necsema

New England Convenience Store & Energy Marketers Association

NECSEMA 2017 Trade Show

WHAT'S YOUR

March 22, 2017
DCU Center
Worcester, MA

Are You Looking

to Increase Your Sales

in the C-Store and Energy Marketplace?

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

The NECSEMA 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 21, 2017

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 - 8:00 pm	Store Operator Awards Dinner & Program at DCU Center

Wednesday, March 22, 2017

7:00 am - 9:00 am	Exhibitor Setup & Move In
8:30 am - 9:00 am	NECSEMA Continental Breakfast
9:00 am - 10:00 am	Educational Seminar
10:00 am - 4:00 pm	Show Open
8:00 am - 4:00 pm	Registration Open
10:00 am - 3:00 pm	Prize Giveaways and Drawings
4:00 pm - 9:00 pm	Move Out

New Product Display & Promotional Opportunities

New Product Display

Do you have a new product for convenience stores? If you do, you can increase your visibility at the NECSEMA Trade Show by marketing in the New Product Showcase. Exhibitors who purchase a premium booth will receive a complimentary spot in the New Product Showcase. If you do not purchase a premium booth but still wish to display a New Product, the cost is $150 per new product displayed.

The NECSEMA New Product Showcase will be set up on the Trade Show floor this year with in the lounge to provide exhibitors with maximum exposure to all of the retail decision makers expected to attend! The new products will be displayed in glass shelving.

In order to qualify, your product must have come on to the market after January 2017 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 NECSEMA 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
Logo & Company Name in Trade Show Directory (3 Available)
Full Page Ad

Top To Top Luncheon Sponsor $2,300

"Top to Top" Meetings Luncheon Sponsor
15-20 minutes to Speak at Luncheon.
On site Signage with logo
Logo & Company Name in Trade Show Directory
Full Page Ad

Platinum Plus Sponsorship $2,200

Sponsor of Grand Prize Give-Away Trip and floor prizes. On site Signage with Logo
Logo & Company Name in Trade Show Directory
Full Page Ad

Platinum Sponsorship $1,300

On-Line registration
Logo or Company Name on online registration site for both attendees and exhibitors

Gold Sponsorship $1,000

Retail Education Program Sponsor
Onsite Signage
Logo & Company Name in Trade Show Directory

Silver Sponsorship $750

Continental Breakfast
Onsite Signage
Logo or Company Name in Trade Show Directory

Bronze Sponsorship $500

Retail Registration Area
Onsite Signage
Logo or Company Name in Trade Show Directory

Promotional Opportunities

Show Floor Marketing Rep $500

Allows for one company rep to circulate on the trade show floor and hand out promotional flyers, specials or Company Info

Green Room Access $250

Allows company reps to access meeting room space off the show floor for meeting with clients.

WHAT'S YOUR BRAND?

Advertising

Place your ad in the 2017 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 15, 2017.** All ads are full page black and white.

Ad	Cost
Back Cover (Color)	$950
Inside Front Cover	$650
Inside Back Cover	$650
Full Page	$450
Full Page w/ booth	$400

Show Deals

Vendors have asked for and retailers have demanded that the NECSEMA 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.***

Annual "Top to Top" Meetings!

Exhibiting Vendors are invited to reserve a spot in NECSEMA's "Top to Top" meetings with participating retail companies. **On Tuesday, March 21st, NECSEMA will host private 20 minute meetings with 12 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 **$1,500** and spaces are reserved on a first come, first serve basis. Reserve your spot today!
**** The 2017 Top to Top Meetings are open to all categories***

General Information

Booth Fees

The NECSEMA member fee for one booth is **$1,100**.

The NECSEMA member fee for a premium booth located as an end cap is **$2,300**. A premium end cap booth is approxiamately 23' wide x 10" deep. *Premium booth exhibitors will also receive a complimentary spot in the New Product Showcase.*
Non-Member Premium Booth Fee $3300

For two or more booths there is a **10% discount on the total price.**

*** Discounts do not apply to premium booths.**

The **nonmember fee** for each 10x10 booth is **$2,100.**

Nonmembers wishing to qualify for the reduced membership cost must submit a membership application and include their dues.

For NECSEMA membership information call Marketing and Membership Director Lisa Lawinger Brown 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 **February 20, 2017,** deposits will not apply; payment in full will be due at time of registration. The exhibitor booth balance is due by **February 20, 2017.** Incomplete or illegible forms will not be processed.

Refunds & Cancellations

If payment is not received in full by **March 1, 2017**, booth space will be reassigned.

Exhibitors wishing to cancel reserved booth space, or to withdraw from the show, must notify NECSEMA in writing prior to February 22th, otherwise the deposit is non-refundable.

NECSEMA 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 will receive all cuommunications and updates for the show.

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

Booth Personnel

Booth staff is limited to eight people per 10 x 10 booth, covering all shifts of the show day. 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 20, 2017**. Booth staff changes will be accepted until **March 6, 2017.** 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 6, 2016. 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:

- ☐ **8'high back wall and 3' high side drape**
- ☐ **Booth carpet**
- ☐ **One(1) 6'skirted table (uniform in color)**
- ☐ **Two(2) folding chairs**
- ☐ **One(1)waste basket with liner**
- ☐ **One(1) 7"x44"(one-line)**
- ☐ **ID sign with booth number and show logo**

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 sent by SER Exposition Services after a **50% booth deposit has been received by NECSEMA**.

