2020 • PANAMA CITY

VENDOR PROGRAM

June 16-19, 2020 | Show Dates June 18 & 19
Sheraton Panama City Beach Golf & Spa Resort
Panama City, Florida
TRADE SHOWS DONE A DIFFERENT WAY

WHAT IF you didn’t have to spend a ton of time and money on booth design, electrical, carpet, shipping, labor fees, and samples. And…

WHAT IF you were guaranteed appointments with buyers you want and need to see? And…

WHAT IF you didn’t always have to say goodbye to your spouse and kids. And…

WHAT IF the buyers in attendance represented over $50 billion in annual gross revenue?

THERE IS A DIFFERENT WAY...
The Southern Association of Wholesale Distributors 97th Annual Meeting will be held at the Sheraton Panama City Beach Golf & Spa Resort, June 16-19, 2020.

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

Our members generate over $50 billion in annual gross revenue and our 14-state region alone contains over 46% of all c-store sales in the country.

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

There are a limited number of vendor spots available, so reserve your place TODAY!

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 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

It is your time! The possibilities are endless!

HOUSE OF DEALS
While the “Ten-2-Profit” event ensures 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 why we scheduled Friday’s House of Deals.

You are stationary for this event and the buyers circulate. But, this is not a traditional tradeshow. No shipping of booths, ordering of electrical or labor costs. We provide you with a banner, table, and a relaxed, fun environment to discuss next steps and finalize opportunities. All you need to bring is a few samples and a lot of order forms.
WHAT OTHERS ARE SAYING
about the Southern’s Annual Meeting

“This is my first year attending the Southern Annual Meeting, although my company has been a participating member for years. In just a short period of time, I got to meet with a lot of my customers, review their business and go over any issues they may have. I also got to see a lot of new faces too.”
- Jan Gray, Ferrara Candy

“This is my company’s first time attending the Southern Annual Meeting. Most of the events we attend are typical trade shows where you set up a booth and hope that everyone comes by your booth. With this meeting, I am guaranteed face time with potential customers. We are a growing company and there are still a lot of untapped markets/regions out there. This event gets me into those areas.”
- Evan Grossman, Pixotine

“Being able to get one-on-one meetings with all of these folks is a game changer. I can only connect with so many people in Birmingham. These folks are from all over the Southeast, and for a week they are all in one place. It allows me to reach a whole new audience.”
- Matthew Barnes, Barnes Paper

While other marketing channels certainly deliver value, one-on-one, in-person interaction has no substitute when it comes to accelerating the sales process. Nowhere is this more apparent than at The Southern’s Annual Meeting, where buyers rely on vendors to help solve their challenges and provide insights into new business opportunities. You can join them. Be among the vendors who are participating in this event and exposing their products and service innovations to these qualified buyers.

TENTATIVE SCHEDULE OF EVENTS

TUESDAY, JUNE 16
2:00PM-5:30PM  Registration Desk Open
2:15PM-3:15PM  Chair/Vice Chair Meeting
3:30PM-4:30PM  Committee Meetings
4:30PM-5:30PM  Finance & Budget
5:30PM-6:30PM  Executive Committee
7:00PM-9:30PM  Chairman’s Dinner

WEDNESDAY, JUNE 17
8:00AM-1:00PM  Golf Tournament
9:00AM-5:00PM  Registration Desk Open
11:30AM-2:30PM  Optional Event
3:00PM-4:00PM  Board of Directors
3:30PM-4:30PM  Family Club
4:15PM-5:15PM  SLD Board Meeting
5:30PM-6:00PM  New Vendor Reception
6:00PM-7:00PM  Welcome Reception
7:00PM-9:00PM  Dinner
After Dinner-Until  Hospitality Suite

THURSDAY, JUNE 18
7:30AM-5:00PM  Registration Desk Open
7:30AM-8:30AM  Kick-Off Breakfast
8:00AM-10:30AM  Education Sessions
10:00AM-11:30AM  First Lady’s Social
10:45AM-Noon  General Session
12:15PM-1:15PM  Lunch & Learn
1:30PM-5:00PM  Ten-2-Profit
2:00PM-4:00PM  Family Club
6:00PM-7:00PM  Reception
7:00PM-9:00PM  Awards Dinner
After Dinner-Until  Hospitality Suite

FRIDAY, JUNE 19
7:30AM-8:30AM  Continental Breakfast
8:30AM-1:00PM  Registration Desk Open
8:30AM-11:00AM  House of Deals
11:15AM-12:00PM  Distributors Forum
11:15AM-12:00PM  Vendor Forum
12:15PM-1:00PM  Board of Directors
1:00PM-2:00PM  Executive Committee
6:30PM-9:30PM  One more thing...

