



National Coalition of Associations
of 7-Eleven Franchisees

*Exhibitor
Information*



Surf Into A Selling Paradise!
Hilton Hawaiian Village Waikiki Beach Resort



July 8-12,
2012

Hawaii Convention Center

Trade Show: Wednesday, July 11 • Thursday, July 12



Aloha Valued Vendor!



7-Eleven continues to grow at an amazing rate. Last year alone 7-Eleven added 650 new stores—and more expansion is planned for 2012! All of these stores will be franchised, which means more storeowners will be added to what is already the largest convenience store buying group in the nation—5,267 franchised stores and growing, accounting for more than \$12 billion in merchandise sales.

Each year, the National Coalition Convention and Trade Show attracts franchisees who are eager to stock their shelves with top-selling products that will increase their bottom lines. Our annual event brings them together under one roof, giving you easy one-stop access to a buying group that is certainly a force to be reckoned with.

Last year's National Coalition Convention and Trade Show in Las Vegas was a huge success—by far our biggest and best to date. We had a record number of franchisees and their families attend, and over 300 vendors exhibited at the trade show. So how do we intend to make this year's event even grander?

For starters, we're taking the convention to the spectacular and luxurious Hilton Hawaiian Village Waikiki Beach Resort on the beautiful island paradise of Oahu. Sitting on 22 lushly landscaped oceanfront acres on the widest stretch of famous Waikiki Beach, this fabulous resort boasts tropical gardens, waterfalls, six pools, waterslides, a lagoon, and numerous other exciting ocean-side activities.

Next, we're holding the two-day trade show event—the only national event for all 7-Eleven franchisees—at the state-of-the-art Hawaii Convention Center. With over 150,000 square feet of flexible floor space, this venue offers more than enough room and all the amenities you will need to display your products. We've also added an extra hour to each trade show day so franchisees will have more time to view your merchandise!

Sprinkled throughout the five-day convention are numerous networking opportunities that will give you valuable face time with 7-Eleven franchisees—from the Joe Saraceno Golf Tournament at the Mamala Bay Golf Course to dining events with delicious Polynesian fare and entertainment.

This year's convention and trade show is gearing up to be a monumental event. Join us in paradise for some business and fun under the island sun! I hope to see you there.

Sincerely yours,

Bruce Maples

Chairman, National Coalition Of Associations Of 7-Eleven Franchisees

We've taken care to make NCASEF's 37th Annual Convention and Trade Show a memorable one!

Beginning with the venues—the breath-taking Hilton Hawaiian Village Waikiki Beach Resort and the Hawaii Convention Center—we've planned five opportunity-filled days for you and your company. Show off your best merchandise and deals at the "Islands Of Opportunity" trade show, and while you're at it, network, play golf, or share an evening of Hawaiian-style cuisine and entertainment with your #1 customers. We look forward to your participation in our event, and we will be happy to answer any of your questions and see to all your trade show needs.

—The National Coalition Convention Committee

The 7-Eleven Universe Continues To Expand!

7-Eleven is growing, and there is no end in sight. In 2011, 7-Eleven added 650 new stores, more than double the number of new stores it opened in 2010. With even bigger plans to expand in 2012 and beyond, 7-Eleven is certainly a retail force to be reckoned with. Don't miss this unique opportunity to expand your customer base!

A Selling And Networking Opportunity That Is Second To None!

Only the National Coalition's Annual Convention and Trade Show gives you access to 7-Eleven franchisees from all over the country—franchisees who are the #1 buying group in the convenience store industry!

Your One-Stop To Non-Stop Profits!

No other event can provide you with such an effective opportunity to grow your profits both now and in years to come—a complete network for opening new markets and forming long-term relationships with 7-Eleven franchisees in one spectacular setting!

7-Eleven franchisees are constantly looking to stock their shelves with items that offer great profit opportunities! Bring your top-selling merchandise and best deals, because these buyers place orders on the spot when they find exciting new products, services and promotions!

The Essence Of Hawaii In An Ultra-Modern Convention Center!

The 200,000-square-foot ultra modern Hawaii Convention Center features all the beauty and traditions that are unique to Hawaiian culture, including tropical palm trees, Polynesian sailing canoes, a rooftop tropical garden, glass-encased meeting rooms and outdoor function space in a customary Hawaiian setting. Its pre-function spaces and circulation areas are open to natural ventilation and the outdoors.

We expect a greater number of attendees this year, and we've added an extra hour to each trade show day so franchisees can visit every booth! Booth space fills up quickly, so make sure you register early!

More Pools, More Beach, More Paradise!

Occupying 22 oceanfront acres on the world-renowned Waikiki Beach, the Hilton Hawaiian Village is an Eden unto itself. With lush tropical gardens, waterfalls, exotic wildlife, a lagoon, and numerous swimming pools and waterslides, this fabulous resort has everything you need to make your stay in paradise a memorable one, including 20 restaurants and lounges, 90 shops and boutiques, the exquisite Mandara Spa, and an ocean full of activities like snorkeling, surfing and beach toy rentals.



