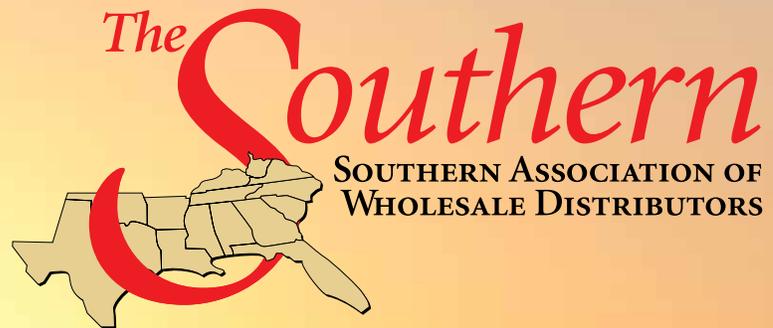


**GROUNDING IN THE PAST.
FOCUSING ON THE FUTURE.**



94TH ANNUAL MEETING

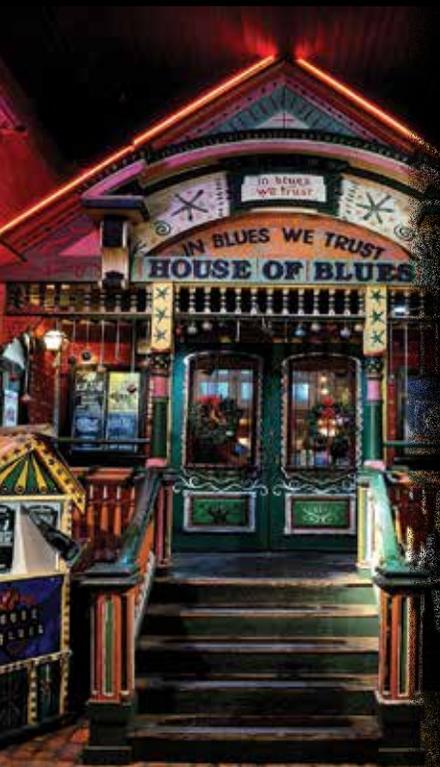
Sheraton New Orleans Hotel, New Orleans, LA

June 13-16, 2017 • (Event Dates June 15 and 16)

www.the-southern.org • Phone/Text/Fax: 770-932-3263

2017 VENDOR PROGRAM

HOUSE OF BLUES DEALS



Vendor Events

"Ten-2-Profit"
(b2b Speed Dating)
Thursday, June 15, 2017
1:30 PM to 5:00 PM

"House of Deals"
Friday, June 16, 2017
8:30 AM to Noon

Scan this QR code to be taken to www.the-southern.org.



MEASURING THE ROI OF A TRADE SHOW

How do you measure Return on Investment for a tradeshow?

- You pay a fee to attend a trade show hoping to meet with buyers.
- You design a booth, waded through piles of outrageously priced options.
- You stress over what samples and sales materials to bring.
- You ship samples and sales materials often paying astronomical fees to move your stuff a few feet into an exhibit hall.
- You are on the show floor an hour before the show opens...the doors open, and...

Crickets...

It is a two-day show and of the 15 people who stopped by your booth, only 3 are legitimate prospects.

...and you have to pack it all up to get back home...so you can do it all again next week.
 ROI = 0

What if There was a Different Way?

- What if you didn't have to spend all that time and money on booth design, electrical, carpet, shipping, labor fees, and samples and...
- What if you were **guaranteed** appointments with buyers? And...
- What if the buyers in attendance represented over **\$50 billion in annual gross revenue?**

What do you think your ROI would be then?

There is a Different Way...

The Southern Association of Wholesale Distributors 94th Annual Meeting will be held at the Sheraton New Orleans, June 15 – 16, 2017.

The buyers in attendance are wholesale distributors of grocery and convenience products covering 14 states (plus surrounding states).

Our 14-state region alone contains over 46% of all c-stores in the country.

In addition to a host of ways to connect with buyers including receptions, dinners, ed sessions, golf and more, we have two vendor events reimagined specifically with you in mind...

Ten-2-Profit

Let's face it...if you don't tend to profitability you won't be in business very long...

Think of our "Ten-2-Profit" event on the Thursday of the meeting, as b2b "speed dating". Prior to the meeting we tell you which buyers are committed to attend, you tell us who you want to meet with, and we schedule a series of 10 minute guaranteed appointments...it's that simple.

