



**FEB 27 - 28, 2020**

KC Convention Center, Bartle Hall  
Kansas City, MO

**2020**

**PACEshow**  
PETROLEUM AND CONVENIENCE EXPO

## EXHIBIT OPPORTUNITIES

**Join us for the 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 industry 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:

- 7 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 three state show attracts nearly 2,000 attendees who are interested in the latest products and industry trends.

These industry leaders influence the allocation and spending of millions of dollars on industry products and services and are the customers you need to meet!



### 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.

**95%**

of attendees surveyed either approve or recommend purchases for their company

# INVOICE

THIS COMPLETED DOCUMENT SERVES AS YOUR PACEshow APPLICATION, CONTRACT & INVOICE

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# PACEshow

PETROLEUM AND CONVENIENCE EXPO

### COMPLETE, SIGN & RETURN WITH PAYMENT TO:

PACE, c/o Missouri Petroleum Marketers & Convenience Store Association  
205 East Capitol, Suite 200 • Jefferson City, MO 65101

email: info@paceshow.com • 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

**FOOD or BEVERAGE SERVICE on show floor?**  Yes  No

Permit is required by Kansas City Health Department, details to follow to admin contact.

**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 / cleaning & bldg maintenance / 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, 2019		AFTER NOV 1, 2019	
	MBR	NON-MBR	MBR	NON-MBR
<b>BOOTHS</b>				
10' x 10'	\$ 1,600	\$ 1,950	\$ 1,950	\$ 2,250
10' x 20'	\$ 3,100	\$ 3,900	\$ 3,350	\$ 4,100
10' x 30'	\$ 4,600	\$ 5,850	\$ 4,950	\$ 6,050
10' x 40'	\$ 6,100	\$ 7,800	\$ 6,450	\$ 8,000
20' x 20'	\$ 6,100	\$ 7,800	\$ 6,450	\$ 8,000
20' x 30'	\$ 9,100	\$ 11,770	\$ 9,450	\$ 11,970
20' x 40'	\$ 12,100	\$ 15,600	\$ 12,450	\$ 15,800
20' x 60'	\$ 18,100	\$ 23,400	\$ 18,450	\$ 23,600
<b>TRUCKS</b>				
10' x 60'	\$ 4,200	\$ 6,000	\$ 4,950	\$ 6,200
<b>NON-EXHIBITING</b>	\$ 1,600	\$ 1,950	\$ 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: includes contact info, description & links to website & email from date of 2020 PACEshow booth assignment until July 2021 - up to 12 months ~ OPTIONAL.			\$ 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

**Promote your company at the PACEshow.**

*Maximize your company's visibility with a sponsorship, give us a call today!*

## Sponsorship Features:

Premium Company Listings on PACEshow Website & App

### Logo Recognition on the following:

- PACEshow Lobby Level & Main Entrance
- State association magazines (*MPCA, PMCA, NPCA*)
- PACEshow App Sponsor Section
- PACEshow.com - all subpages
- Aisle signage above trade show floor
- All PACEshow name badges
- Logo on six (6) Attendee Email Promos (*sent by PACEshow*)
- Banner Ad & Logo on PACEshow.com - homepage
- Full-page ad on PACEshow.com
- PACEshow App Banner Ad or Push Notification (*based on availability*)

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

- Wednesday Night VIP Event** — *Minimum VIP Level + Actual Expenses*
- Thursday Industry Lunch Event** — *Minimum PREMIER Level + Actual Expenses*  
*Includes PACEshow App Push Notification for Event*

VIP	PREMIER	SELECT
\$12,500	\$ 5,000	\$2,500
●	●	●
●	●	●
●	●	●
●	●	●
●	●	●
●	●	
●	●	
●		
●		
●		
●		
●	●	
●	●	

**GET ON THE APP**

## Additional Marketing & Branding Exposures

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

- PACEshow App Banner Ad.....(*limit 4*) \$ 500
- PACEshow App Push Notification.....(*limit 4*) \$ 500
- Logo On Email Promo (*sent by PACEshow*).....(*limit 4*) \$ 500
- Lanyards.....(*you provide lanyards*) \$ 2,500

## PACEshow App - We've Got That!

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