HOTEL INFO
We have blocked space at the Sheraton Panama City Beach Golf & Spa Resort. Reservations may be made using the link provided on the Southern’s website. The preferred rate is $199 per night for single or double occupancy and does not include tax.

The cutoff for the preferred rate is May 2, 2020.

BRING THE FAMILY
Dig your toes in the white sands of our bay beach and relax along the shore or make a splash with a trip to Shell Island or a wave runner rental. Boat excursions include a day sailing aboard the Footloose Catamaran on a snorkel/dolphin cruise or captain your own pontoon boat rental for a day of fun in the sun with the whole family.

Spouses and children under 18 attend the meeting for FREE!

Our vendor partners are family here at the Southern. We have created an environment where business gets done and relationships get strengthened. We hope you like it.

The welcome mat is out. Y’all come! Full details may be found at the-southern.org or call 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.
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.

$50 BILLION
The combined annual gross revenue the distributor members in the Southern.

SOME OF THE COMPANIES YOU WILL SEE AT THE 97TH ANNUAL MEETING!
VENDOR APPLICATION
June 16-19, 2020 • Sheraton Panama City Beach Golf & Spa Resort
Panama City, FL • Vendor Events June 18-19, 2020

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.

Please Note: Detailed information, a link to register for name badges, appointment times with buyers, etc., will be sent to the primary contact name on this application. Please be sure that this is the person that you want as the primary contact.

Payment Information

<table>
<thead>
<tr>
<th></th>
<th>Super Saver By 12/31/19</th>
<th>Early Bird 1/1/20 – 3/31/20</th>
<th>Regular 4/1/20 – Meeting Date</th>
<th>Total Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vendor Member* Company &amp; First Registrant**</td>
<td>$2,600</td>
<td>$2,800</td>
<td>$3,100</td>
<td></td>
</tr>
<tr>
<td>Vendor Non-Member Company &amp; First Registrant**</td>
<td>$2,850</td>
<td>$3,100</td>
<td>$3,350</td>
<td></td>
</tr>
<tr>
<td>Broker</td>
<td>Call for Pricing</td>
<td>Call for Pricing</td>
<td>Call for Pricing</td>
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*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:

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<tbody>
<tr>
<td>Additional Vendor Member Registrant</td>
<td>$475</td>
</tr>
<tr>
<td>Additional Vendor Non-Member Registrant</td>
<td>$525</td>
</tr>
<tr>
<td>Spouses/Guests</td>
<td>$0</td>
</tr>
<tr>
<td>Children Under 18 and Living at Home</td>
<td>$0</td>
</tr>
</tbody>
</table>

Payment Schedule: 50% with Application
50% due March 1, 2020

Full payment is due with any application received after March 7, 2020.

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

Company Name __________________________________________________________
Mailing Address _________________________________ P.O. Box __________________
City/State/Zip _________________________________________________________
Phone __________________ Fax __________________ Email ___________________
Website __________________
Contact Name __________________________________________ Signature ______________

Ph/Fax: 770-932-3263 • Email: info@the-southern.org • www.the-southern.org
2020 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.

1. Contract for Participation: This application for participation in the 2020 Event constitutes a contract for the Vendor’s right to participate in accordance with these rules and regulations.

2. Limited Graphics: The graphics that may be displayed by vendors at this event are limited to the quantity and type provided by and/or pre-approved by the Southern Association of Wholesale Distributors, Inc. No additional signage of any type is allowed.

3. 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 2020 Vendor Application.

4. Payment Schedule: 50% due with application and 50% due by March 1, 2020. Applications submitted after March 1, 2020 must be accompanied by full payment.

5. Cancellation: In the event that the vendor cancels, the vendor must do so in writing. For cancellations received before March 31, 2020, the participation fee, minus a $200 processing fee will be refunded. No refunds will be issued after March 31, 2020. 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.

6. 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.

7. Claims: Vendor agrees for itself, its successors and assigns to waive and release SAWD, Associated Services Group (hereinafter referred to as ASG), 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, ASG and their respective officers, directors, employees, and consultants, arising out of or in connection with the Event.

8. Indemnification: Vendor agrees to indemnify and hold SAWD and ASG 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.

9. 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.

10. 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 ASG.

11. 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.

12. 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.

13. Additions and Amendments to the Rules: SAWD and ASG 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.