

NECSA 2012 Trade Show
"Best Deals in 30 Years!"
Celebrate NECSA's Pearl Anniversary
March 21, 2012
DCU Center
Worcester, MA



necsa

New England Convenience Store Association

**Are You Looking
For A Way
to Increase Your Sales
in the
Convenience
Store Market?**

Exhibit in the New England's top buying trade show
for the convenience store and fuel industries!

The NECSA Trade Show gives you an opportunity to
introduce and sell your products or services to over
a thousand convenience store operators
expected to attend.

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Agenda

Tuesday, March 20, 2012

9:00 am - 4:00 pm	Registration Open
6:00 am - 5:00 pm	Exhibitor Setup & Move In
9:30 am - 4:00 pm	“Top to Top” Meetings
12:00 pm - 1:00 pm	Vendor/Retail Luncheon for “Top to Top” Meeting Participants
5:30 pm - 6:30 pm	Cocktail Reception with Food Stations at the DCU Center
6:30 pm - 8:00 pm	Store Operator Awards Program at DCU Center

Wednesday, March 21, 2012

7:00 am - 9:00 am	Exhibitor Setup & Move In
8:30 am - 9:00 am	NECSA Continental Breakfast
9:00 am - 10:00 am	Educational Speaker
10:30 am - 4:00 pm	Show Open
8:00 am - 4:00 pm	Registration Open
10:00 am - 3:00 pm	Silent Auction Open
4:00 pm - 9:00 pm	Move Out

New Product Display and Advertising

New Product Display

Do you have a new product for convenience stores? If you do, you can increase your visibility at the NECSA Trade Show by marketing in the New Product Showcase. Exhibitors who purchase a premium booth will receive a complimentary spot in the NECSA New Product Showcase. If you do not purchase a premium booth but still wish to display a New Product, the cost is \$100 per new product displayed.

The NECSA New Product Showcase will be set up at the entrance of the Trade Show to provide exhibitors with maximum exposure to all of the retail decision makers expected to attend. The new products will be displayed in glass cases.

In order to qualify, your product must have come on to the market after January 2012 and must fit on the shelf in approximately a one foot by one foot space.

The increased exposure will create brand awareness and direct more retailers to your booth. In addition to the display NECSA will highlight the listing in the "New Product Booklet."

Sponsorship

Take part in this once-a-year opportunity to showcase your company. Join one of the sponsorship programs and take advantage of the chance to advertise and promote your product or service. The sponsorship programs and the additional benefits provided for each include:

Titanium Sponsorship **\$2,500**

- Logo or Company Name on Retail Sample Bags
- 4 Tickets to Store Operator Awards
- Reserved Seating at Store Operator Awards
- \$100 Discount on a Directory Ad
- Logo or Company Name in Trade Show Directory

Platinum Plus Sponsorship **\$2,200**

- "Top to Top" Meetings Luncheon Sponsor
- 4 Tickets to Store Operator Awards
- Reserved Seating at Store Operator Awards
- \$75 Discount on a Directory Ad
- Logo or Company Name in Trade Show Directory

Platinum Sponsorship **\$2,000**

- Store Operator Awards & Cocktail Reception
- 4 Tickets to Store Operator Awards
- Reserved Seating at Store Operator Awards
- \$75 Discount on a Directory Ad
- Logo or Company Name in Trade Show Directory

Gold Sponsorship **\$1,500**

- Retail Education Program
- \$50 Discount on a Directory Ad
- Logo or Company Name in Trade Show Directory

Silver Sponsorship **\$750**

- Continental Breakfast
- Logo or Company Name in Trade Show Directory

Bronze Sponsorship **\$400**

- Retail Registration Area
- Logo or Company Name in Trade Show Directory

General Information

Advertising

Place your ad in the 2012 Trade Show Program Directory and increase your exposure and sales in the New England marketplace. The deadline for the insertion order and materials is **February 20, 2012**. All ads are black and white and the size is 4 1/2" w by 7 1/2" h.

Ad	Cost
Back Cover	\$950
Inside Front Cover	\$850
Inside Back Cover	\$850
Full Page	\$450

Show Deals

Vendors have asked for and retailers have demanded that the NECSA Trade Show become a Buying Venue. A buying show helps exhibitors increase sales and enhances the retailer's bottom line. All exhibitors are asked to create a cents off the invoice show special. The show deals should be added directly to the trade show application.

