SOUTHWEST FUEL & CONVENIENCE EXPO

SPONSORSHIP OPPORTUNITIES
**WHY SPONSOR?**

Becoming a conference sponsor maximizes your brand visibility and puts your company in front of Industry decision-makers. This is your opportunity to advertise at Southwest Fuel & Convenience Expo as a trusted industry partner. Opportunities are limited, so be sure to confirm your sponsorship today!

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**PLATINUM - $12,000**

- Six (6) full registrations
- Company logo with URL link on website
- Company logo in Pre-Show magazine and on-site Show Guide
- Company logo on Expo signage
- Full page advertising in Pre-Show magazine and on-site Show Guide
- Social Media Recognition
- Sponsor ribbon on your company’s Expo badges

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**GOLD - $9,000**

- Four (4) full registrations
- Company logo with URL link on website
- Company logo in Pre-Show magazine and on-site Show Guide
- Company logo on Expo signage
- Half-page advertising in Pre-Show magazine and on-site Show Guide
- Sponsor ribbon on your company’s Expo badges

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**SILVER - $6,000**

- Two (2) full registrations
- Company logo with URL link on website
- Company logo in Pre-Show magazine and on-site Show Guide
- Company logo on Expo signage
- Quarter-page advertising in Pre-Show magazine and on-site Show Guide
- Sponsor ribbon on your company’s Expo badges

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**BRONZE - $3,000**

- One (1) full registration
- Company logo with URL link on website
- Company logo in Pre-Show magazine and on-site Show Guide
- Company logo on Expo signage
- Business Card size advertising in Pre-Show magazine and on-site Show Guide
- Sponsor ribbon on your company’s Expo badges

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**CONFERENCE BAGS - $7,500**

Be on everyone’s mind when you provide the bags for this conference that each attendee will receive at the registration desk. Your Company logo will appear on the bag and we’ll pre-stuff it with your company brochure and/or small giveaway item. All you need to do is send your company logo, and we’ll take care of producing the bags! Benefits include:

- Tote bags with company name or logo distributed to each attendee
- Promotional item distributed to Expo attendees inside the tote bags (sponsor provides up to 1,000 - 1,200 promotional brochure, insert or item)
- Company logo in on-site Show Guide
- Company logo in Expo marketing materials
- Sponsor ribbon on your company’s Expo badges

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**EXPO LUNCH - $7,500**

As the lunch sponsor, your company will have the opportunity to provide each attendee with a delicious lunch and valuable networking! Take this opportunity to be recognized. Benefits include:

- Company logo on Expo signage
- Promotional conference bag and/or giveaway at each seat
- Company logo in Expo marketing materials
- Sponsor ribbon on your company’s Expo badges

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**BADGE LANYARDS - $7,500**

**It is the opportunities.**

**It is the results.**

**It is the relationships.**

SW-EXPO.COM
Insert a piece of product literature, product CD or giveaway item into conference attendee bags. Bags are given to all registered attendees. Great for announcing a promotion, giveaway or contest at your booth. Benefits include:

- Promotional item distributed to Expo attendees inside the tote bags (sponsor provides up to 1,000-1,200 promotional brochure, insert or item)
- Inserts must be 8 1/2” x 11” size or smaller, and must be approved by TFFA prior to June 5, 2020, and shipped to TFFA office by June 15, 2020
- Quarter-page ad in the on-site Show Guide
- Sponsor ribbon on your company’s Expo badges

FOR MAXIMUM EXPOSURE, SUBMIT FORM BY

Pre-Show Magazine:
APRIL 2, 2020

Show Guide:
MAY 2, 2020
**SPONSOR INFORMATION**

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<thead>
<tr>
<th>COMPANY</th>
<th>NAME</th>
<th>TEL</th>
<th>WEBSITE</th>
<th>EMAIL</th>
<th>ADDRESS</th>
<th>CITY</th>
<th>STATE</th>
<th>ZIP</th>
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</table>

**MAIL PAYMENTS TO:**
Texas Food & Fuel Association  
401 W 15th St #510  
Austin, TX 78701  
Tel: 512.617.4303  
Fax: 512.477.4239  
Email: info@sw-expo.com

**METHOD OF PAYMENT**

- **CHECK:** Check number: __________ Please make checks payable to Texas Food & Fuel Association
- **CREDIT CARD:** Please check one of the following and complete the information below.  
  - American Express  
  - MasterCard  
  - Visa

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<th>CREDIT CARD #</th>
<th>AMOUNT $</th>
<th>EXPIRATION DATE</th>
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<th>NAME ON CARD (please print)</th>
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**Confirmations**
Upon acceptance of your application, the principal contact named at the top of this form will receive an e-mail confirming your sponsorship. All correspondence regarding conference logistics will be sent to the principal contact. This includes the confirmation letter, invoices, shipping deadlines and instructions, sponsor registration, etc.

**Payment & Cancellation**
The sponsoring company agrees to pay the published sponsorship fee once the application has been submitted and accepted by Texas Food & Fuel Association. Invoices will be generated and sent to the principal contact by e-mail. Payment is requested within 30 days. Outstanding balances must be paid in full prior to publication of company names/logos on sponsorship materials. Sponsorships may not be cancelled. Upon signing the agreement, there are costs incurred on behalf of the sponsor and the full, published amount must be paid.

**Sponsorship Rules & Regulations**
By signing the application/contract, each organization, its employees, representatives and/or contractors, agrees to abide by these rules and regulations and any amendments or additions made to them.

**Have a Question?**
Contact William Reagan  
wreagan@tffa.com  
or call 512.617.4310

**SW-EXPO.COM**