



**The 2012 Southeast Petro-Food
Marketing Exposition**

February 29 & March 1, 2012

**Myrtle Beach Convention Center
2101 Oak Street
Myrtle Beach, SC 29577
*Corner of N. Oak & 21st Ave.***

**PRIZE DRAWINGS!
SHOW SPECIALS!
FREE SEMINARS!
EXCELLENT NETWORKING OPPORTUNITY!**





Join us for our 31st year as the largest regional convenience store/petroleum marketing expo in the nation!

Location

The Myrtle Beach Convention Center is located at 2101 North Oak Street and 21st Avenue, Myrtle Beach, SC. The Center is located six miles from the airport, four blocks from the beach and about a mile east of Broadway at the Beach. The Center is connected to the Sheraton Myrtle Beach.

Attendees must own, operate or work for a convenience store, petroleum marketing/distributing company, truck stop, service station or carwash. (There is no admission charge for qualified attendees to this exciting two-day show.)

**In fairness to exhibitors that financially support the expo, suppliers that are not exhibiting in the show or serving as a sponsor (contact svinson@ncpcm.org for sponsorship info) will not be allowed on the exhibition floor. Employment verification may be required and a photo ID may be required on-site. All registrations are subject to approval by SEPFME management.*

Attendees

Exhibitors

Manufacturers, suppliers and distributors of products and services used in all the operations of convenience stores, petroleum marketing companies, car washes, transport carriers including environmental services, financial services, etc.

You can register online at <http://www.sepetro.org> under Attendees or you can fill out the enclosed form and fax to 919-782-4414 or mail to: SE Petro-Food Marketing Expo, 7300 Glenwood Ave., Raleigh, NC 27612.

Registration

Parking

There is plenty of parking at the Myrtle Beach Convention Center. Cost to park is \$3 per day cash with in/out privileges.

The Convention Center is connected to the 400-room Sheraton Myrtle Beach Hotel. To reserve rooms, call 1-843-918-5000 and ask for a room from the SE Petro Show block (group code SEP-M12) or go to the SE Petro Web page and click on the Hotel/Convention Center button. (Additional hotel info included herein.)

Hotels

Attendee Grand Prize Cash Drawings! Great Door Prizes!

Attend the show and pick up your **Petro Passport** to become eligible for several large cash drawings! Also register for many other great prizes! (Electronics, jewelry, gift cards, & much more!)

- Meet and connect with the retail industry's leaders and innovators!
- See the latest technology, trends & products
- Show Specials!



Free Seminars! **Myrtle Beach Convention Center**

Wednesday, February 29, 2012

Meeting Room 202/204

8:30-9:30 a.m.

“The 8 Top Retail and Wholesale Money-Makers To Do Right Now for Bigger Profits”

Presented by Betsi Bixby, Meridian Associates

Meeting Room 203

9:30-10:30 a.m.

“Customer Case Study: CRM is more than a buzz word – How the Sandri Companies Improves Sales, Customer Service & Marketing”

Presented by Doug Fissell, VP of Ledgeview Partners &
Tim VanEpps, President of Sandri Companies

Meeting Room 107

9:30-10:30 a.m.

“PCI Compliance & C-Store Network Management-Changing Environment of C-Store Networks & How to Reduce Costs”

Presented by: Heartland Payment Systems

Meeting Room 106

9:30-10:30 a.m.

“Managing Scan Data for the Small Retailer”

Presented by Shawn Herrick, SSCS, Inc.

Meeting Room 105

9:30-10:30 a.m.

“Health Insurance: How Can You Protect Your Plan & Your Employee Benefits”

Presented by Brad Humphries, Federated Insurance

Meeting Room 104

9:30-10:30 a.m.

“Natural Gas as a Transportation Fuel: A Compelling Case for Adding CNG/LNG to Your Diesel-Gasoline Fueling Portfolio”

Presented by NGVAmerica

Meeting Room 103

9:30-10:30 a.m.

“Setting Up Your Own Company Safety Training Program to Prevent Injuries in the Workplace”

Presented by Jim Stotser, EMC Insurance Companies



Myrtle Beach Convention Center

The Really Big Expo!

**Wednesday, February 29
Free Morning Seminars!**

Wednesday, Feb. 29—Trade Show
Annex opens at 9:30 a.m. and
Main Floor opens at 10:30 a.m.

Thursday, March 1—Trade Show
Annex opens at 9:00 a.m. and
Main Floor opens at 10:00 a.m.

