 16, 2024

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, May 18, 2023 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 May 1, 2024.** Changes will be accepted and processed prior to arrival (until May 8, 2024). 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 Centreplex should be coordinated by utilizing the forms in the Exhibitors Service Package. Materials should not be shipped directly to The Centreplex 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 April 3, 2024. Contracts received after April 3, 2024 must be accompanied by full payment of the booth space purchased. Space is reserved in a first come, first-served 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, May 16, 2024 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 April 3, 2024. No refund will be made for cancellations received after April 3, 2024.

## 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 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.

## SCHEDULE OF EVENTS

### May 15, 2024

8 am – 5 pm – Exhibitor Load In and Set Up

2 pm – 5 pm – GACS Show Registration Open

4 pm – 6 pm – Cocktail Reception

### May 16, 2024

8 am – 3 pm – GACS Show Registration Open

8 am – 9 am – Continental Breakfast and Speaker

9 am – 5 pm – GACS Trade Show Open

5 pm – Begin Vendor Load Out

## Additional Terms and Conditions

### Liability and Insurance

Exhibitors agree to protect and keep harmless and otherwise indemnify the Georgia Association of Convenience Stores, The Centreplex, 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 Centreplex, 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., May 15, 2024 until the close of show at 5:00 PM on Thursday, May 16, 2024. 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.

### 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 Centreplex 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



"The Southern Convenience Store and Petroleum Show has consistently provided an avenue for retailers to see new items, solidify our relationships with our vendor partners, and meet new potential vendors.

This year *The SHOW* provides another level of excitement, demonstrating *The Power of Partnership.*"

-Gabe Manning  
Friendly Express  
Trade Show Chair



"*The SHOW* is essential to GACS and GACS' associate members, because we can access Georgia retailers in one venue, for one day, forming business partnerships that could last for years. It provides us with a forum for meeting potential new customers and strengthening existing customer relationships."

