

SOUTHERN ASSOCIATION OF WHOLESALE DISTRIBUTORS 98TH ANNUAL MEETING

2021 • POINT CLEAR, AL



Tradeshows Done a Different Way

VENDOR PROGRAM

June 15-18, 2021 | Show Dates June 17-18, 2021

Grand Hotel Golf Resort and Spa
Point Clear, Alabama



THE-SOUTHERN.ORG • 770-932-3263

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 98th Annual Meeting will be held at the Grand Hotel Golf Resort and Spa, June 15-18, 2021.

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. We provide you with a banner, table, and a relaxed, fun environment for conducting business.



WHAT OTHERS ARE SAYING

about the Southern's VIRTUAL Annual Meeting in 2020...

"I want to thank you for creating a great "virtual" convention. It's hard to believe that The Southern was able to change course from onsite to virtual very quickly to support its members. My Ten-2-Profit meetings went smoothly and were very focused."

- **Jebb Maginnis, President, Creative Data Research**

"The one-on-one meetings were perfectly flawless for the LDSP Team. I do not see how it could have gone any better. Kudos to The Southern for making it happen. This year's meeting allowed us to "get in front of" our customers without leaving the office, which was critically important in these unprecedented times."

- **Tom Brice, Director of National Accounts, Lil' Drug Store Products, Inc.**

"Thank you to the Southern for all of the hard work, flexibility and diligence in pulling together a very successful event in these unprecedented times. That's quite an achievement given the complexity of what was accomplished. We look forward to getting back to our in-person meetings."

- **Max Weiner, Vice President C-Store SE, Burdette Beckmann, Inc.**

...but we are ready to get back together again in 2021!

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 15

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 16

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
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 17

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
6:00PM-7:00PM Reception
7:00PM-9:00PM Awards Dinner
After Dinner-Until Hospitality Suite

FRIDAY, JUNE 18

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 Grand Hotel Golf Resort and Spa. **Reservations may be made by calling 800-544-9933.** 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 \$229 per night for single or double occupancy and does not include tax.

The cutoff for the preferred rate is May 17, 2021.

BRING THE FAMILY

Treat yourself to a memorable experience at the Grand Hotel Golf Resort & Spa, located near Fairhope, Alabama on the picturesque beach hamlet of Point Clear. Bring the kids to our stunning pool complex, break a sweat at one of ten tennis courts, or explore the white sand beaches of Alabama's famed Gulf Coast.

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.

SOME OF THE COMPANIES YOU WILL SEE AT THE
98TH ANNUAL MEETING!



Charles C. Parks Company



Mississippi Coast's Largest Convenience Store Wholesaler, Full-Line Vending, and Employee Break Room Solutions Provider



H.T. HACKNEY



Smith Wholesale



William F. Brockman Co.



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.

THE SOUTHERN ASSOCIATION OF WHOLESALE DISTRIBUTORS

www.the-southern.org • 770-932-3263

The Southern is managed by Associated Services Group
P.O. Box 2289, LaGrange, GA 30241



VENDOR APPLICATION

June 15-18, 2021 • Grand Hotel Golf Resort and Spa
Point Clear, AL • Vendor Events June 17 & 18, 2021

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 12/31/20	Early Bird 1/1/21 – 3/31/21	Regular 4/1/21 – Meeting Date	Total Due
Vendor Member* Company & First Registrant**	\$2,600	\$2,800	\$3,100	
Vendor Non-Member Company & First Registrant**	\$2,850	\$3,100	\$3,350	
Broker	Call for Pricing	Call for Pricing	Call for Pricing	

Payment Schedule: 50% with Application
50% due March 1, 2021

Full payment is due with any application received after March 7, 2021.

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 _____

*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	\$475
Additional Vendor Non-Member Registrant	\$525
Spouses/Guests	\$0
Children Under 18 and Living at Home	\$0

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 _____

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.**

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

SAWD • P.O. Box 2289 • LaGrange, GA, 30241

770-932-3263 • Email: info@the-southern.org • www.the-southern.org

2021 Southern 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 2021 Vendor Application.
- 4. Payment Schedule:** 50% due with application and 50% due by March 1, 2021. Applications submitted after March 1, 2021 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 will be refunded. No refunds will be issued after March 31, 2021. Should the meeting be cancelled due to COVID-19, all vendor fees will be refunded. Should the meeting be rescheduled, the vendor fees will be applied to new the dates.
- 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 (herein 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:** ASG 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.