

2014 SOUTHWEST FUEL & CONVENIENCE EXPO

May 13–15, 2014 • Gaylord Texan • Dallas, Texas

Conference Dates: May 13–15 • Exhibit Dates: May 14–15

CONTACT INFORMATION:

COMPANY NAME:		
CONTACT NAME:		
TITLE:		
TEL:	FAX:	
EMAIL:	WEB SITE:	
ADDRESS:		
CITY:	STATE:	ZIP CODE:

EXHIBIT SPACE RATES

TFFA Member Rate*: \$1,750 per 10' x 10' booth **Booth Size:** _____ (min. 10' x 10')

**Membership must be current at the time of the event to qualify for the member rate.*

Non-Member Rate: \$2,450 per 10' x 10' booth **Total Cost:** \$ _____

Booth Preferences: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____ 5th Choice: _____

Tanker Trucks and Transporters: Member Rate: \$3,500 / 10' x 30' booth Non-Member Rate: \$7,350 / 10' x 30' booth

PAYMENT INFORMATION

Initials	Deposit and Payment Schedule
	Exhibitors securing their booth prior to October 11, 2013 must pay a 50% deposit due to TFFA no later than October 12, 2013.
	Exhibitors securing their booth after October 11, 2013 must include a 50% deposit with their booth application.
	Exhibitors securing their booth after January 3, 2014 must include FULL payment of booth space with their application.

CANCELLATION PENALTIES

Initials	Cancellation Penalties
	Through October 11, 2013: No penalty
	October 14, 2013 – January 3, 2014: 50% of booth space cost
	After January 3, 2014: 100% of booth space cost

METHOD OF PAYMENT

Check. Check number: _____ Please make checks payable to **TFFA**

Credit Card: Please check one of the following and complete the information below. American Express MasterCard Visa

CARD NUMBER: _____ AMOUNT: \$ _____

EXP. DATE: _____

NAME ON CARD (PLEASE PRINT): _____

SIGNATURE: _____

This exhibit space application will become a contract upon acceptance with authorized signature and is based upon the exhibit floor plan, exhibit space fees, rules governing the exposition and general information that is included with this document.

EXHIBITOR SIGNATURE: _____

DATE: _____

PRINTED NAME: _____

TELEPHONE: _____

MAIL PAYMENTS TO:

Texas Food and Fuel Association (TFFA)
 401 W 15th Street, Suite 510
 Austin, TX 78701

Tel: 512-617-4303 • Fax: 512-477-4239
 Email: kwallace@txfoodandfuel.org

SHOW MANAGEMENT USE

AUTHORIZED TFFA SIGNATURE: _____	DATE: _____
CONTRACT NUMBER: _____	ASSIGNED BOOTH NUMBER: _____
	SIZE: _____

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1. SPONSOR: The 2014 Southwest Fuel & Convenience Expo is sponsored by the Texas Food & Fuel Association, 401 W 15th St., Suite 510, Austin, TX. For purposes of this document, the sponsor may be designated as the "Association," "Exhibit Management," or "TFFA."

2. ELIGIBLE EXHIBITS: Firms and organizations eligible to apply for exhibit space are those that manufacture, supply or distribute products, services or equipment to the motor fuels, convenience and/or grocery industry.

3. ASSIGNMENT OF SPACE: Priority for booth assignments will be given to previous exhibitors based on the priority point system. The priority point systems will expire on June 28, 2013. After the expiration of the priority point system, exhibit space will be assigned on a first-come, first-served basis. Every effort is made to assign comparable space when choices are not available.

4. EXHIBIT SPACE RENTAL: The rental fee for exhibit space includes standard booth drapery, booth identification sign, Exhibitor Service Manual, listing in the Official Onsite Show Directory, online on the show's website, Expo APP and in TFFA's *Quarterly Magazine*. **Exhibitors are required to carpet their booths;** TFFA will provide aisle carpet.