-Buddy Rish  
Mims Entertainment  
Supplier Committee Chair

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

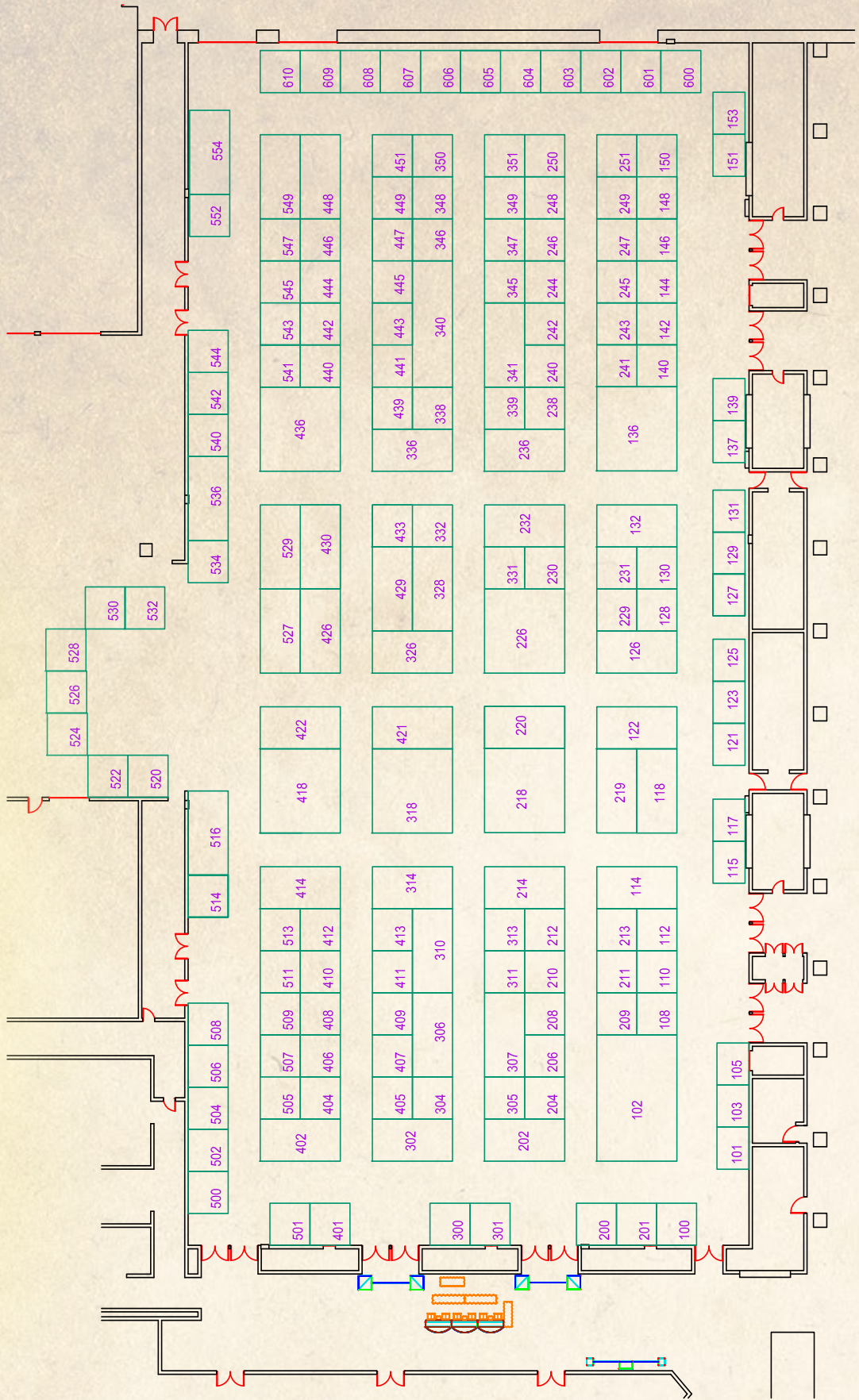
forfeit all monies which have been paid or are due under this contract. *The SHOW* shall have the right to terminate the agreement for booth space and to re-enter and take possession of the space occupied by an exhibitor, and to remove all persons and goods from the space at the expense of the exhibitor. Written notice to terminate the agreement for booth space and of re-entry is not required.



# THE SHOW



THE SOUTHERN  
**Convenience Store**  
AND **Petroleum** SHOW



**Southern Convenience Store and Petroleum Show • May 16, 2024**

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

\* Denotes booths on the back wall that are 8' x 10'



# 2024 Booth Contract

May 15-16, 2024 | Centreplex - Macon, GA

**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:

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* Until January 31, 2024 - includes one (1) 10'x10'show booth 5/16/24	\$1,400	\$1,800	\$
Show Booth Only after January 31, 2024 - includes one (1) 10'x10'show booth 5/16/24	\$1,500	\$2,000	\$
Additional Booth(s) – Indicate number of additional booths desired	\$100 discount per additional booth for up to 6 booths		\$
August Convention Table Top, includes one (1) 8' x 10' Table Top August convention	\$300	\$500	\$
Additional Exhibitor Personnel (not including meals)	\$35/each	\$50/each	\$
Trade Show Guide Advertisement - full page 4 color	\$500	\$650	\$
Trade Show Guide Advertisement - half page 4 color	\$300	\$500	\$
Annual Association Sponsorship – Contact GACS Staff	\$Ranges \$1,000-\$10,000		\$
<b>INDICATE TOTAL AMOUNT DUE</b>			\$

**Rules and Regulations:**

- By signing this agreement, we submit application for exhibit space at the 2024 Southern Convenience Store and Petroleum Show.
- We further agree to abide by all requirements, regulations 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 April 3, 2024.
- 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 May 1, 2024. A badge fee of \$35.00 per person (\$50 for non members) will be assessed if a vendor exceeds four personnel 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 \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 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 Fax: 770-736-9725 EIN# 59-1231372  
 Phone: 770-736-9723  
**Contact showinfo@gacs.com**