

FOR ADDITIONAL INFORMATION, CONTACT

Gulf Coast Food & Fuel Expo Manager:

Lauren Hodge, GCF&F Expo
4264 Lomac Street, 36106
P. O. Box 231659
Montgomery, AL 36123-1659
Phone 334-272-3800
Fax 334-272-3837
lhodge@pcmla.org

IMPORTANT DATES AND DEADLINES

- Booth cancellation deadline to receive refund – January 13, 2012
- Full payment due for booth – January 13, 2012
- Booth personnel deadline for name badges due in GCF&F Expo office – February 17, 2012
- Hotel Reservation deadline – February 22, 2012
- Exhibitor Move-in – March 14, 2012 – 8:00 a.m. - 5:00 p.m.
- Exhibitor Move-out – March 15, 2012 – 3:00 p.m. – 5:00 p.m.

PRSR1 STD
U.S. POSTAGE
PAID
Baton Rouge, LA
PERMIT 935

GCF&F Expo
564 N. Bankers Ave.
Baton Rouge, LA 70808

2012 Exhibitor Prospectus TAKIN' IT TO THE STREETS!



LOCATION / MANAGEMENT

Gulf Coast Food & Fuel Expo Location
 Mississippi Coast Coliseum & Convention Center
 2350 Beach Boulevard
 Biloxi, MS 39531
 Phone: 228-594-3700
 Fax: 228-594-3812

Gulf Coast Food & Fuel Expo Manager
 Lauren Hodge
 lhodge@pcmala.org
 Phone: 334-272-3800

HEADQUARTER HOTEL

Beau Rivage Resort & Casino
 875 Beach Boulevard
 Biloxi, MS 39530

For reservations call: 888-383-7037
Special Group rate of \$99/night
(Group rate available until February 22, 2012)