5. PAYMENT TERMS: The fee for booth space is \$1,750 per 10'x10' for exhibiting companies that are members of TFFA as of 5/9/13. Exhibiting companies not members of either association may join TFFA as an associate member to be eligible for membership pricing. The price for non-members is \$2,450 per 10' x 10' booth space. Exhibitors securing their booth prior to October 11, 2013 must pay a 50% deposit due to TFFA no later than October 11, 2013. Exhibitors securing their booth after October 11, 2013 must include a 50% deposit with their booth application. Exhibitors securing their booth after January 3, 2014 must include FULL payment of booth space with their application. **ALL MEMBERS MUST BE IN GOOD STANDING AT THE TIME OF THE EXPOSITION IN ORDER TO RECEIVE THE MEMBER RATE FOR BOOTH SPACE.**

6. PAYMENT: Please make checks payable to: Texas Food & Fuel Association (TFFA). Mail the signed copy of the booth space application with payment to TFFA, 401 W 15th St., Suite 510, Austin, TX 78701 or fax to (512) 477-4239 with credit card information. A confirmation for booth space will be emailed. Checks or dollar bank drafts received which result in "non-sufficient funds" (NSF) status will result in immediate cancellation of booth space with no reinstatement.

7. CANCELLATION POLICY: In the event of cancellation by an exhibitor, TFFA shall determine an assessment covering the reassignment of space, prior services performed, and other damages related to cancellation, according to the following schedule:

Through October 11, 2013: No Penalty

October 11, 2013 – January 3, 2014: 50% of total booth rental cost.

After January 3, 2014: 100% of total booth space cost.

Unless arrangements for delayed occupancy have been approved in writing by the TFFA, any space not occupied by the end of exhibitor move in, will be forfeited by the exhibitor. Such space may be resold, reassigned or used by the Management as it sees fit, without refund.

8. IN COMPLIANCE WITH TFFA: In respect to fellow exhibitors, no displays may be dismantled or packing started before the official show closing. It will be each exhibitor's responsibility to see that all merchandise is removed from the exhibit space as soon as possible after the Expo closes at 12:00 p.m. p.m. on Thursday. Exhibitors who violate dismantling early will be subject to the possibility of loss of priority points as well as a one-year suspension of exhibit privilege.

To avoid any damage to or loss of your equipment, please remain with your exhibit until crates are returned and your material is packed.

9. BOOTH DESIGN & USE OF EXHIBIT SPACE: All booths are clearly shown on the floor plan. Exhibit spaces are 10 feet wide by 10 feet deep. Dimensions and locations believed but not warranted, to be accurate. In all cases the width of the booths is given center to center of rails. Prefabricated displays should be two inches less than width of a booth. In the rear 4 feet of the booth, display material may reach the maximum height of 8 feet. In the remainder of the booth, display material may not exceed the 4-foot height of the side rails.

An island exhibit is a block of four or more booths with aisles on all four sides. An island display may go up to a height of 16 feet, ceiling height permitting. The exhibitor will be charged for booths and/or aisles eliminated to create this island design. Sufficient see-through areas must be provided so as not to block the view of the adjacent exhibits.

A peninsula exhibit is a combination of four or more units back-to-back with aisles on three sides. A peninsula may go up to a height of 16 feet, ceiling height permitting except within 10 feet of the neighboring booths. Displays in this area may extend to the 16-foot height, ceiling height permitting in the center 8 foot, but are limited to a 4-foot height of the remaining space closest to the aisles.

Exhibitors must submit in writing no later than 60 days prior to the show requesting a two-story space with a proposed plan for approval. Two-story displays are subject to approval by Exhibit Management and the Fire Marshal.

With the exception of island and peninsula booths, maximum exhibit height is 8 feet. Where an unfinished portion of an exhibit is exposed, the offending surface must be made presentable at the expense of the exhibitor.

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Therefore, a display may not extend above the side rail more than 4 feet from the back wall.

Exposed unfurnished sides of the exhibit backgrounds must be draped to present an attractive appearance. If such draping is not ordered, the decorator, with the approval of Exhibit Management, will install draping and charge the exhibitor.

10. EXHIBIT LOGISTICS: An Exhibitor Service Manual link containing detailed information will be emailed to each exhibitor in ample time for advance planning. The Manual will contain information

regarding shipment, labor, electrical service, rental items, etc. Exhibitors are urged to order all required services in advance.

11. SUBLETTING EXHIBIT SPACE: Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them except upon written permission from TFFA. Exhibitors sharing a booth must seek approval from TFFA in writing with company name and relationship between the parties proposing to share booth space. Upon approval, only one contact name, company name and address may be given on the exhibit booth contract as the key contact for the booth. This person will be responsible for the booth fees and providing exhibit information to all others sharing the booth space.

12. LABOR: Exhibitors must comply with union work rules where applicable. Union labor will be made available. Any union requirements and the use of union personnel are the sole responsibility of the exhibitor. The exhibitor is responsible for its display being erected and dismantled but understands it may not be allowed to do the work itself.