What can I do with a ten minute meeting you ask?

- Showcase new products or services.
- Conduct a mini-business review.
- Introduce anticipated program changes.
- Establish 1 or 2 short-term goals.
- Give or get help or input on an issue...
- Provide market analysis highlighting areas of opportunity...
- Tee up topics for your time together at the Friday event.
- Introduce a new rep/manager or buyer to who they will be working with.

It is your time...the possibilities are endless...



WHY PARTICIPATE IN THE SOUTHERN ANNUAL MEETING? WE CAN GIVE YOU 66,653* REASONS...THAT'S THE NUMBER OF C-STORES IN OUR 14 STATE REGION.

House of Deals

While the "Ten-2-Profit" event meets the need to assure face time with buyers, it does not allow extended time necessary for review and discussions of "show deals", order writing, or simply time to catch up with business partners...that's what this Friday event is for.

Vendors have two opportunities to participate in this event to be held at the House of Blues in New Orleans...(reimagined for our event as the "House of Deals.") Vendors can:

1. Sponsor an event(s) at the meeting, and have a guaranteed spot in the House of Deals, or
2. Offer a show only deal for buyers.

Note: Only the companies offering the best deals (as ranked by actual buyers) will be able to participate in the event at the House of Blues.

In keeping with our New Orleans theme, buyers will start off with bloody marys and mimosas in the hotel lobby. From there we will second line (think of a raucous parade), led by an authentic New Orleans brass band, as we make the short walk to the actual House of Blues where you will have over three hours to interact with buyers in a truly unique environment.

Bring the Family

Most salespeople in this industry spend more time on the road than they do at home. We can't change that, but what we have

done is to reimagine the way we charge for things to make it easier for your family to join you if they are able.

We Have Listened

Our vendor partners are family here at the Southern. You spoke and we listened. We have tried to create an environment where business gets done and relationships get strengthened. We hope you like it.

Want More Information?

Still unsure exactly who we are and what we do? For more information, check out our website at www.the-southern.org, or call/text/fax us at 770-932-3263 and we will explain everything that you could want to know about our organization, and how establishing a partnership with the Southern will help your bottom line.

Hotel Accommodations

We have blocked space at the Sheraton New Orleans Hotel. Hotel reservations may be made by calling 888-627-7033. Be sure to identify yourself as a member of Southern.

You can also make your reservation by using the link provided on the Southern's website.

The preferred rate is \$166 per night for single or double occupancy and does not include tax. The cutoff for the preferred rate is May 1, 2017.

TENTATIVE SCHEDULE OF EVENTS

TUESDAY, June 13

2:00 PM - 5:30 PM	Registration Desk Open
2:30 PM - 3:30 PM	Chair/Vice Chair Meeting
3:30 PM - 4:30 PM	Committee Meetings
4:30 PM - 5:30 PM	Finance & Budget Committee
5:30 PM - 6:30 PM	Executive Committee
7:00 PM - 9:30 PM	Chairman's Dinner

WEDNESDAY, June 14

8:00 AM - 1:00 PM	Golf Tournament
9:00 AM - 5:00 PM	Registration Desk Open
11:30 AM - 2:30 PM	Optional Event
2:30 PM - 4:00 PM	Meeting With A Mission
4:15 PM - 5:15 PM	SAWD Board of Directors' Meeting
4:15 PM - 5:15 PM	SLD Board Meeting
5:30 PM - 7:00 PM	New Vendor Reception
7:00 PM - 9:00 PM	Southern Soiree
After Dinner - Until	Hospitality Suite

THURSDAY, June 15

7:30 AM - 5:00 PM	Registration Desk Open
7:30 AM - 8:30 AM	Kick-Off Breakfast
8:00 AM - 10:30 AM	Education Sessions
10:45 AM - Noon	General Session
12:15 PM - 1:15 PM	Sponsored Lunch

1:30 PM - 5:00 PM	Ten-2-Profit (b2b speed dating)
6:00 PM - 7:00 PM	Reception
7:00 PM - 9:00 PM	Banquet & Career Achievement Awards
After Dinner - Until	Hospitality Suite

FRIDAY, June 16

9:00 AM - 2:00 PM	Registration Desk Open
8:00 AM - 9:00 AM	Industry Breakfast
8:30 AM - Noon	House of Deals (at the New Orleans House of Blues)
12:15 PM - 1:30 PM	General Membership Meeting
1:45 PM - 2:45 PM	Distributors Forum
1:45 PM - 2:45 PM	Vendor Forum
3:00 PM - 4:00 PM	Board of Directors Meeting
4:00 PM - 5:00 PM	Executive Committee Meeting
7:00 PM - 9:00 PM	SLD Social





Established in 1922, the Southern Association of Wholesale Distributors is a 14-state regional trade association representing the interests of corporations and individuals involved in the manufacturing, sales and distribution of tobacco, candy and convenience products. Member states include: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia. Contact us today to find out more about becoming a member of this elite group.

