



**FEB 24 - 25, 2017**

KC Convention Center, Bartle Hall  
Kansas City, MO

**2017**

**PACEshow**  
PETROLEUM AND CONVENIENCE EXPO

## EXHIBIT OPPORTUNITIES

**Join us for the 2-day PACEshow trade show event and watch your customer list grow.**

Since 1997, petroleum marketers and convenience store owners and operators have gathered for the annual **PACEshow**.

Your participation at this 2-day trade show event provides a cost-effective opportunity for face-to-face sales with current and potential customers from throughout the central Midwest.

We encourage you to include the **PACEshow** in your marketing plan and look forward to working with you in Kansas City!

## WHAT YOUR EXHIBIT BOOTH INCLUDES:

- 10 exclusive non-competing exhibit hours
- 4 complimentary exhibit personnel badges per 10' x 10' booth  
*(extra badges available for add'l fee)*
- one (1) handheld barcode scanner unit per company  
*(A \$350 value)*
- standard company listing in on-line buyer's guide, on-site printed show guide & PACEshow app  
*(premium listings available for add'l fee)*
- post-show attendee registration list
- 8' high draped back wall and 3' high draped side walls in in-line booths
- standard 7" x 44" identification sign
- 24-hour security

**All booth furnishings & cleaning are the responsibility of the exhibitor.**

**Visit [www.PACEshow.com](http://www.PACEshow.com) to review all the details and the complete list of PACEshow Exhibiting Rules & Regulations**

## PACEshow Stats

### The People You'll Meet

Our attendees influence the allocation and spending of millions of dollars on industry products and services.

Just take one look at the trade show stats and you will know that these are the customers you need to meet!

**2635**

# of pre-registered and on-site participants at PACE 2016

Total represents both attendees (1418) and exhibitors (1217)

### Convenient Location

The centralized Kansas City location offers both exhibitors & attendees from throughout the Midwest easy access to tremendous networking and business growth opportunities.



### Networking Opportunities

Secure new contacts & renew relationships with your existing customers. The PACEshow offers networking opportunities with this unique audience of industry professionals.



### Effective Results

PACEshow attendees are decision-makers and our participants are looking for innovative ideas and solutions to improve their company's productivity and profitability.

**94%**

of attendees either approve or recommend purchases for their company



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# 2017 PACESHOW

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## EXHIBIT & SPONSOR APPLICATION/CONTRACT

**PLEASE COMPLETE, SIGN & RETURN APPLICATION & PAYMENT TO:**

PACE, c/o Missouri Petroleum Marketers & Convenience Store Association  
 205 East Capitol, Suite 200 • Jefferson City, MO 65101  
 phone: (573) 635-7117 • fax: (573) 635-3575

**COMPANY & CONTACT INFORMATION**

TYPE OR PRINT - information & person to be listed as official PACESHOW contact on-line, on-site & on app

Company \_\_\_\_\_  
 First / Last Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Website \_\_\_\_\_

ADMIN CONTACT - other company contact to receive PACESHOW administrative info (Exhibitor Service Manual, badge registration forms, etc.)

First / Last Name \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Phone \_\_\_\_\_

**MEMBERSHIP** -  MPCA  PMCA-KS  NPCA  Non-Member

**EXHIBITOR CATEGORIES** - check best category, ONE only

- BUSINESS EQUIPMENT & SERVICES**  
 financial / insurance / payment processing / point of sale systems / technology
- BEVERAGE / FOOD - EQUIPMENT, SERVICES & PROGRAMS**  
 beverages / candy & snacks / food & foodservices / ice
- FACILITY DEVELOPMENT**  
 canopies / carwash / construction & design / lighting / real estate / signage
- FUEL / CHEMICALS**  
 additives, chemicals, oils / alternative fuel / fuel products / propane
- FUEL EQUIPMENT & SERVICES**  
 fuel systems / environmental / storage tanks
- GOV'T AGENCY**
- MERCHANDISE**  
 lottery / novelties / pre-paid cards / tobacco / vapor products
- TRUCKS, TRANSPORT & FLEET MANAGEMENT**

**EXHIBITOR COMPANY DESCRIPTION** - limit = 25 words or less  
 for use in Premium Listing for PACESHOW.com & App, as applicable

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**EXHIBIT SPACE PREFERENCE**

Exhibit location assigned upon receipt of full payment - first come, first served. A current floor plan is on-line at www.PACEshow.com.

