

Trade Show Produced By:

MPCA

Missouri Petroleum Marketers & Convenience Store Association
573.635.7117

PMCA of KS

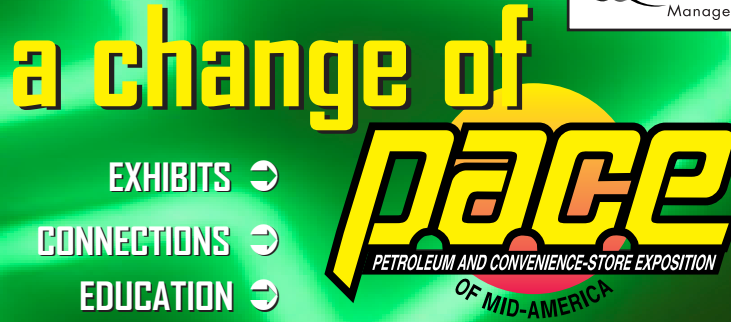
Petroleum Marketers & Convenience Store Association of Kansas
785.233.9655

➔ *Come see what's new!* ➔

February 27 & 28, 2009

BRANSON CONVENTION CENTER
Managed by Hilton Hotels Corporation

BRANSON, MISSOURI



EXHIBITS ➔

CONNECTIONS ➔

EDUCATION ➔

Petroleum and Convenience Store Exposition (PACE) of Mid-America

Friday • February 27, 2009

9 AM MPCA Board & General Membership Meeting *BCC*

Get involved with MPCA by joining your fellow marketer, c-store and associate members for the annual membership meeting at the Branson Convention Center.

9 AM PMCA of Kansas Board & Committee Meetings *BCC*

Trade Show & Hospitality Event *(BCC = Branson Convention Center)*

11 AM - 5 PM Trade Show Open *BCC*

6 PM - 8 PM PACE Welcome Reception *BCC*

8 PM - ? Open for Hospitalitys & Dinners

Saturday • February 28, 2009

9 AM - 11 AM Keynote Address & Seminar *BCC*

The PACE 2009 keynote address and seminar is a must hear for everyone in the industry!

Plan to attend this information-packed seminar presented by Ron Galloway.

SESSION DESCRIPTION DETAILED IN OPPOSITE COLUMN ➔

Seminar topic subject to change, advance notification will be provided where applicable.

11 AM - 3 PM Trade Show Open *BCC*

PACE 2009 Attendee Grand Prize Drawing to be held near the close of this event.

Please refer to eligibility requirements on PACE Registration Form below.

EVENING Open for Hospitalitys & Dinners

PACE 2009 KEYNOTE ADDRESS & SEMINAR DESCRIPTION

Wal-Mart & the Future of Convenience Stores

“Wal-Mart’s executives have described its Marketside stores as a pilot project, although it is the first new store format to be launched by the company in a decade. But a job advertisement for the retailer indicates the scale of its ambitions for Marketside, saying the format is expected to start with 10 stores and quickly evolve to between 1,000-1,500 stores with over \$10B in annual sales.” — Financial Times - August 12, 2008

In 1990 Wal-Mart sold no groceries. By 2003, they were and still are the largest grocer in America. Currently Wal-Mart has slowed the growth of new Superstores, and is now eyeing smaller-sized retail outlets. These stores are planned to be around 9,000 to 15,000 square feet, and will offer both dry groceries and heated goods. With the new, smaller Marketside stores, Wal-Mart has its designs on leveraging its immense scale and logistics expertise into the convenience store marketplace.



If Wal-Mart reaches its initial goal, the company will be able to increase its total physical locations by nearly 40%, without the huge capital outlay their Superstores require. By opening 1,500 Marketside locations, Wal-Mart would still have only a 1% share of the c-store market. However, as Best Buy, Toys R’ Us, Kroger and thousands of optometrists have discovered, it pays to keep a watchful eye on the world’s largest retailer.

Plan to attend this information-packed seminar as Ron Galloway addresses how this strategy will affect you, your company and the future of the convenience store industry.

