

POWERED BY THE TEXAS FOOD & FUEL ASSOCIATION

2027



SOUTHWEST FUEL &
CONVENIENCE EXPO

MAY 24-26 OMNI FORT WORTH HOTEL & FORT WORTH CONVENTION CENTER FORT WORTH, TX

EXPAND YOUR PRESENCE AT THE EXPO

WWW.SW-EXPO.COM

SPONSORSHIP OPPORTUNITIES



SOUTHWEST FUEL & CONVENIENCE EXPO SPONSORSHIPS

CHARGING STATION

\$7,800
EXCLUSIVE

SOLD

Keep attendees connected and position your brand at one of the most visited areas of the event. As the Charging Station Sponsor, your logo will be prominently displayed where attendees pause to recharge their devices, creating a natural opportunity for repeated brand visibility and engagement.

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide and Expo App
- Company logo on Charging Station(s) and Expo signage
- Sponsor ribbon on your company's Expo badges

EXPO LUNCH

\$7,800
EXCLUSIVE

SOLD

Save attendees time and connect with the industry with the Expo Lunch sponsorship. Your company will be recognized while attendees grab a bite to eat as they visit vendors in the exhibit hall.

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide and Expo App
- Company logo on Expo signage
- Company logo on napkins & custom cups
- Sponsor ribbon on your company's Expo badges

Sponsor provides up to 1,000 brochures, inserts, or promotional item one month before Expo dates.

CONFERENCE BAGS

\$7,800
EXCLUSIVE

SOLD

Put your brand in the hands of attendees and guarantee that it's seen everywhere, even after the Expo closes. These high-quality bags made of recycled material will be printed with your logo and distributed to all Expo attendees at registration check-in.

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide and Expo App
- Company logo on Expo signage
- Sponsor ribbon on your company's Expo badges

Sponsor provides up to 1,000 brochures, inserts, or logoed promotional item one month before Expo dates.

SPONSOR LEVELS

PLATINUM SPONSOR

\$13,000

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo on aisle sign hung from rafters
- Company logo in on-site Show Guide
- Company logo prominently displayed on Expo entrance signage
- (4) Expo Registrations (includes Casino Night)
- Social Media recognition
- Sponsor ribbon on your company's Expo badges

GOLD SPONSOR

\$9,500

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide
- Company logo on Gold Sponsors ad block in on-site Show Guide
- Company logo on Expo entrance signage
- (3) Expo Registrations (includes Casino Night)
- Social Media recognition
- Sponsor ribbon on your company's Expo badges

SILVER SPONSOR

\$7,500

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide
- Company logo on Expo signage
- (2) Expo Registrations (includes Casino Night)
- Sponsor ribbon on your company's Expo badges

BRONZE SPONSOR

\$4,500

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide
- Company logo on Expo signage
- (1) Expo Registrations (includes Casino Night)
- Sponsor ribbon on your company's Expo badges

EXPO SUPPORTER

\$1,600

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide
- Company logo on Expo signage
- Sponsor ribbon on your company's Expo badges

HOTEL KEY CARD

\$7,800
EXCLUSIVE

SOLD

This sponsorship might just be the key to reaching your target audience at the 2026 Southwest Fuel & Convenience Expo. These hotel key cards provide prime real estate for one lucky sponsor and will be used daily by all attendees who stay at the Grand Hyatt San Antonio. The key card will include your logo and message on the front and back of the hotel key card.

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide and Expo App
- Company logo on Expo signage
- Sponsor ribbon on your company's Expo badges

Sponsor provides artwork to the Association three months before Expo dates for production.

BADGE LANYARD

\$7,800
EXCLUSIVE

SOLD

Our most popular sponsorship! Each EXPO attendee will receive a lanyard featuring the sponsor's logo printed on it. Imagine every attendee walking the floor promoting your organization by wearing your company logo throughout the EXPO!

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide and Expo App
- Company logo on Expo signage
- Sponsor ribbon on your company's Expo badges

WATER BOTTLE/STATION

\$5,000
EXCLUSIVE

SOLD

The water stations will be strategically located in the exhibit hall, providing a much needed thirst quencher.

- Company logo with URL link on website
- Company logo in Pre-Show magazine
- Company logo in on-site Show Guide and Expo App
- Company logo on Expo signage
- Company logo on custom water bottles
- Sponsor ribbon on your company's Expo badges

THANK YOU FOR SPONSORING!

SPONSOR LEVELS

☐ PLATINUM SPONSOR - \$13,000

☐ GOLD SPONSOR - \$9,500

☐ SILVER SPONSOR - \$7,500

☐ BRONZE SPONSOR - \$4,500

☐ EXPO SUPPORTER - \$1,600

SOLD WATER BOTTLE/STATION - \$5,000 **SOLD** CHARGING STATION - \$7,800

SOLD HOTEL KEY CARD - \$7,800 **SOLD** CONFERENCE BAGS - \$7,800

SOLD LUNCH SPONSOR - \$7,800 **SOLD** BADGE LANYARD - \$7,800

METHOD OF PAYMENT

☐ CHECK: Check number: _____ (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

Credit Card # _____ Amount \$ _____

Expiration Date _____ CVV _____ Billing Zip _____

Name on Card (please print) _____ Signature _____

SUBMIT FORM

ADDRESS

TEXAS FOOD & FUEL ASSOCIATION
401 West 15th Street, Suite 510
Austin, TX 78701

EMAIL

ahicks@tffa.com

QUESTIONS?

Contact Annette Hicks
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SEE YOU IN FORT WORTH

POWERED BY TEXAS FOOD & FUEL ASSOCIATION