Rank order of booth preference:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

Specific competitors to avoid? \_\_\_\_\_

**EXHIBIT SPACE OPTIONS**

EXHIBIT TYPE	PRIOR TO NOV 1, 2016		AFTER NOV 1, 2016	
	MBR	NON-MBR	MBR	NON-MBR
<b>BOOTHS</b>				
10' x 10'	→	→	\$ 1,950	\$ 2,250
10' x 20'	→	→	\$ 3,350	\$ 4,100
10' x 30'	→	→	\$ 4,950	\$ 6,050
10' x 40'	→	→	\$ 6,450	\$ 8,000
20' x 20'	→	→	\$ 6,450	\$ 8,000
20' x 30'	→	→	\$ 9,450	\$11,970
20' x 40'	→	→	\$12,450	\$15,800
20' x 60'	→	→	\$18,450	\$23,600
<b>TRUCKS</b>				
10' x 60'	→	→	\$ 4,750	\$ 6,000
<b>NON-EXHIBITING</b>	→	→	\$ 1,950	\$ 2,250

**TOTAL PURCHASE**

Exhibit Type	Quantity	Price Each	Sub-Total
			\$
Sponsorship Type:	VIP / Premier / Select	\$12,500 \$ 5,000 \$2,500	\$
Add'l Sponsor Exposure:			\$
Premium Company Listing PACESHOW.com & App: <small>includes contact info, description &amp; links to website &amp; email from date of PACE 2017 booth assignment until July 2018 - up to 12 months - OPTIONAL.</small>			\$ 650
<b>TOTAL \$</b>			_____

**PAYMENT INFORMATION**

Check (payable to PACE)  Mastercard  VISA

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3-Digit Code: \_\_\_\_\_

Total \$: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**TERMS & CONDITIONS**

Submission of this Application and payment for exhibit space &/or sponsorship expresses and demonstrates the applicant has read, understood and accepts the PACESHOW Rules & Regulations and agrees to those terms and conditions. The PACESHOW Rules and Regulations are available at www.PACEshow.com or upon request. Confirmation of exhibit location assignment &/or sponsorship will be made upon receipt of Application/Contract & payment in full. Exhibit assignment will be made solely by PACESHOW Exhibit Management.

**EXHIBIT SPACE ASSIGNMENT**

Space Assigned: \_\_\_\_\_ Date: \_\_\_\_\_ By: \_\_\_\_\_



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# SPONSOR OPPORTUNITIES

**Start thinkin' outside the booth ...  
promote yourself.**

Maximize your company's visibility with a PACEshow sponsorship.

VIP PACE 2017 SPONSOR	PREMIER PACE 2017 SPONSOR	SELECT PACE 2017 SPONSOR
\$12,500	\$ 5,000	\$2,500
●	●	●
●	●	●
●	●	●
●	●	●
●	●	●
●	●	●
●	●	●
●	●	NEW! ●
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## Sponsorship Features:

**NEW!** Premium Company Listings on PACEshow Website & App

Logo Recognition on the following:

**NEW!** Digital Message Board (*at main entrance*)

- PACEshow Lobby Level Entrance Unit
- State association magazines (*MPCA, PMCA, NPCA*)
- On-site printed PACEshow Guide
- PACEshow.com - all subpages
- Aisle signage above trade show floor
- All PACE participant name badges

**NEW!** Logo on six (6) Attendee Email Promos (*sent by PACE*)

**NEW!** Banner Ad & Logo on PACEshow.com - homepage

Full-panel ad in on-site printed PACEshow Guide

**NEW!** PACEshow App Banner Ad or Push Notification (*based on availability*)

**EXCLUSIVE** Optional Event Sponsorship Eligibility [*VIP & PREMIER only*]

**SOLD!** Thursday Night VIP Event — *Minimum VIP Level + Actual Expenses*

Friday Industry Breakfast Event — *Minimum PREMIER Level + Actual Expenses*

**NEW!** Includes PACEshow App Push Notification for Event

## Additional Marketing & Branding Exposures

Become a sponsor today and your company is eligible to take advantage of the following:

**NEW!** PACEshow App Banner Ad.....(*limit 4*) \$ 2,500

**NEW!** PACEshow App Push Notifications.....(*limit 4*) \$ 1,500

**NEW!** Logo On Email Promo (*sent by PACE*).....(*limit 4*) \$ 1,500

**SOLD!** Lanyards.....(*you provide lanyards*) \$ 1,000

**NEW!** PACEshow Escalator Signage.....(*limit 4*) starting @ \$ 500

**NEW!** PACEshow Guide Ads.....(*limited*) starting @ \$ 500

**NEW THIS YEAR**

**PACEshow App - We've Got That!**

Stand out from the crowd & get your company noticed on the PACEshow App. Call us today!



**PACEshow SPONSOR CONTACT**  
Katie Navratil 402.474.6691