Ron Galloway produced the nationally recognized documentary film “Why Wal-Mart Works” which received global attention. Highly regarded as an authority on Wal-mart and their business practices, Ron has appeared on CNN, CNBC, ABC World News Tonight and has been featured in print in the NY Times, Washington Post, USA Today, LA Times and over 300 other newspapers worldwide.

PACE 2009 GRAND PRIZE SPONSOR

Federated Insurance, Booth #236

Be sure to stop by booth #236 on the trade show floor to enter the \$1000 PACE Grand Prize Drawing!

Come see what's new!

This joint Missouri-Kansas trade show features the latest in petroleum and convenience store products, hardware, technology and the hottest new trends and services.

Join us in Branson, Missouri for "a change of PACE" at the brand new Hilton Convention Center.

PACE 2009 is where you will find the cutting-edge information you need to keep your business heading in a profitable direction.

Plus the show and the seminars are **FREE** of charge!*

**Eligibility: Please refer to the attendee eligibility requirements inside this brochure on the registration form. Show management reserves the right to deny show access to non-qualifying registrations.*



February 27 & 28, 2009 • Branson Convention Center

PACE Headquarters Hotel

HILTON BRANSON CONVENTION CENTER HOTEL

200 E. Main Street • Branson, MO

The official headquarters hotel for the PACE trade show will be the **HILTON BRANSON CONVENTION CENTER HOTEL**.

This full-service hotel with first class amenities offers easy access to the Branson Hilton Convention Center.

Call **1-800-HILTONS** or **1-417-336-5400** for reservations and ask for the special PACE group rate.

Group/Convention Code = "PET"

Discount room rate reservation deadline is Wednesday, February 11, 2009.

(Room block is limited, rate is subject to availability.)

REGISTRATION INFORMATION

Complete the registration form and return ...

	BY MAIL:	OR		BY FAX:
PACE		785.354.4374		
Attn: Attendee Registration		P.O. Box 678		
Topeka, KS 66601-0678				

February 27 & 28 2009



Branson Convention Center
Branson Missouri

PLEASE READ CAREFULLY!

Attendee Eligibility

Attendee eligibility is limited to owners, operators and employees of convenience stores and petroleum-marketing distributors and their employees. Employment verification may be required, and a photo ID and proof of employment may be requested on-site. All registrations are subject to approval by PACE show management.

Grand Prize Eligibility

Attendees must be at least 21 years old, pre-registered for the trade show by Wednesday, February 11, 2009, and present at the PACE trade show when the drawing is held on Saturday, February 28, 2009 to win.

Non-Exhibiting Vendors

In an effort to protect the integrity of the show and to ensure the value of exhibit space at PACE, the endorsed policy of the show is as follows:

Any non-exhibiting vendor who wishes to attend PACE shall be charged an amount equal to the fee for one booth. Non-exhibiting vendors, including their employees, who do not pay the fee will not be allowed on the trade show floor.

Please complete a separate registration form for each individual attendee, except spouses and children who may be registered on the same form. Feel free to copy this form to register additional attendees.

ATTENDEE INFORMATION Complete information must be provided for eligibility.

Please print information exactly as it should appear on name badge.

FIRST / LAST NAME: _____ / _____

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

RSVP: Please indicate whether you plan to attend:

FRIDAY • February 27, 2009	SATURDAY • February 28, 2009
PACE Welcome Reception	Keynote Address & Seminar
<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO

SPOUSE INFORMATION

Works at Company? YES NO 21 years of age or over? YES NO

FIRST / LAST NAME: _____ / _____

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<input type="checkbox"/> YES <input type="checkbox"/> NO	<input type="checkbox"/> YES <input type="checkbox"/> NO

CHILD(REN) INFORMATION (Under 21 years old)

FIRST / LAST NAME: _____ / _____

FIRST / LAST NAME: _____ / _____

For PACE STAFF use only.

Employment Verified By: _____ Date: ____/____/____

P.O. Box 678 • Topeka, KS 66601-0678 • 785.233.9655 • 785.354.4374 fax