

2012  
**INDEPENDENT  
C-STORE EXPO**  
**I-C-EXPO**

April 11-12, 2012  
Chicago Marriott  
Oak Brook, IL

MEET WITH **HUNDREDS** OF INDEPENDENT RETAILERS  
REPRESENTING THOUSANDS OF LOCATIONS

- Individual Dealers-ALL Brands
- Multi-Site Operators
- Wholesale Jobbers



GET IN FRONT OF THE **FASTEST** GROWING SEGMENT OF THE C-STORE  
**CHANNEL-INDEPENDENT OPERATORS**

The **Independent C-Store Expo** is the ONLY event exclusively targeted to Independent Retailers, enabling Manufacturers/Suppliers to highlight product and services offerings, introduce new products, launch promotions and communicate 2012 Focus and Initiatives.

**I-C-Expo Sales Focus**

- **Drive Sales**
- **Sign up** retailers on programs/promotions/show specials
- **In addition** to booth exhibition, there are impactful opportunities that allow access to market your product to over **30,000** Independent locations nationwide!
- **Showcase** merchandising vehicles
- **Product sampling** and **NEW** product launch
- **Sell-In Category Management** best practices/tools
- **Network/relationship-building** with the fastest growing segment of the channel-independent operators

**I-C-Expo Highlights**

- **New Larger Facilities**- This Expo has sold out year after year- **DON'T WAIT!**
- **One Day Tradeshow Format**- Even though the Expo has expanded events, the Expo Floor is open one day(April 12), to maximize time efficiency for supplier representatives.
- **Unique Retailer Incentive Format**- Drives retailers to each booth
- **Vendors & Distributor of the Year Announcements**- Followed by industry press release
- **Reception Format**- Strolling Appetizers, Beverage Centers, Hors D'oeuvres Stations
- **Expanded Retailer Training and Educational Seminar Schedule**- Does not overlap Expo floor hours
- **Preferred Room Block Rate for Exhibitors**
- **NO ADDITIONAL COSTS**- for carpeting, garbage cans, storage retrieval, standard electricity, ice, and parking!



FOR MORE INFORMATION  
PLEASE CONTACT



**WWW.I-C-EXPO.COM**



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# Exhibitor/Sponsorship/Marketing Opportunities

PACKAGE	\$	PACKAGE INCLUDES...	✓	AMOUNT
TITLE SPONSOR	\$10,000	Two (1) 8 x 8 exhibit space (all booth accessories included), Premium exhibit location, Sampling Opportunities, Oversized Banner at ICEXpo, Includes 6 Exhibitor badges, Premier Placement- Fixed Logo on ICEXpo Website, 2 Page Center CE Ad, Speaking- (Keynote) Opportunity	<input type="radio"/>	\$10,000
PREMIER	\$5,000	One (1) 8 x 8 exhibit space (all booth accessories included), Premium exhibit location, Sampling Opportunities, Prominent Signage in Reception, Includes 4 Exhibitor badges, Company Logo on Main ICEXpo Website, Full Page CE Ad	<input type="radio"/>	\$5,000
DIAMOND	\$3,500	One (1) 8 x 8 exhibit space (includes (2) 6' draped tables), Premium exhibit location, Sampling Opportunities, Prominent Signage in Reception, Includes 4 Exhibitor badges, Company Logo on Main ICEXpo Website, Half Page CE Ad	<input type="radio"/>	\$3,500
PLATINUM	\$3,000	One (1) 8 x 8 exhibit space (includes (1) 6' draped table), Premium exhibit location, Sampling Opportunities, Prominent Signage in Reception, Includes 3 Exhibitor badges, Company Logo Rotating on ICEXpo website, Quarter Page CE Ad	<input type="radio"/>	\$3,000
GOLD	\$2,500	One (1) 8 x 4 exhibit space (includes (1) 6' draped table), Sampling Opportunities, Prominent Signage in Reception, Includes 2 Exhibitor badges, Company Logo Rotating on ICEXpo Website, Listing in CE	<input type="radio"/>	\$2,500
SILVER	\$2,000	Sampling Opportunities, Prominent Signage in Reception, Includes 1 Exhibitor pass, Floor Graphics, April 11th Lunch Sponsorship, with Speaking Opportunity, April 12th Lunch Sponsorship, with Speaking Opportunity	<input type="radio"/>	\$2,000
BRONZE	\$1,500	3 Available: <input type="radio"/> Buffet Sponsorship (April 11th Vendor Event) <input type="radio"/> Buffet Sponsorship (April 12th Breakfast) <input type="radio"/> Sample Bag Logo	<input type="radio"/>	\$1,500 (each)
COPPER	\$1,000	3 Available: <input type="radio"/> Snack Sponsorship (April 11th and 12th) <input type="radio"/> Sample Bag (Product Inclusion) <input type="radio"/> Lanyard Sponsorship	<input type="radio"/>	\$1,000 (each)

PLEASE SPECIFY SPECIAL BOOTH NEEDS:  ELECTRICITY  INTERNET  ICE

**TOTAL AMOUNT DUE** \$

Additional Opportunities			
<input type="radio"/>	\$500	VISITOR BADGE	(1) Badge with access to the ICEXpo
<input type="radio"/>	\$100	ADDITIONAL EXHIBITOR BADGE	*Existing Exhibitors Only
\$		<b>TOTAL AMOUNT DUE</b>	

**SEND PAYMENT INFORMATION TO:**  
**Royal Buying Group, Inc.**  
**2100 Western Court**  
**Suite 350**  
**Lisle, IL 60532**  
**or Fax to 630.353.7990**

## Payment Information

**VENDOR NAME:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Check # \_\_\_\_\_ Credit Card  Mastercard  VISA  Discover  Am Ex  
 Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_  
 Type of Business \_\_\_\_\_ (Other dba's) \_\_\_\_\_  
 Contact Name \_\_\_\_\_ E-mail Address \_\_\_\_\_  
 Phone Number \_\_\_\_\_ Alternate Phone Number \_\_\_\_\_

Brief Description of Products or Service (This will be printed in the Trade Show directory) \_\_\_\_\_

Comments/Additional Information (ie. Billing Instructions, etc): \_\_\_\_\_

I, hereby authorize the Royal Buying Group, Inc. to process the above transaction on the credit card listed above. \*3.5% FEE DOES APPLY



X \_\_\_\_\_

SIGNATURE OF AUTHORIZED CARDHOLDER