SCHEDULE OF EVENTS

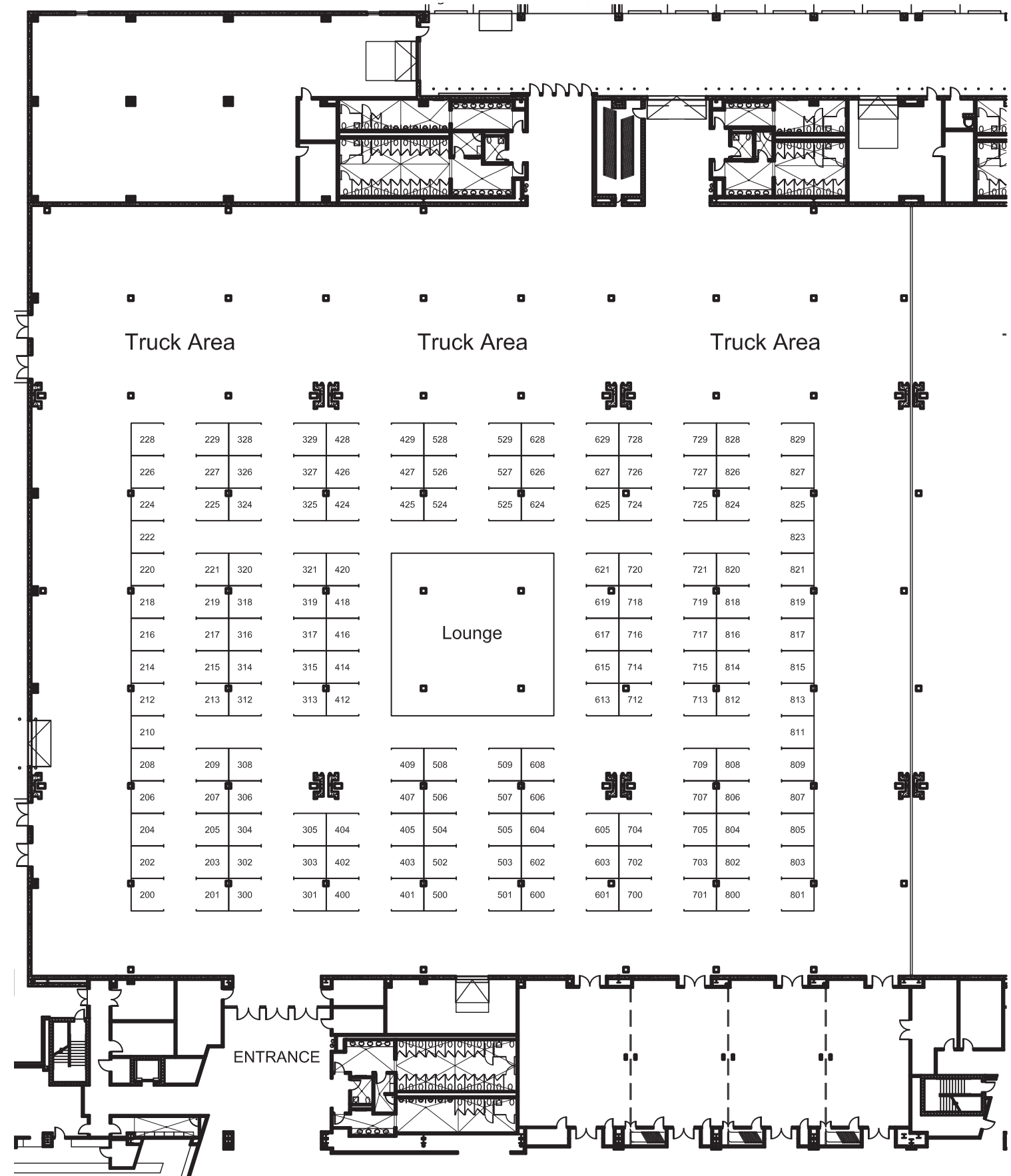
Wednesday, March 14, 2012

8:00 a.m.	Exhibitor Move-In
9:00 a.m.	Golf Tournament, <i>Fallen Oaks</i>
4:00 p.m. - 6:00 p.m.	Brand Meetings, <i>Beau Rivage Resort & Casino</i>
6:30 p.m. - 9:00 p.m.	Opening Reception with dinner and entertainment, featuring "Bronx 2 Britain" - Dueling Pianos! <i>Beau Rivage Resort & Casino</i>

Thursday, March 15, 2012

9:00 a.m. - 10:00 a.m.	Scott Rasmussen - Founder and President of Rasmussen Reports; Network and Cable News Commentator; Co-founder of ESPN <i>MS Coast Coliseum & Convention Center</i>
10:00 a.m. - 3:00 p.m.	Gulf Coast Food & Fuel Expo <i>MS Coast Coliseum & Convention Center</i>
3:00 p.m.	Exhibitor Move-out

**Unless noted, all events will be held at the MS Coast Coliseum & Convention Center



RULES AND REGULATIONS - CONTINUED

Guard Service and Insurance

The Gulf Coast Food & Fuel Expo cannot guarantee against loss or damage of any kind, but will protect exhibitors by providing 24-hour guard service in the exhibition area from 7:00 a.m., Wednesday, March 14, 2012 until 5:00 p.m. Thursday, March 15, 2012. Exhibitors wishing to insure their exhibit materials, goods and/or wares on exhibit against theft, damage by fire, accident or loss of any kind must do so at their own expense.

Protection of the Building

Exhibitors will be held liable for any damages caused to the property, and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the building or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor. If any controversy arises as to the need or property thereof, the Gulf Coast Food & Fuel Expo Manager and the Manager of the Mississippi Coast Coliseum and Convention Center will be the final judges thereof and their decision shall be binding on all parties concerned.

Fire Protection

All materials used in the exhibit area must be flameproof and fire-resistant in order to conform to local fire ordinances and in accordance with regulations established by the National Associations of Fire Underwriters. Excelsior or other paper is not to be used in crafting merchandise. Display racks, signs, spotlights and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibit or parts thereof found not to be fireproof may be ordered dismantled. All aisles and exits must be kept clear at all times and fire stations and fire extinguisher equipment are not to be covered or obstructed.