<http://www.sepetro.org>

Sponsoring Associations

North Carolina Petroleum and Convenience Marketers
South Carolina Petroleum Marketers Association
South Carolina Association of Convenience Stores
Virginia Petroleum, Convenience and Grocery Association



*Convenience Store & Petroleum Marketing
Industries'
BEST NETWORKING EVENT!*

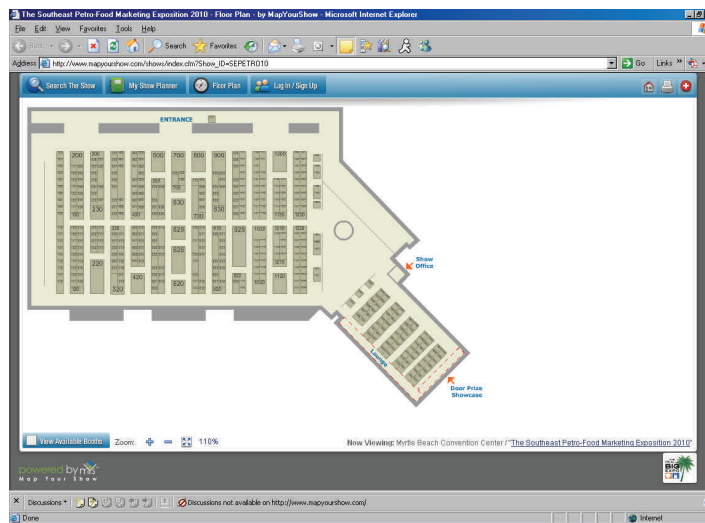
The 2012 Southeast Petro-Food Marketing Exposition

Use our website floorplan/search feature, Map Your Show, to plan your visit to the Southeast Petro-Food Marketing Expo!

This interactive floorplan is designed to help exhibitors and attendees. Use this application before, during and after to help maximize your show experience. You may map your trip through the show floor, search products and services and save it all under your profile by using the My Show Agenda Planner. We want to make sure your visit to the show is great! We work with MAP YOUR SHOW to provide you with pre-show planning tools and a dynamic way of seeing the floorplan before you reach Myrtle Beach!

To plan your visit:

1. Go to www.sepetro.org
2. Click on 2012 Exhibition Floorplan
3. From here, you can view the Floorplan and
 - Search Exhibitors
 - Search Products & Services
 - Select “My Show Planner” to set up you own personalized “must visit” list for the show. Your customized list will be available for several months after the event!



**Convenience Store & Petroleum Marketing
Industries'
BEST NETWORKING EVENT!**

Hotel Reservations

Sheraton Myrtle Beach (connected to the Convention Center) (4-diamond property)

2101 North Oak Street, Myrtle Beach, SC 29578

(843) 918-5000 (SE Petro Show Block—group code SEPM12) or paste the link below in your browser

<https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1104017885&key=CA2B8>

◆Single/Double - \$108

Courtyard by Marriott-Broadway (0.5 mile from the Convention Ctr.)

1351 21st Ave. North, Myrtle Beach, SC 29577

By Phone: (843) 445-6333 – Petro-Food Marketing Expo block OR (paste the link below in your browser and under Group Code type in PTRPTRA for a 1-bedroom with King or PTRPTRB for a 1-bedroom with 2 beds.)

<http://www.marriott.com/hotels/travel/myrcy-courtyard-myrtle-beach-broadway/?toDate=3/1/12&groupCode=PTRPTRA&fromDate=2/28/12&app=resvlink>

◆Single/Double - \$79 per night

Hampton Inn—Broadway at the Beach (.5 mile from Conv. Ctr.)

1140 Celebrity Circle, Myrtle Beach, SC 29577

By Phone: (843) 916-0600

http://hamptoninn.hilton.com/en/hp/groups/personalized/M/MYRCCHX-SEP-20120228/index.jhtml?WT.mc_id=POG

Group Nme: Southeast Petro Expo 2012

◆Single/Double - \$89 per night

Oceana Resorts (Camelot by the Sea) (.5 mile from Convention Center)

2000 N. Ocean Blvd., Myrtle Beach, SC 29577

1-800-895-3721 (Group name is **SE Petro**)

Rates include tax & fees – **please check cancellation policy!**

◆Oceanfront Studio Suites	\$78.16
◆Oceanfront One-bedroom Suites	\$91.14
◆Oceanfront Two-bedroom Suites	\$121.82

***Register for the Expo and make your
hotel reservations now!***



Registration
Wednesday, February 29, and Thursday, March 1
Myrtle Beach Convention Center

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NAME #1	TITLE	EMAIL ADDRESS
NAME #2	TITLE	EMAIL ADDRESS
NAME #3	TITLE	EMAIL ADDRESS
NAME #4	TITLE	EMAIL ADDRESS
COMPANY	PHONE	FAX
ADDRESS		
CITY	STATE	ZIP

Classification: Marketer Convenience Store Other _____ Number of Retail Locations: _____

(The show is open to petroleum marketers, convenience store, truck stop and carwash owner/operators/managers and their employees.)

Registration must be received by February 17. After Feb. 17, register online or at the door. Contact Teresa Calton (919-782-4411) for special requests regarding physically challenging barriers attending SEP/ME. Badges can be picked up at the self-serve kiosks or at the Pre-registration desk. This Registration Form should be mailed or faxed, or you can email company, names and addresses by February 17 to: Southeast Petro-Food Marketing Expo, 7300 Glenwood Avenue, Raleigh, NC 27612.

Fax: 919-782-4414 or Email: tcalcon@ncpdm.org or Online: <http://www.sepetro.org> under Attendee Info
Or Mail: Southeast Petro-Food Marketing Expo, 7300 Glenwood Avenue, Raleigh, NC 27612

**Pick Up Badges At
Regis. Kiosk or Regis. Desk**