SOME OF THE COMPANIES YOU MAY EXPECT TO SEE AT THE 94TH ANNUAL MEETING*

EXECUTIVE COMMITTEE

President	Randy Long	Long Distribution
VP/Comptroller	Randy Emanuelson	Team Sledd
Vice President	Steve Douglas	Douglas Companies
Vice President	Scott McPherson	Core-Mark
Board Chairman	Paula Glidewell	Glidewell Distributing

STATE DIRECTORS

STATE	DIRECTORS	COMPANY
Alabama	Marty Howell	H. T. Hackney
Alabama	Nick Zaden	City Wholesale
Arkansas	Steve Douglas*	Douglas Companies
Florida	Sam Stewart	Stewart Distribution
Georgia	Don Childers	Home Folks Wholesale
Georgia	Jeff Leischner	H. T. Hackney
Kentucky	Charlie Casper	Hardec's
Kentucky	Dan McIntyre	Jackson Wholesale
Louisiana	Keith Landen	Franklin Supply
Louisiana	Emile Cantrell	Imperial Trading
Mississippi	Liz Joachim	Corso, Co.
Mississippi	Randy Long*	Long Distribution
North Carolina	Lawson Williams	M. R. Williams, Inc.
Oklahoma	Carter Adair	Stephenson Wholesale
Oklahoma	Jimmy Naifeh	Standard Distributing Co.
South Carolina	Bill Wilkerson	J. L. Gaddy
South Carolina	James "Bucky" Johnson	J. F. Johnson, Inc.
Tennessee	Chad Pickel	Amcon Distributing
Texas	Scott McPherson*	Core-Mark
Texas	John Prickette	Grocery Supply Co.
Virginia	Robin Ray	Atlantic Dominion
Virginia	Chris Smythers	Merchants Grocery Co., Inc.
West Virginia	Chad Gummer	Gummer Wholesale
West Virginia	Randy Emanuelson*	Team Sledd

AT-LARGE DIRECTORS

NAME	COMPANY
Hugh Raetzsch	Lyons Speciality (LA)
Nelson Parker	Allison Wholesale (AL)
George Naumann	Renfro Supply Company (KY)
Jack Casanova	Churchpoint Wholesale (LA)
Tony Shubert	Eby-Brown (GA)

BROKER & SLD REPRESENTATIVES/LEGISLATIVE LIAISON

NAME	COMPANY	BROKER/SLD
Bennett Roberts	Matrix Brokerage	Broker Representative
Jack Anderson	Burdette Beckmann	Broker Representative
Leanne Jennings	J. L. Gaddy	SLD Representative
Dave Riser	R. J. Reynolds Tobacco	Legislative Liaison

MANUFACTURER REPRESENTATIVES

NAME	COMPANY
Dave Bowersock	Altria Sales & Distribution
Jebb Maginnis	Creative Data Research
Mandi Clark	Dot Foods
Michael Hughes	The Hershey Company
Craig Leiker	ITG Brands
Scott Hill	Jack Links Beef Jerky
Tom Brice	Lil' Drug Store Products
Clark Sturdivant	National Tobacco
David Johnson	Nestlé USA
Andrew Panagoplos	Republic Tobacco
Steve Stomel	ProCat Distribution Technologies
Victoria Person-Goral	R. J. Reynolds Tobacco
Joe Palmer	Swedish Match
Bill Dunn	Swisher International