Interpretation and Violation

Any points not covered above or elsewhere are subject to settlement by the management. Any violation of these rules and regulations by any exhibitor void the agreement for booth space, and such exhibitor will forfeit all monies, which have been paid or are due under this contract. The Gulf Coast Food & Fuel Expo shall have the right to terminate the agreement for booth space and to re-enter and take possession of the space occupied by an exhibitor, and to remove all persons and goods from the space at the expense of the exhibitor. Written notice to terminate the agreement for booth space and of re-entry is not required. **The Gulf Coast Food & Fuel Expo reserves the right to remove any exhibitor and/or exhibitor personnel for behavior or conduct the Expo deems, in the Expo's sole discretion, to be inappropriate or disruptive to the Gulf Coast Food & Fuel Expo.**

Dismantling of Exhibits

All exhibits must remain intact during show hours. **No booths may be dismantled before 3:00 p.m. on Thursday, March 15, 2012. Any Exhibitor dismantling before 3:00 p.m. on Thursday, March 15, 2012 will be fined \$500.00, and may lose assignment status in future shows. This policy will be enforced.**

Shipping of Materials

Arrangements for drayage services and/or the shipping of goods to and from the Mississippi Coast Coliseum and Convention Center will be handled by the exhibit contractor. An order form will be included in your Exhibitor Service Kit. Please make these arrangements well in advance to avoid delay. **Do not send items directly to the Mississippi Coast Coliseum and Convention Center without using the provided forms.**

Headquarter Hotel and Housing Information

The Beau Rivage Resort & Casino is the exclusive provider of accommodations for exhibitors and attendees of the Gulf Coast Food & Fuel Expo. Reservations should be made by February 22, 2012 and can be made by calling 888/383-7037. Registrants must identify themselves as participants in the Gulf Coast Food & Fuel Expo to receive our special rate of \$99/night. The Beau Rivage Resort & Casino is located at 875 Beach Boulevard, Biloxi, MS 39530; website is www.beaurivage.com.

About the 2012 Gulf Coast Food & Fuel Expo Host Associations

The Petroleum & Convenience Marketers of Alabama (P&CMA) is a state trade association which represents over 300 petroleum marketers and convenience store operators in the state of Alabama. P&CMA members supply over 5,200 retail outlets and own and operate over 2,800 convenience stores and service stations. The Alabama Oilmen's Association, incorporated in 1984, is the product of the merger of two well-established jobber organizations – the Alabama Petroleum Marketers Association, founded in 1949, and the Independent Oilmen's Association of Alabama, formed in 1966. The Alabama Association of Convenience Stores, founded in 1979, merged with the Alabama Oilmen's Association in September, 1991. In 2001, the association changed its name to the Petroleum & Convenience Marketers of Alabama.

The Louisiana Oil Marketers and Convenience Store Association (LOMCSA) consists of over 300 members who own, operate or supply over 2,500 convenience stores, service stations, car washes and other retail motor fuel outlets and car washes in Louisiana. These businesses supply nearly 3 billion gallons of fuel annually to Louisiana motorists, while also serving the vast majority of commercial end users, including farmers, construction firms and local and state government. LOMCSA associate members support these industries through their products and/or services.

Both P&CMA and LOMCSA serve their members by providing political representation, industry publications, educational sessions, scholarship programs and annual events such as the Expo, convention and membership meetings.

GULF COAST FOOD & FUEL EXPO INFORMATION

The Gulf Coast Food & Fuel Expo will combine the traditional association tradeshows of the Petroleum & Convenience Marketers of Alabama and the Louisiana Oil Marketers and Convenience Store Association. The 2012 Gulf Coast Food & Fuel Expo will take place on March 14 - March 15 at the Mississippi Coast Coliseum and Convention Center in Biloxi, Mississippi, with housing available at the beautiful Beau Rivage Resort & Casino. The Gulf Coast Food & Fuel Expo will not only feature a large regional tradeshow, but also a General Session, featuring Scott Rasmussen, Welcome Reception, featuring "Bronx 2 Britain" The Piano Men and a Golf Tournament at Fallen Oaks. All events are open to attendees and exhibitors alike.

WHO WILL ATTEND?

Attendees will include jobbers and retailers in the southeastern states. Employees of vendor companies may only attend if exhibiting in the Gulf Coast Food & Fuel Expo.

WHY YOU SHOULD EXHIBIT

The 2012 Gulf Coast Food & Fuel Expo offers an excellent opportunity for exhibitors to meet with top decision makers and buyers in the petroleum marketing and convenience store industry from multiple states; to introduce your newest products and services; and to obtain sales leads and beat your competition.