13. USE OF AN OUTSIDE CONTRACTOR: Exhibitors who plan to have an exhibit service firm (other than the TFFA's Official Contractor) to unpack, erect, assemble, dismantle, and pack displays must notify Exhibit Management in writing on or before 30 days prior to the first day of move-in of the name of the service firm and address. The service firm must furnish to Exhibit Management an insurance certificate naming the TFFA, the Official Show Contractor, and the Gaylord Texan Resort as additional insureds, in an amount of not less than \$1,000,000 liability which is to include coverage for damage to property.

14. SECURITY: TFFA will provide security throughout the official period of installation, showing and dismantling. TFFA, the Gaylord Texan Resort and the Official Show Contractor, and any officer, director, agent or employee thereof, will not be liable for any damages to the persons, property, or business of the exhibitor, its agents or employees for injury, theft, damage by fire, accident or any other cause. TFFA, the Gaylord Texan Resort and the Official Show Contractor, will be indemnified and held harmless by the exhibitor from any claim by any of the exhibitor's agents or employees for injury, loss or damage. The exhibitor further agrees not to do or suffer anything to be done, in connection with TFFA's Expo, by which persons or property may be injured or damaged, or by which rights of whatever kind, including patent and trademark rights, may be violated and the exhibitor agrees to indemnify and hold harmless the TFFA, the Gaylord Texan Resort, and the Official Show Contractor, and their officers, directors and employees from any claim for any such injury, damage or violation.

15. INSURANCE: Liability insurance, property insurance and worker's compensation, with a minimum limit of \$1 million, must be taken out by each exhibitor at his own expense, as required. Exhibitors are encouraged to take out a portal-to-portal rider on their own insurance policy protecting them against loss through theft, fire, damage, etc.

16. CHARACTER OF DISPLAY: Exhibitors who use costumed models should be sure that their manner of appearance and dress are not offensive as determined the Exhibit Management in its sole discretion. Children under age 18 will not be permitted to "work in booths" even if in costume. **Strollers are banned from the Exhibit Hall at all times.** Soliciting participation in surveys or otherwise harassing attendees is prohibited. EXHIBIT MUST BE STAFFED AT ALL TIMES DURING HOURS OF EXHIBIT.

17. SOUND DEVICES: Sound presentation will be permitted if kept to conversational level and if not objectionable to neighboring exhibitors. Exhibit Management reserves the right to restrict the use of booth illumination. Exhibitors will confine their activities to the space for which they have contracted. They are not permitted to use strolling entertainment or to distribute samples or souvenirs except from their own booths. No sampling distribution includes convention delegates hotel rooms, corridors and public areas.

18. FIRE & SAFETY LAWS: All safety rules, regulations and statutes must be strictly observed. Wiring must comply with the fire department regulations. All decorations must meet flameproof tests prescribed by local ordinances. Crepe paper or corrugated paper, flame proofed or not, is not permitted in displays. Exhibits which in design, operation, or product are determined by Exhibit Management to be offensive, obscene or objectionable will be prohibited.

19. SMOKING: Smoking is not permitted in the Exhibit Hall and all attendees and exhibitors must conform to smoking laws in place at the Gaylord Texan Resort.

20. CAMERAS: Cameras are not permitted in the hall. You may order photographic services by contacting the Show Photographer listed in the Exhibitor Service Manual.

21. BOOTH RELOCATION: Exhibit Management reserves the right to relocate exhibitors in comparable spaces other than those specified on the executed exhibitor contract if it is deemed advisable and necessary in the best interest of the show. In the event of relocation, exhibitors will be advised in writing and given the option of selecting another location if available, and to cancel and receive a full refund of all payments.

22. ADMISSION: TFFA will have sole control over all admission policies. All attendees will register and wear a prescribed badge while in attendance. All issued badges remain the property of TFFA. By accepting the badge, attendees agree to observe all guidelines governing the Expo.

23. HOUSING: Please call the Gaylord Texan Resort direct at (866) 782-7897 or (817) 778-2000; refer to group code: TFFA to reserve rooms. Please reserve your room early, as availability is limited. Reservation cut-off date is April 21, 2014.

24. CANCELLATION: In the event of cancellation of the show due to fire, strikes, governmental regulations, or any cause beyond the control of TFFA, the Association will not be liable for failure to hold the Expo as scheduled, and TFFA will determine the amount, if any, of the exhibit fees to be refunded.

25. AMENDMENTS: TFFA will have sole authority to interpret and enforce all guidelines contained herein to make any amendments thereto, and to make such further guidelines as will be necessary for the orderly conduct of the show.