



2024  SOUTHWEST FUEL & CONVENIENCE EXPO

JUNE 25-27 • GRAND HYATT SAN ANTONIO & HENRY B. GONZALEZ CONVENTION CENTER • SAN ANTONIO, TX

# EXHIBITOR PROSPECTUS

HENRY B. GONZALEZ  
CONVENTION CENTER

SAN ANTONIO, TEXAS  
JUNE 25-27, 2024

More than  
800 industry  
professionals  
attended the  
2023 SW Expo.

*Reach a larger,  
more targeted  
audience.*



POWERED BY TEXAS FOOD & FUEL ASSOCIATION

# WE INVITE YOU TO EXHIBIT AT THE SOUTHWEST FUEL & CONVENIENCE EXPO,

June 25-27, 2024, in San Antonio, Texas. This event unites top management, qualified buyers, and key decision-makers from throughout the fuel, convenience, and food retailing industries. Industry leaders from across Texas and the Southwest participate at the Southwest Fuel & Convenience Expo which offers maximum exposure for your company, brand, and products.

## WHO VISITS THE EXPO?

Owners/Operators, Top Level Executives, Buyers, and Merchandisers representing:

- Fuel Marketers and Wholesalers
- Convenience Store Chains
- Major Oil Companies
- Independent Operators
- Car Wash and Quick Lube Centers
- Grocery Stores and Supermarkets
- Specialty Stores and Dollar Stores
- Grocery Wholesalers and Distributors

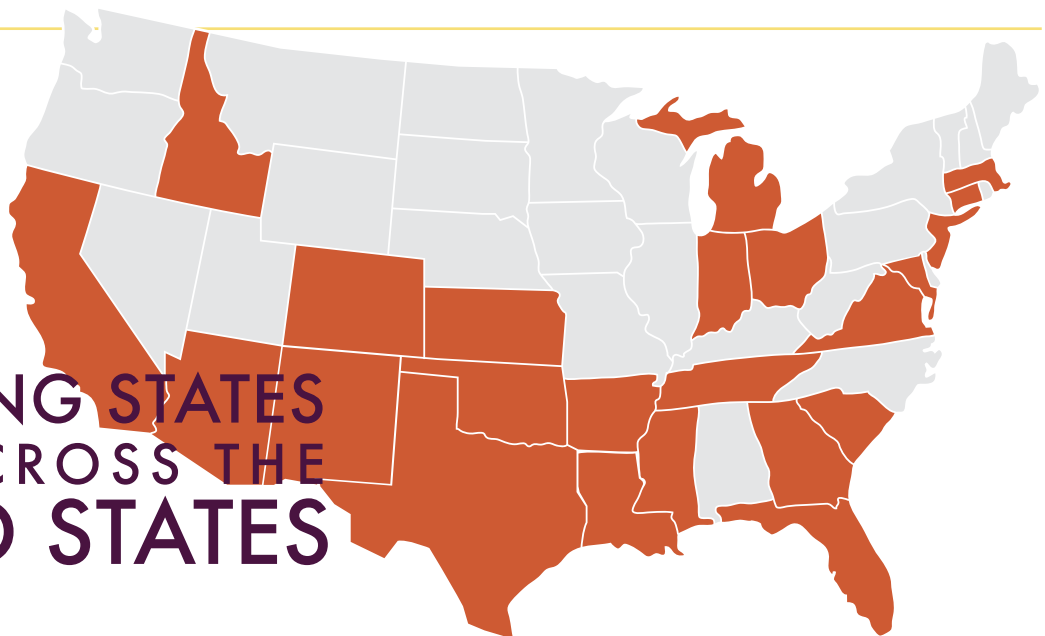
## WHY SHOULD YOU EXHIBIT?

- Interact with attendees looking to learn about products and services they may recommend/purchase
- Build brand awareness
- Boost your presence in the industry
- Strengthen relationships with petroleum and convenience retailing professionals
- Generate leads with highly engaged professionals
- Non-compete Expo Hall hours

## WHO SHOULD EXHIBIT?

- Manufacturers
- Technology Companies
- Food Brokers
- Wholesalers
- Suppliers
- Service Providers

ATTENDING STATES  
FROM ACROSS THE  
UNITED STATES



# BOOTH PRICING

## 10' x 10' booth

- \$1,900 - Member rate
- \$2,900 - Non-Member rate

## Tank Trailers and Trucks (10' x 40', 10' x 50', or 10' x 60')

- \$1,100 - Member rate (per 10' x 10' space)
- \$1,850 - Non-Member rate (per 10' x 10' space)



## DISCOUNTS

Texas Food & Fuel Association Members receive a discount – find out how to become a member by visiting [www.TFFA.com](http://www.TFFA.com) and join today!