COUNCIL OF PRESIDENTS

NAME	YEAR(S) SERVED	COMPANY
Paula Glidewell*	2014-2016	Glidewell Distributing
Dick Dunham	2012-2014	Stephenson Wholesale
Ricky Jones	2010-2012	Andalusia Distributing
Jimmy Stewart	2008-2010	Stewart Distribution
Mark Davenport	2006-2008	J. T. Davenport & Sons
Sherwin Herring	2004-2006	Southco Distributing
Steve Shing	2002-2004	Grocery Supply Company
Mike Jones	2000-2002	Andalusia Distributing Company
Robert Pierpoint	1998-2000	Imperial Trading Company
Duane Schneider	1996-1998	DUSA Distribution Center
Jack Cofer	1994-1996	James D. Cofer, Inc.
Ken Caldwell	1992-1994	Caldwell Wholesale
Scott Fisher	1990-1992	Spartan Automatic Retailers
Dick Bray	1989-1990	Premier Beverage & Equipment
Grady Smith	1988-1989	TVC Wholesale
John Head	1986-1988	Head Distributing
A. C. May	1985-1986	Pelican Cigar
John Green	1979-1980	P.M. Green and Sons
Bert Trompeter	1973-1976	John F. Trompeter Company

* This is not a full membership list, but rather a list of members of the Board of Directors of the Southern.

\$50 Billion: The combined annual gross revenue of the distributor members in the Southern.

www.the-southern.org • 770-932-3263

The Southern is managed by RAM, LLC. See us at www.ramamc.com



VENDOR APPLICATION

June 13-16, 2017 • Sheraton New Orleans Hotel
New Orleans • Vendor Events June 15-16, 2017



Company Name _____

Mailing Address _____ P.O. Box _____

City/State/Zip _____

Phone _____ Fax _____

Email _____ Website _____

Contact Name _____ Signature _____

The individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract which includes the rules and regulations of the event, which may be found on the reverse side of this application.

	Super Saver By 12/31/16	Early Bird 1/1/17 – 3/31/17	Regular 4/1/17 – Meeting Date	Total Due
Vendor Member* Company & First Registrant**	\$2,500	\$2,750	\$3,000	
Vendor Non-Member Company & First Registrant**	\$2,750	\$3,000	\$3,250	
Broker	Call for Pricing	Call for Pricing	Call for Pricing	

*New vendors (who haven't participated with us in the last two years) may attend at the member rate.

**Each additional registrant must pay a fee to attend. After we receive the Vendor Application and Deposit, we will email a link to register all attendees. The cost for attendees after the first is as follows:

Additional Vendor Member Registrant	\$650
Additional Vendor Non-Member Registrant	\$700
Spouses/Guests	\$0
Children Under 18 and Living at Home	\$0

Payment Schedule: 50% with Application
50% due March 7, 2017

Full payment is due with any application received after March 7, 2017.

What product or service do you intend to discuss with buyers?

Cigarettes Cigars Smokeless RYO/MYO
 E-Cigarettes Tobacco Accessories (specify) _____

Candy Snacks HBA Software/Systems

Beverages Foodservice

Other _____

Payment Information

Credit Card Check (Payable to SAWD)

AMEX MasterCard VISA \$ _____ Amount of payment

Card # _____ Exp. Date _____ CCV: _____

(A three or four-digit number usually located on the back of your credit card.)

Name as it appears on card _____

Billing Address _____

City/State/Zip _____

Authorized Signature _____ Today's Date _____

For cancellations received before March 31, 2017, the participation fee, minus a \$200 processing fee, will be refunded. No refunds will be issued after March 31, 2017. Cancellation requests must be emailed to info@the-southern.org or faxed to 770-932-3263. Questions? Call 770-932-3263.

Please Note: Detailed information, a link to register for name badges, show deal information, appointment times with buyers, etc., will be sent to you upon receipt of this application. **Please hold your calls until after you receive the complete packet.**

Please sign and return this agreement along with your payment to:

SAWD • 3459 Lawrenceville Suwanee Rd., Ste. C • Suwanee, GA 30024-6427
Ph/Fax: 770-932-3263 • Email: info@the-southern.org • www.the-southern.org

2017 SAWD Annual Meeting Rules and Regulations

NOTE: The SAWD Annual Meeting (hereinafter referred to as the "Event") is a "Members Only" event for buyer attendees. This means that only buyers that are members of the Southern Association of Wholesale Distributors, Inc. ("SAWD") may participate. Vendors are encouraged to join the SAWD but are not required to do so.

Note: Vendor participation in the "Ten-2-Profit" speed dating event with buyers is guaranteed. Participation in the event at the "House of Deals" is limited to sponsoring vendors and those offering qualifying show deals as determined by a committee of buyers. Qualifying vendors for the Friday event will be able to bring to the House of Deals only what they can carry on their person or roll in a carry-on sized suitcase.