2nd Annual "Top to Top" Meetings!

Vendors who purchase a booth are invited to reserve a spot in NECSA's "Top to Top" meetings with participating retail companies. **On Tuesday, March 20th, NECSA will host private 20 minute meetings with 15 retail chains to review new opportunities presented by participating vendors.** Vendors and retailers will be invited to a sponsored networking luncheon between the meetings. These face to face meetings give both parties an opportunity to focus and achieve a lot in a short period of time. The cost to participate is \$1,250 (in addition to the booth fee) and spaces are reserved on a first come, first serve basis. Reserve your spot today!

Booth Fees

The NECSA member fee for one booth is **\$1,000**.

The NECSA member fee for a premium booth located as an end cap is **\$2,200**. A premium end cap booth is approximately 23' wide x 10" deep. *Premium booth exhibitors will also receive a complimentary spot in the NECSA New Product Showcase.*

The NECSA member fee for one booth bundled with a Trade Show Directory full-page advertisement is **\$1,400 (Savings of \$50)**.

For two or more booths there is a **10% discount on the total price (@ \$1,000 each).***

*** Discounts do not apply to premium booths, and Top to Top Meeting participants must purchase a booth.**

The nonmember fee for each booth is **\$2,000**.

Nonmembers wishing to qualify for the reduced membership fee must submit their dues with the exhibitor application.

For NECSA membership information see page four of the application or call NECSA's Programs & Events Director Lisa Lawinger at (781) 297-9600 ext. 4. Membership information is also available online at www.necsa.net.

Deposits/Payments/Application

The exhibitor application must be submitted with a **50% deposit**. After **March 1, 2012**, deposits will not apply; payment in full will be due at time of registration. The exhibitor booth balance is due by **March 1, 2012**. Incomplete or illegible forms will not be processed.

General Information

Refunds & Cancellations

If payment is not received in full by **March 1, 2012**, booth space will be reassigned.

Exhibitors wishing to cancel reserved booth space, or to withdraw from the show, must notify NECSA in writing prior to March 1st, otherwise the deposit is non-refundable.

NECSA will refund payment only if, and when, all booths are sold.

Company Contact

The company contact must be someone who will attend the trade show. The contact will be responsible for payment, staff badges, product listings, and, when registering at the trade show, will receive all breakfast and cocktail reception tickets ordered for booth staff.

The company contact will be listed in the Trade Show Directory as the key contact.

Booth Personnel

Booth staff is limited to eight people per booth, covering all shifts of both show days. Every booth must be staffed by at least one person at all times during show hours.

The deadline for pre-registering exhibitor staff for inclusion in the Trade Show Directory is **February 24, 2012**. Booth staff changes will be accepted until **March 9, 2012**. After this date, exhibitor staff additions or changes must be made at the exhibitor registration area at the Trade Show.

Badges

Exhibitors will be charged \$10 per badge printed after March 15, 2012. Badges are required for admittance to the exhibit hall during show hours. The following personnel must be pre-registered for badges: booth personnel, setup & dismantling staff, and models/entertainers.

Booths

Solid exhibit construction will be permitted as long as it does not exceed a height of 8 feet in the rear. Solid exhibit construction and display fixtures over 4 feet high must be confined to that area of the booth that is at least 3 feet from the aisle line.

Booths will not be permitted to be dismantled until the show ends on Wednesday at 4:00 pm.

Each booth is 10' wide and 10' deep. With each booth you will get:

- One 8' High Back Wall
- Two 3' High Side Rails
- One 10' Deep x 10' Wide Carpet
- One 2' x 6' Draped Table
- Two Chairs & One Wastebasket
- One Exhibitor ID Sign
- Product Listing in the Directory
- New Product/Show Deal Highlighted
- Free Listing on NECSA's Website

***You will need to order:**

- Additional Furniture
- Electrical
- Booth Cleaning

General Information

Exhibitors will be responsible for cleaning their own booth and for trash removal at their booth.