## IMPORTANT DATES

Booth selection at Pre-Sell and prior to **January 31, 2024**, requires a 50% deposit

Balance of exhibit space fees due **March 1, 2024**

Booth selection must pay in full after **February 1, 2024**

## EXHIBITIONS SPACE INCLUDES

- Each booth comes with an 8' back drape and a 3' sidewall
- Aisle carpet throughout exhibit hall (**Exhibitors are required to carpet their booths**)
- Clean exhibit hall
- 24/7 Security
- First-Time exhibitors sticker displayed in front of their booth
- Exhibitor Services Center with complimentary water, coffee, and sodas
- Registered Annual Conference attendee list, pre and post show

## ACCESS • EXPOSURE • NETWORKING LEADS • ADVERTISING

- Exhibitors get one-on-one access to leaders in the petroleum marketing and convenience retailing industries
- Develop and strengthen name recognition for your brand through the high visibility on the Expo website and event app
- Don't miss out on the many networking opportunities outside the expo hall at the 75th Anniversary Gala & Casino Party!
- With access to lead retrieval service, exhibitors can capture qualified leads by scanning badges to turn booth visitors into customers
- Sponsorship opportunities give exhibitors the option to advertise their brand at the Southwest Fuel & Convenience Expo

## COMPLIMENTARY BADGES

- Exhibitors receive two (2) full complimentary badges, which includes a Casino Party ticket and (4) exhibitor badge only with the option of purchasing a Casino Party ticket
- Additional badges can be purchased for \$75 each
- Badges are non-transferrable

## EXHIBIT SPACE CANCELLATION

Through March 1, 2024: **Full Refund**

Mar. 1 – Apr. 30, 2024: **50% of Amount Paid**

After April 30, 2024: **No Refund**



**PLEASE NOTE:** Booth furniture, electrical, booth carpet, labor, etc, is not included in booth purchase and must be obtained separately through the Texas XPO Exhibitor Kit. Payment can be made by credit card in the registration process. (**Exhibitors are required to carpet their booths**)

FOR ADDITIONAL EXHIBITOR INFORMATION CONTACT:

**KRIS WALLACE**

(512) 617-4303

[kwallace@tffa.com](mailto:kwallace@tffa.com)

## EXHIBITOR SCHEDULE

### MONDAY, JUNE 24

8:30 AM – 11:30 AM Tankers & Trucks Move-In

### TUESDAY, JUNE 25

8:00 AM – 5:00 PM Exhibitor Move-In  
8:00 AM – 2:00 PM TFFA PAC Golf Tournament  
1:00 PM – 5:00 PM Expo Registration  
7:00 PM – 10:00 PM 75th Anniversary Gala & Casino Party

### WEDNESDAY, JUNE 26

8:00 AM – 9:30 AM Exhibitor Move-In  
8:00 AM – 3:00 PM Expo Registration  
10:00 AM – 3:00 PM Expo Hall Open  
12:00 PM – 1:30 PM Lunch in Expo Hall  
3:15 PM – 4:15 PM Brand Meetings  
4:15 PM Evening Open for Exhibitors & Suppliers Hospitalities

### THURSDAY, JUNE 27

8:00 AM – 2:00 PM Expo Registration  
9:00 AM – 10:00 AM Brand Meetings  
10:00 AM – 2:00 PM Expo Hall Open  
12:00 PM – 1:30 PM Lunch in Expo Hall  
2:00 PM – 5:00 PM Exhibitor Move-Out

## CONTACT INFORMATION

### ADVERTISING & SPONSORSHIP

Annette Hicks, CMP  
Phone: (512) 617-4302  
E-mail: ahicks@tffa.com

### EXHIBITING & MEMBERSHIP

Kris Wallace  
Phone: (512) 617-4303  
E-mail: kwallace@tffa.com



*"As a first-time exhibitor, the expo checked all the boxes with quality leads and the opportunity to reach new and larger brands. The event was organized very well and the association was accommodating to our needs."*



**Derald Schultz**  
Vice President Sales & Marketing - Icebox Ice



STAY CONNECTED  
SW-EXPO.COM

**WE FUEL TEXAS.™**



**TEXAS FOOD & FUEL**  
— ASSOCIATION —

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