EXHIBIT BOOTH RATES

10' wide by 10' deep booth costs:

BY 12/1/11		AFTER 12/1/11	
Member*	Non-member	Member*	Non-member
\$1100.00	\$1350.00	\$1250.00	\$1500.00

Booth rates are for 1 – 2 booths. Contracts of 3 or more booths receive a \$100.00 per booth discount.

Non-Exhibiting Vendor Companies - are not allowed on the trade show floor without a booth. Any vendors on the tradeshow floor without a booth must pay a fee equivalent to the price of a booth, or they will be escorted from the premises.

TRUCK FEES

Member*	Non-member
\$2500.00	\$3000.00

*Member is defined as a member in good standing of either the Petroleum & Convenience Marketers of Alabama or the Louisiana Oil Marketers and Convenience Store Association, at the time the booth contract is submitted.

The rate for each 10' x 10' booth includes:

- An 8' high draped back wall and 3' high draped side rails.
- A 7" x 44" name only identification sign (indicate on contract exactly how sign should appear). Additional signs for display purposes may be ordered from the decorator at an additional cost.
- General cleaning service.
- Four complimentary name badges for entrance into the Gulf Coast Food & Fuel Expo and other Expo events. (Additional badges may be purchased at the rate of \$100 each.)
- Company name, address and contact information listed in the Gulf Coast Food & Fuel Expo Program Directory.

EXHIBIT BOOTH RATES CONTINUED

In an effort to avoid raising booth prices, booth rates DO NOT include furnishings. Exhibitors are encouraged to order chairs, tables, wastebaskets, etc., (if needed) through the contracted decorator, in advance, through the Exhibitor Service Kit to avoid higher on-site fees.

A \$500 non-refundable deposit is required on each booth purchased. Full payment on all contracts will be due by December 17, 2010. Booth contracts received after December 17, 2010 must be accompanied by payment for the full amount of booth space purchased.

BOOTH ASSIGNMENT

Booth selection is on a first-come, first-served basis. Please indicate your four top choices on the exhibit application. If your choices have already been assigned, the next best location will be assigned to you. We strongly suggest that you make your application for booth space immediately, as there will only be 150 booths available for the 2012 Gulf Coast Food & Fuel Expo.

Exhibitors, who wish to avoid the assignment of space adjacent to that of a particular competitor, should so indicate on their applications. Careful consideration will be given to all such requests.

The Gulf Coast Food & Fuel Expo Manager reserves the right to relocate any booth or exhibitor.

NAME BADGES

The names of ALL persons representing exhibitors MUST be registered for the Expo for name badge purposes no later than February 17, 2012. It is the responsibility of the exhibitor to notify the Expo Manager of any personnel changes prior to the Gulf Coast Food & Fuel Expo. Each exhibitor is allowed 4 name badges per booth. Additional badges may be purchased at the rate of \$100 per badge. **BADGES MUST BE WORN TO ALL GULF COAST FOOD & FUEL EXPO FUNCTIONS - NO EXCEPTIONS.**

REFUND POLICY

No refunds will be made if space engaged is not used, nor will any refund be made on space used for only part of the exhibit period. Any space not claimed and occupied by 6:00 p.m. on Wednesday, March 14, 2012 may be reassigned without refund. The original contracting exhibitor shall be liable for the full amount of the booth rental whether or not the booth is resold. Only that portion of any monies paid in excess of the \$500.00 non-refundable deposit will be refunded if written notice of booth cancellation is received by the Gulf Coast Food & Fuel Expo by January 13, 2012. No refund will be made for cancellations received after January 13, 2012.

ABOUT THE EXHIBIT HALL

The 2012 Gulf Coast Food & Fuel Expo will be held at the Mississippi Coast Coliseum and Convention Center, located at 2350 Beach Boulevard, Biloxi, MS 39531. Phone 228/594-3700; FAX 228/594-3812.

EXHIBIT SERVICE CONTRACTOR

The exhibit service contractor, George Fern Company, will maintain a service desk in the exhibit area and will stand ready at all times to be of assistance to representatives of exhibiting companies. Phone 205/458-8741; FAX 205/458-8742; website, www.fernexpo.com.