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

NECSEMA vendor members who are not exhibiting at the show will be admitted for a fee of $500. Nonmember vendors who are not exhibiting at the show will be allowed to enter the exhibit hall for a fee of $1000. This fee will admit one 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 NECSEMA with their final payment by **February 20, 2017.**

Ice Requirements

Ice will be supplied by NECSEMA and available on site.

NECSEMA Continental Breakfast

Trade Show participants and attendees are invited to partake in a complimentary continental breakfast on March 22nd from 8:30 - 9:00 am. The breakfast will be set up outside of the expo hall in the 'Showcase Corner' where the Educational Program will take place on Wednesday morning.

Store Operator Awards Night and Dinner

NECSEMA will host an awards dinner Tuesday night March 21st. The reception will be held at the DCU Center and the cost is $95 per person.
**** Please note: This is a seperate, Ticketed Event.*** Tickets may be purchased seperately and are NOT included with booth purchase. Contact NESEMA for more info and ticket purchase

During the reception NECSEMA's 2016 Store Operator Award winners will be recognized.

Please Note: Some of the policies in regards to
Food and Alcohol Sampling
have changed.
*Vendors Sampling Alcohol will be required to deliver your samples prior to the show on a designated day during a specific time window set by the DCU. There may be an additional charge above the $100 sampling fee for this.

Tobacco Sales, Regulations & Food and Alcohol Sampling

The Worcester Health Department regulates food & alcohol sampling. The DCU Center charges $50 per booth for food sampling and $100 per booth for alcohol sampling. ***If an exhibitor wishes to offer food or alcohol sampling,*** NECSEMA charges $50 or $100 per booth to cover this fee. 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 our staff.

Retail Raffle

Please support the retail raffle that is held during the trade show by donating items such as golf equipment, sports memorabilia, electronic equipment, gift cards or anything that would make an appropriate gift. If you would prefer, you may make a cash donation and NECSEMA staff will do the shopping for you and place an item in the raffle sponsored by your company.

Hotels
Our Host hotel is listed below

Hilton Garden Inn
Room Rate: $144 Per room, per night (plus applicable taxes)
Phone: 508-753-5780
Please specify that you are with the "NE Convenience Store Association" group. The Hilton Garden Inn is conveniently located next to the DCU Center.
You must register before February 28, 2017.

Also very near by:
Holiday Inn Express
Phone: (855) 914-9635

In the event that either hotel is sold out, Also in close proximity to the DCU Center is the *Courtyard Marriot Worcester,* and reservations can be made by calling (508) 363-0300.

QUESTIONS?
NECSEMA
Contact: Lisa Lawinger Brown
Phone (781) 297-9600 ext. 4
Email Lisa@necsema.net

DCU Center
Contact: Jim Moughan
Phone (508) 929-0118
Fax (508) 929-0111

NECSEMA Exhibitor Application

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.

Trade Show
DCU Center
Worcester, MA
March 22, 2017

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) _____
8) _____

Product Description

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

_____

_____

NECSEMA Exhibitor Application

Show Deals

Deadline for inclusion is **February 20, 2017.**

Item #	Description	Promotion Please specify $ amount of discount
_____	_____	_____
_____	_____	_____

New Product Description

Deadline for inclusion is **February 20, 2017.**

Fees: $150 per new product displayed (no charge for Premium Booth Exhibitors)

Item #	Description	Description Limit = 20 words.
_____	_____	

Sponsorship

- ☐ Titaniuam $2,500
- ☐ Top to Top Lunch $2,300
- ☐ Platinum Plus $2,200
- ☐ Platinum $1,300
- ☐ Gold $1,000
- ☐ Silver $750
- ☐ Bronze $500

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

Promotional Opps

- ☐ Show Floor Marketing Rep $500
- ☐ Green Room Access $250

Advertising

All ads are full page and will be printed in black and white. Deadline for inclusion is **February 20, 2017. Acceptable formats include JPEG, TIFF and EPS. *PDF Formats will not work.***

☐ 2017 Trade Show Directory

- ☐ Back Cover (In Color) $950
- ☐ Inside Front Cover $650
- ☐ Inside Back Cover $650
- ☐ Full Page $450
- ☐ Full Page w/10x10 booth $400

- ☐ Our ad is enclosed.
- ☐ Our ad will be sent separately.

Retail Raffle

We will donate to the: ☐ Retail Raffle/Show Prizes

_____

Item

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

New or Other : _____

NECSEMA Exhibitor Application

Payment

Advertising: $ _____

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

Booth (Non Members): $ _____

"Top to Top" Meetings ($1500) $ _____

Tasting Sampling Fee ($50) Food $_____
Sampling Fee Alcohol ($100) $_____

Cocktail Reception/Store
Operator Awards Tickets ($95): $ _____

Membership Dues - FY 2017 $ _____

New Product Display ($150): $ _____

Retail Raffle: $ _____

Sponsorship/s: $ _____
Promotional Opps $_____

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

Total: **$_____**

Membership Information

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

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

Annual Dues

Associate Members

- $825 for sales under $5 million in New England.
- $1200 for sales $5 million or more in New England.

Current Members please note:

*The NECSEMA fiscal year now runs from Jan. 1 - December 31st. Please note if you are including your dues with booth registration

☐ Check Enclosed ☐ VISA ☐ MasterCard ☐ ☐ DISCOVER ☐ NECSEMA Website

_____ $_____
Cardholder Name As Appears on Card Amount to be charged:

_____
Credit Card #

_____ _____
Expiration Date / CSC#(3-4 Digit code) Signature

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

For further information contact:

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