- 1. Contract for Participation:** This application for participation in the 2017 Event constitutes a contract for the Vendor's right to participate in accordance with these rules and regulations.
- 2. Rates vary** based upon date of receipt of Vendor Application and based on membership status in the Southern Association of Wholesale Distributors, ("Referred to as SAWD"). A table of rates may be found on the 2017 Vendor Application.
- 3. Payment Schedule:** 50% due with application and 50% due by March 1, 2017. Applications submitted after March 1, 2017 must be accompanied by full payment.
- 4. Cancellation:** In the event that the vendor cancels, the vendor must do so in writing. For cancellations received before March 31, 2017, the participation fee, minus a \$200 processing fee will be refunded. No refunds will be issued after March 31, 2017. Cancellation requests must be emailed to info@the-southern.org or faxed to 770-932-3263. Refunds will be made after the completion of the Event.
- 5. Liability Limitation:** All property of the vendor is understood to remain under the vendor's custody and control in transit to, from, and within the confines of the area(s) occupied by the Event. Each vendor shall maintain insurance covering the full insurable value of such property.
- 6. Claims:** Vendor agrees for itself, its successors and assigns to waive and release SAWD, Renaissance Association Management, LLC (herein referred to as RAM), and their respective officers, directors, employees, and consultants from any and all claims, demands, and causes of action of every nature, whether known or unknown, including any all claims, demands, and causes of action for the negligence or fault of SAWD, RAM and their respective officers, directors, employees, and consultants, arising out of or in connection with the Event.
- 7. Indemnification:** Vendor agrees to indemnify and hold SAWD and RAM harmless from any and all claims, demands, losses, causes of action, damages, lawsuits, and judgments, including attorneys fees and costs, by vendor's agents, employees or sub-lessees arising out of or relating to any act or omission of the vendor and/or the vendor's participation in the Event whether such act or omission is negligent or not.
- 8. Cancelled/disrupted event:** In the event of cancellation or disruption of the Event for any reason or cause, the Agreement shall be terminated and the vendor waives any claim for damages or compensation as noted in Paragraph 6 above, except that the vendor shall be entitled to a refund of the amount paid for that portion of the Event that is either canceled or disrupted.
- 9. Conditions:** RAM reserves the right to restrict the actions of vendors, their employees and agents because of noise, size, method of operation, interference with any other vendor or any illegal activity that becomes objectionable or otherwise detracts from the Event. Vendors will be given a warning to correct the offense and then will be closed down in the event the offending activity is not ceased or the vendor, its employees or agents continue to be out of compliance with these Rules and Regulations. Vendors are responsible for complying with all building rules and the following:
 - Vendors shall comply with local and state health and safety standards and applicable rules and regulations of local electrical codes and fire codes in the city of the meeting.
 - Vendors are to surrender spaces occupied by them in the same condition it was at the time it was first occupied.
 - Vendors are liable for any damage within their contracted event space to floors, floor coverings, walls, columns or other parts of the event hall property.
 - Vendors will abide by the tax laws of the state of the meeting and all other applicable local, state and federal regulations, including tobacco-related excise taxes and tobacco-related laws and regulations.
 - Distribution of any material or literature is restricted to the vendor's area(s) defined by SAWD or RAM.
- 10. Prohibitions:** No Vendor shall display or permit to be displayed any merchandise other than that specified in the application. Display of paraphernalia or drug-related items are strictly prohibited. Pipes for display must have an inside diameter of a minimum of ½" and a depth of at least 1". Display of commercial roll your own cigarette machines, video presentations of commercial roll your own cigarette machines, and informational brochures or other sales literature for commercial roll your own cigarette machines is strictly prohibited.
- 11. Companies Showing Cigarettes:** Vendors selling cigarettes must certify (by completing a form to be provided) that they are either: 1. a Participating Manufacturer in the Master Settlement Agreement ("MSA"); or 2. they are otherwise complying with the escrow statutes established by the MSA.
- 12. Additions and Amendments to the Rules:** SAWD and RAM may from time to time issue additional rules and regulations as they deem necessary for the orderly presentation of the Event. Rules may be amended at any time, provided such amendment shall not substantially diminish the rights or increase the liability of the vendor.