An Exhibitor Service Kit containing order forms for tables, chairs and any other special materials will be emailed to each exhibitor, as well as be available on our website, www.foodandfuelexpo.com, in advance of the Expo.

ELECTRICAL AND WATER REQUIREMENTS

Arrangements for electrical services and water requirements must be made through the Exhibitor Service Kit.

JANITORIAL SERVICE

The Gulf Coast Food & Fuel Expo will provide general cleaning service (sweeping of the aisles, emptying of wastebaskets, etc.). Special services may be ordered on the forms sent with the Exhibitor Service Kit.

RULES AND REGULATIONS

Rules and regulations governing exhibits are given in this prospectus. It is understood that each exhibitor agrees to abide by these rules and regulations.

Booths and Signs – Use of Space

Each booth will be 10 feet wide and 10 feet deep unless otherwise noted. The back wall drape will be 8 feet in height. Booths will be divided by a 3-foot high divisional rail extending from the front to the rear of the booth. Exhibitors may arrange their exhibits as desired, but the arrangement must not interfere with the light or space of other exhibitors and be in keeping with the general exhibit plan as outlined on these pages, preserving the open booth appearance.

No exhibit construction over 60 inches in height will be permitted in the front one-half of the booth without prior written approval from the Gulf Coast Food & Fuel Expo Manager and from exhibitors in the neighboring booths. Should it be necessary for an exhibit to extend above the 8 feet back wall, permission must be obtained in writing from the Gulf Coast Food & Fuel Expo Manager.

Exhibitors in the premium corner booths or end caps have special set-up requirements, which must be met in order to maintain the line of sight down the aisle. End cap booths have a back wall that is 20 feet wide. The center 10 feet of that wall may contain a display that is 8 feet in height. Exhibitors in end cap booths must finish the back portion of their space so it will not be objectionable to the adjacent exhibitors. The Gulf Coast Food & Fuel Expo reserves the right to have such finishing done and bill the exhibitor for charges incurred.

Subletting Space

The subletting, assignment or apportionment of the whole or any part of space by any exhibitor is prohibited without the prior written consent of the Gulf Coast Food & Fuel Expo Manager. No exhibitor may permit any other party to exhibit in his space any goods, other than those manufactured or handled by the contracting exhibitor. No exhibitor may permit the solicitation of business by others within his space. No exhibitor may provide trade show access or name badges to persons not employed by the exhibiting company.

Conducting Exhibits

Exhibits must be staffed during all times the Gulf Coast Food & Fuel Expo is open. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Interviews, demonstrations, distribution of literature, samples and detailing should take place inside booths in order to avoid infringement on the rights and privileges of other exhibitors.

Characters of exhibits are subject to approval by the Gulf Coast Food & Fuel Expo Manager. The right is reserved to refuse applications if there are concerns that the required or expected standards are not met, as well as the right to curtail exhibits or parts of exhibits which reflect against the character of the Gulf Coast Food & Fuel Expo. This applies to displays, literature, advertising, novelties, souvenirs, conduct of exhibit personnel, etc.

Exhibitors must protect machinery and exhibits so that no injury will result to the visitors, guests and employees or to any person or property. No engines will be operated indoors with volatile or combustible fuels.

Non-Exhibiting Vendor Companies

NON-EXHIBITING VENDORS are not allowed on the trade show floor without a booth. Any vendor on the tradeshow floor without a booth must pay full booth price or they will be escorted from the premises.

Liability and Insurance

Exhibitors agree to protect and keep harmless and otherwise indemnify the Gulf Coast Food & Fuel Expo, LLC, George Fern Company and the Mississippi Coast Coliseum and Convention Center, and their employees and agents from any and all claims for damages, suits, etc. by any and all persons or others which may result on account of injury, loss or damage sustained upon the space occupied by the exhibitor, or on account of machinery and property under control of an exhibitor, and by signing an application and contract to exhibit expressly understands that he releases Gulf Coast Food & Fuel Expo, LLC, George Fern Company and the Mississippi Coast Coliseum and Convention Center, and their agents from (and agrees to indemnify each against) any and all claims for any such loss, injury, or damage and will defend same if a claim is made at no cost to these parties.