Order forms for extra services will be included in the exhibitor manual that will be emailed by Capital Convention Contractors after a **50% booth deposit has been received by NECSA.**

Exhibitor Promotions

Promotional materials such as signs, food service, decorations, entertainers, and models are restricted to designated booth spaces.

Non-Exhibiting Vendor Policy and Registration Fees

NECSA vendor members who are not exhibiting at the show will be admitted for a fee of \$375. Nonmember vendors who are not exhibiting at the show will be allowed to enter the exhibit hall for a fee of \$600. This fee will admit two company personnel into the Trade Show. This policy is strictly enforced.

Labor Information

Union labor is required for dock areas and may result in additional costs for exhibitors. Exhibitors may perform all setup/tear-down of their booth, displays and/or product materials (including the use of power tools) subject to safety policies established by the DCU Center.

The use of forklifts, pallet jacks, lifts, etc. is prohibited.

Insurance

Exhibitors must provide proof of liability insurance to NECSA with their final payment by **March 1, 2012.**

Ice Requirements

Ice will be supplied by NECSA and available by the loading dock.

NECSA Continental Breakfast

Trade Show participants and attendees are invited to partake in a complimentary continental breakfast on March 21st from 8:30 - 9:00 am. The breakfast will be set up outside of the Junior Ballroom, where the Educational Program will take place on Wednesday morning.

Cocktail Reception and Store Operator Awards Night

NECSA will host a cocktail reception with food stations Tuesday night. The reception will be held at the DCU Center and the cost is \$75 per person.

During the reception NECSA's 2011 Store Operator Award winners will be recognized.

Store Operator Awards Program



Each year, NECSA conducts a contest to determine which store managers, franchisees and independent owners are the best operators in New England. Between 50 and 100 nominees are submitted from all over New England. A panel of judges consisting of both retail colleagues and suppliers then undertake a gruelling review of both the operator and the store. The nominees are judged on their customer service skills, merchandising abilities, overall store operations, community service and leadership qualities. The 2011 winners will be recognized at the NECSA Cocktail Reception to be held on Tuesday, March 20, 2012. The event will be held at the DCU Center from 5:30 pm - 8:00 pm, and the cost is \$75 per person.

Silent Auction/Retail Raffle

Please support the silent auction and retail raffle by donating items such as golf equipment, sports memorabilia, electronic equipment, trips or anything that would make an appropriate gift. If you would prefer, you may make a cash donation and NECSA staff will do the shopping for you.

Tobacco Sales & Other Regulations

The Worcester Health Department regulates food & alcohol sampling. The DCU Center charges \$50 per booth for alcohol sampling. If an exhibitor wishes to offer food sampling, NECSA charges \$50 per booth. The city of Worcester along with the state of Massachusetts regulates the sale and display of tobacco products. If you sell tobacco and need additional information, contact NECSA staff.

General Information

Hotels

Room rates are per room, per night. You must register before **February 28, 2012** to receive the special room rate listed below.

Hilton Garden Inn

Room Rate: \$124 (plus 13% tax)

Phone: (508) 753-5700

Please specify that you are with the "New England Convenience Store Association" group. The Hilton Garden Inn is NECSA's host hotel for the 2011 Trade Show and is conveniently located next to the DCU Center. In the event that this hotel is sold out, please refer to the hotels below.

Also in close proximity to the DCU Center is the Courtyard Marriot Worcester, and reservations can be made by calling (508) 363-0300.

Need to make a call?

NECSA

Contact: Lisa Lawinger

Phone (781) 297-9600 ext. 4

Fax (781) 297-9601

Email Lisa@necsa.net

DCU Center

Contact: Jim Moughan

Phone (508) 929-0118

Fax (508) 929-0111

Hilton Garden Inn

Phone (508) 753-5700

NECSA Exhibitor Application



**Trade Show
DCU Center
Worcester, MA
March 21, 2012**

ALL SECTIONS of this form must be completed in full and submitted with a 50% deposit before booth space can be allocated. Please type or print.

All payments after March 1st must be made in full.

Company Information

Please designate one company contact who will attend the trade show.

Contact _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Ext. _____ FAX _____

Email _____ Web Site _____

Booth Selection

Please list booth choice in order of preference.

#1 _____ #2 _____ #3 _____

If none of the indicated booths are available, I accept the allocation of the Trade Show Committee.

