



**Order Online with www.sepetrostore.com
or Submit Forms to Square 1 Creative
P.O. Box 336, Newton, GA 39870
Phone: 704-269-8127 Fax: 1-800-325-1367**

**Critical Show
Information
Information Only**

**Southeast Petro
February 29 - March 1, 2012**

Exhibitor FAQs

What are the show dates and set-up hours?

Exhibit Set up & Move-In Hours

Monday, February 27, 2012 – 12:00 noon – 6:00 pm

Tuesday, February 28, 2012 – 8:00 am – 6:00 pm

Show Hours

Wednesday, February 29, 2012 – Main Center 10:30 am – 5:00 pm; Annex 9:30 am – 5:00 pm

Thursday, March 1, 2012 – Main Center 10:00 am – 2:00 pm; Annex 9:00 am – 2:00 pm

Exhibit Dismantling & Move-out Hours

Thursday, March 1, 2012 – 2:00 pm – 9 pm

Friday, March 2, 2012 – 7:30 am – 12:00 noon

What size are the booths?

All booths are 10' x 10' but can be joined to create larger spaces.

Does the booth come with any furnishings?

No. All furnishing including carpet, chairs, tables, wastebaskets, can be rented through our Official Customer Service Contractor, Square 1 Creative. The aisles of the exhibition hall will be carpeted. You may print the forms and fax in or we have a secure store where you can make your order online. Here is the link: <http://www.sepetrostore.com> (Username and password will be emailed to each exhibitor.)

What are show colors?

Drape colors are bright green, yellow and white. Carpet color is spearmint green.

Will there be any lead retrieval systems at the show?

Yes. This information will be available on the Exhibitor Extranet. Once the Extranet is up and running those with contracts will be sent the username and password to access all decorator forms, etc. Forms are also available in the supplemental section of the Exhibitor Service Manual.

Will there be a list of attendees available?

If you would like a list of the people that visited your booth, you will need to use the lead retrieval system. A list of those who attended the prior year's show will be sent a couple of weeks prior to the show.

I do not want to exhibit, but would like to walk the floor.

If you are a petroleum marketer, convenience store owner/operator, truckstop owner/operator or carwash owner/operator you can register on the Attendee Info page of this web. If you are eligible to exhibit, you may attend the show as a sponsor. The cost of sponsorship is as follows: SHOW REGULAR SPONSOR - \$950 (you can request up to 4 badges); SHOW PREMIUM SPONSOR - \$1250 (you can request up to 8 badges). Additional badges for each sponsor

Full payment must accompany order. PLEASE, NO TELEPHONE ORDERS.

Credit Card Authorization MUST be on file with Square 1 Creative before any goods or services will be rendered regardless of your preferred method of payment. By utilizing this form, exhibitors acknowledge that they have read and agree to comply with the terms of the Limits of Liability stated herein.





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Exhibitor FAQs Continued

category are \$100 each. Should you register as an attendee and are not eligible; your registration will be removed from the database.

Potential future exhibitors can request to visit the observation room above the show floor with a staff person – just make the request at the Registration Desk.

What is included in my contract to exhibit?

You will receive up to 10 badges per booth (additional badges are \$50 each), pipe and drape in show colors for your booth, high speed wireless internet service, ID sign for you booth. Electric service IS NOT included. You must order electric from the Myrtle Beach Convention Center.

How many buyers attend the show?

Last year approximately 1500.

How many exhibitors attend the show?

Approximately 425 companies exhibit at the show with approximately 2800 reps in attendance over the 2-day show.

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