(Authorized Signature)

Please list the competitors from whom you wish booth separation:

Additional Staff Names

(Limit = 8 per booth)

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

Product Description

Please describe your product and check the category that best describes your products or services. **Description Limit = 20 words.** NECSA reserves the right to edit text to conform to the format of the Trade Show Directory.

NECSA Exhibitor Application

Show Deals

Deadline for inclusion is **February 27, 2012.**

Item # Description

Promotion

Please specify \$ amount of discount

_____	_____	_____
_____	_____	_____
_____	_____	_____

New Product Description

Deadline for inclusion is **February 27, 2012.**

Fees: \$100 per new product displayed (no charge for Premium Booth Exhibitors)

Item # Description

Description Limit = 20 words.

_____	_____
_____	_____

Sponsorship

- Titanium \$2,500
- Platinum Plus \$2,200
- Platinum \$2,000
- Gold \$1,500
- Silver \$750
- Bronze \$400

- Our logo is enclosed.
- Our logo will be sent separately.
- Please use the logo on file.

Advertising

All ads are 4 1/2" w x 7 1/2" h and will be printed in black and white. Deadline for inclusion is **February 20, 2012. Acceptable formats include JPEG, TIFF and EPS. PDF Formats will not work.**

- 2012 Trade Show Directory

- Back Cover \$950
- Inside Front Cover \$850
- Inside Back Cover \$850
- Full Page \$450

- Our ad is enclosed.
- Our ad will be sent separately.
- Please use the ad on file.

Retail Raffle & Silent Auction

We will donate to the: Retail Raffle Silent Auction

Item _____

We will donate cash so that NECSA can purchase an item for us:

\$ _____
(Amount Donated (Minimum = \$100))

NECSA Exhibitor Application

Please circle all that apply to your company's products or services:

- | | | | |
|----------------------------|---------------------------|---------------------------|---------------------------|
| Accounting | Environmental Cleanup | Mexican | Security Equipment/ |
| Advertising | Equipment | Milk & Other Dairy | Services |
| Age Verification | Facilities Management | Products | Self-Serve Air/Water |
| Air compressors | Film/Photo | Money Orders | Shelving & Displays |
| Alternative Fuel Equipment | Filters | Monitor Well Plugs | Signs/Decals |
| Alternative Snacks | Financial Services | Music & Sound Systems | Site Evaluation/Real |
| ATM Equipment/Service | Flexible Connectors | Networks/Communications | Estate |
| Automation Consultants | Flow Restrictors | Non-Edible Grocery Items | Smokeless Tobacco |
| Automation Panels | Food Preparation | Non-Foodservice Cases | Smoking Accessories |
| Automotive Products/ | Food Service Cases & | Novelty & Seasonal Items | Snacks |
| Services | Counters | Nozzles | Soft Drinks |
| Bakery | Franchisor | Nutritional Snacks | Software |
| Bar Code Scanners | Fresh Flowers/Floral | Office Software & | Soups and Salads |
| Barbecue | Frozen Foods | Hardware | Spill Containment/Spill |
| Batteries | Fuel Additive Injection | Oil/Water Indicators/ | Cleanup |
| Beer | Systems | Separators | Sports/Energy Drinks |
| Beverages - Cold | Fuel Management | Other Tobacco Products | Store Design/Construction |
| Dispensed | Systems | (OTP) | Sumps |
| Beverages - Frozen | Fuel Oil Handling | Packaged Bread | Sunglasses |
| Dispensed | Equipment | Packaged Deli Products | Swivels/Joints |
| Beverages - Hot Dispensed | Fueling Service/ | Packaged Sandwiches/Deli | Tank Linings/Coatings |
| Bottled Water | Construction | Paper Cups | Tanks/Tank Security |
| Brokers | Gauges | Paper/Disposable Products | Systems |
| Cabinetry/Shelving Units | Government Affairs | Pay Phones | Telecommunications |
| Candy | Graphics | Personnel Services | Hardware |
| Canopies/Fascia | Greeting Cards/Gifts | Petroleum Equipment Dist. | Telephone Services & |
| Car Wash Equipment | Hamburgers | Petroleum Products | Systems |
| Cathodic Protection/ | Hardware/Housewares | Phone Cards | Tire Inflators |
| Corrosion Protection/ | Health & Beauty Care | Pipe Tobacco | Tobacco Alternative |
| Anodes | Heating & Cooling - HVAC | Piping/Pipe Guards | Toys/Recreational |
| Check Cashing | Home Delivery | Pizza | Equipment |
| Cheese | Hose/Hose Reels | Point of Sale Advertising | Trading Cards |
| Chicken | Hot Dogs/Roller Grill | Point-of-Sale Software/ | Training Services - Other |
| Cigarette Tobacco | Ice | Hardware | Uniforms |
| Cigarettes | Ice Cream | POS Systems | UST - Monitoring/ |
| Cigars & Pipes | Iced Tea | Postage/Equipment | Inventory |
| Cleaning Supplies | Inside Signs & Lighting | Power Conditioner | Vacuums |
| Computer Software | Insurance | Prepaid | Valves/Fittings/Clamps/ |
| Computers | Intercom Equipment | Telecommunications | Coupling |
| Control Handles | Inventory Optimization | Price Optimization | Vending/Vending |
| Coolers/Cooler Accessories | Island Forms | Printers | Equipment |
| Currency Counters | Juice/Juice Drinks | Provers and Test Measures | Video/Audio Tapes |
| Deep Fryer | Kiosks/Prefabricated | Publications/Maps | Waste Management |
| Disaster Recovery/ | Buildings | Pumps | Water Purification |
| Business | Leak Detection/Monitoring | Radio Frequency Providers | Systems |
| Continuity Planning | Lighters | Recycling Equipment | Wearables/Apparel |
| Dispenser Pans | Lighting | Refrigeration | Wells, Monitoring/ |
| Dispensers - Food & | Loading Arms | Remote Fill Boxes | Observation |
| Product | Lottery/Gaming | Reverse Vending Machine | Wholesalers/Distributors |
| Dispensers - Petroleum | Loyalty Programs | Salty Snacks | Wine/Wine Coolers/Liquor |
| Displays for Gas Pumps | Lube Equipment | Sandwiches (On-site | Other |
| Drainage Systems | Management Consultants | Preparation) | |
| Edible Grocery Items | Maps | Satellites | |
| Electrical Equipment | Mechanical Computers | Seafood | |
| Electronic Displays | Menu Systems | Sealants | |
| Electronic Fund Transfer | Merchandisers | Secondary Containment | |
| Energy Management | Meters | | |

NECSA Exhibitor Application

Payment

Advertising: \$ _____

Booth (Members): \$ _____
(See Page 4 for Booth Pricing)

Booth (Non Members): \$ _____

Booth w/Ad (Members): \$ _____

"Top to Top" Meetings Participant \$ _____

Food Sampling Fee \$ _____

Cocktail Reception/Store Operator Awards Tickets (\$75): \$ _____

Membership Dues - FY 11/12: \$ _____

New Product Display (\$100): \$ _____

Silent Auction/Raffle: \$ _____

Sponsorship: \$ _____

Walk-Through Fee (See pg 6): \$ _____

Total: \$ _____

Membership Information

- Please check if your company is not currently a NECSA member, and you are enclosing membership dues.

Membership fees are based on gross annual sales in New England.

Annual Dues

- \$725 for sales under \$5 million in New England.
- \$1,075 for sales \$5 million or more in New England.

Members please note:

Booths will not be assigned until membership dues for FY 11/12 are paid in full. The NECSA fiscal year runs from November 1st - October 31st.

 Check Enclosed     Google Checkout

Cardholder Name _____ \$ _____
Amount to be charged:

Credit Card # _____

Expiration Date _____ Signature _____

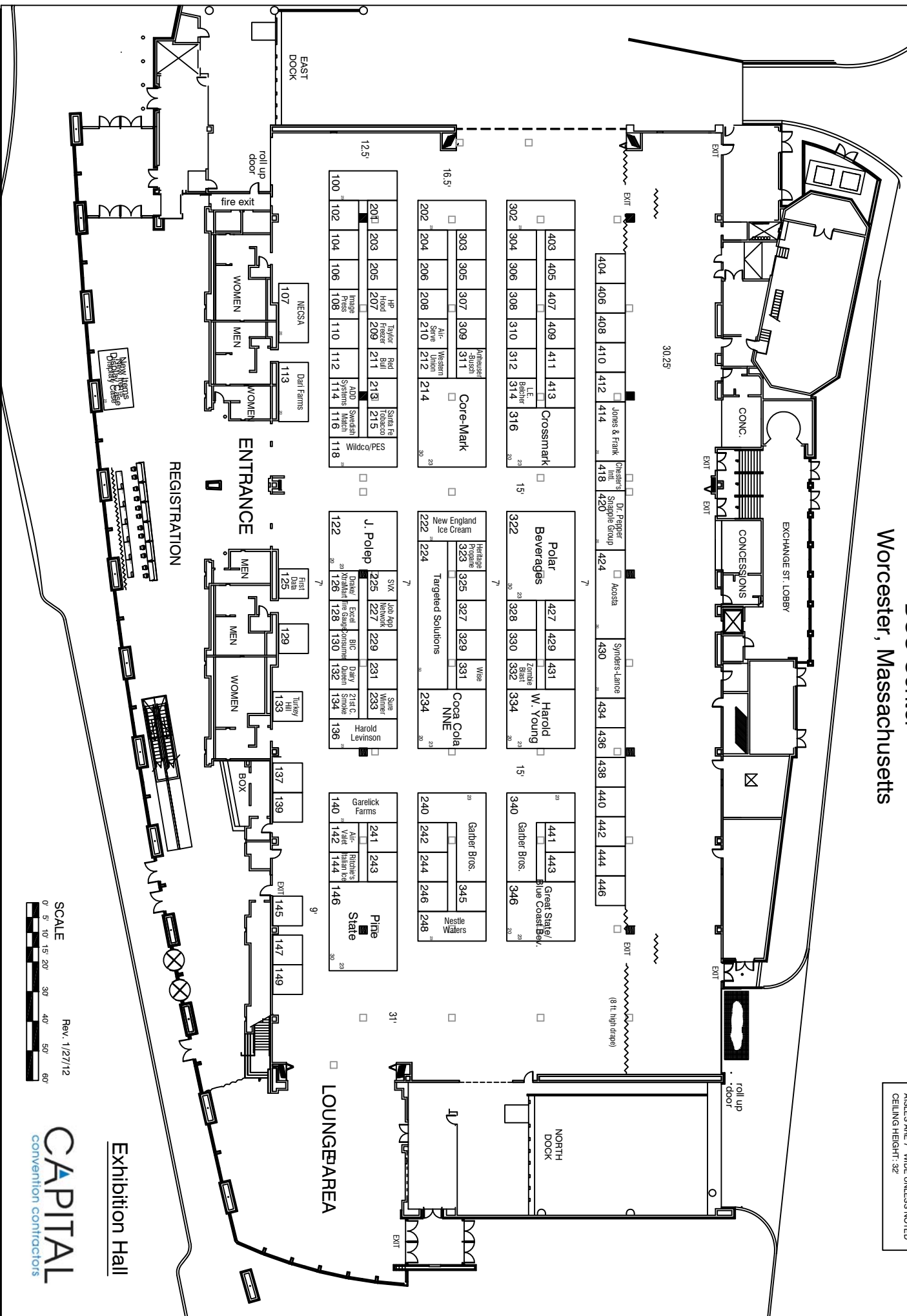
Please copy all sides of this application for your files, and return the original.

For further information contact:

NECSA • 1044 Central Street • Stoughton MA 02072
Phone: 781-297-9600 • Fax: 781-297-9601 • Email: lisa@necsa.net

New England Convenience Store Association Annual Trade Show • March 21, 2012 DCU Center Worcester, Massachusetts

LEGEND
 ■ 3x3 COLUMN
 □ UTILITY FLOORPORT
 BOOTHS ARE 10' X 10' UNLESS NOTED
 AISLES ARE 7' WIDE UNLESS NOTED
 CEILING HEIGHT - 32'



SCALE
 0' 5' 10' 15' 20' 30' 40' 50' 60'

Rev. 1/27/12

CAPITAL
 convention contractors

Exhibition Hall