Business & Fun @ Hawaii

General Exhibit Information

Headquarters Hotel

Hilton Hawaiian Village Waikiki Beach Resort

2005 Kalia Road
Honolulu, Hawaii 96815

Reservations:

www.hiltonhawaiianvillage.com

Toll Free 1-800-HILTONS

Hotel Main: 808-949-4321

Convention group code: ALJ

Trade Show Location:

Hawaii Convention Center

1801 Kalakaua Avenue

Honolulu, HI 96815

Phone: 1-800-295-6603, 808-943-3500

Exhibit Show Hours

Wednesday, July 11, 11:00 a.m. – 4:00 p.m.

Thursday, July 12, 11:00 a.m. – 4:00 p.m.



Reservations For Exhibit Space

Contract and Payment for Booth Space must be received by June 20, 2012. All orders for booth space are date-stamped as received and will be assigned on a first-come, first-served basis.

Booth Contract And Staff Registration: Two Ways To Register!

1. Online:

Submit your booth contact and register convention staff online by visiting the convention page at www.ncasef.com. Online registrations must be completed by June 20, but we urge you to register early!

2. Using the Forms In this Packet:

Secure your booth space by completing and returning the **2012 Convention Contract for Exhibit Space** in this packet. Please register early!

Register Convention Staff by completing and returning the **2012 Convention Exhibitor Staff Registration** form included in this packet.

Both forms must be returned with payment, faxed or postmarked, by June 20, 2012. After this date you must register on-site at the Hilton Hawaiian Village.

Mail or Fax both forms, with payment to:
National Coalition of Associations of 7-Eleven Franchisees
3561 East Sunrise Drive, suite 135
Tucson, AZ 85718
Fax (credit card only): 520-577-4688

Staff Registrations:

Vendors purchasing Trade Show Booths must register ALL personnel, who will be present at the convention. **Trade Show Only** staff are free both days during the trade show.

Exhibitor Staff Registrations with full access to convention meals and events are \$250 each, and include access to all sessions (except franchisee only), breakfasts, Monday luncheon, cocktail reception and entertainment, Wednesday dinner and entertainment and Thursday cocktail reception and grand banquet. (All major sponsors must register staff using the Major Sponsor Registration Packet).

Set-Up and Dismantling Schedule

Installation of exhibits is from 8:00 a.m. to 6:00 p.m., Tuesday, July 10, and must be completed by 9:00 a.m. on Wednesday, July 11. All exhibit materials must be removed from the Hawaii Convention Center trade show area immediately following the show on Thursday, July 12. All shipments must be prepaid.

Booth Dimensions, Costs

- Booth Dimensions: 8'x10'
- Space rental per 8'x10' booth: \$2,500.00

Exhibitor Service Manual

An Exhibitor Service Manual with order forms for furniture, decorations, photography, and electrical, labor, and shipping instructions will be provided by Freeman Decorating, Inc. upon receipt of your booth contract.

Under The Island Sun!

Hit The Links With Your Most Valued Customers!

The perfect blend of business and pleasure, the Joe Saraceno Charity Golf Tournament provides a one-of-a-kind opportunity to connect with members of your largest buying group while enjoying the magnificent vistas of the Mamala Bay Golf Course in Hickam Air Force Base. Overlooking the Pacific Ocean, the 18-hole Hickam course sits adjacent to Mamala Bay and the waterway entrance into Pearl Harbor, amidst swaying palms and blue skies. The holes are situated between the Honolulu International Airport's Reef Runway and the Hickam Air Field, which makes for a very interesting round of golf with planes taking off and landing on all sides.



The charity tournament will help raise funds for Hire Heroes USA, an organization that provides job placement for injured veterans of Operation Iraqi Freedom and Operation Enduring Freedom.

Golf sponsorship opportunities are available. See the enclosed Golf Tournament Signup Agreement for more information and to register.



Schedule of Events

Sunday, July 8

12 p.m. - 5:00 p.m. Franchisee and Vendor Registration
7:00 p.m. - 9:00 p.m. Opening Reception At The Super Pool With Sounds Of Hawaii!

Monday, July 9

9:00 a.m. - 12:00 p.m. Franchisee and Vendor Registration
7:00 a.m. - 8:00 a.m. Morning Exercise—On The Beach
8:00 a.m. - 9:00 a.m. Hawaiian-Style Continental Breakfast
9:00 a.m. - 10:30 a.m. 2012 State Of The National Coalition With Chairman Bruce Maples and NCASEF Officers (franchisees only)
10:30 a.m. - 12:00 noon Legal Seminar With Arnold Hauptman (franchisees only)
12:00 p.m. - 1:00 p.m. RIS Update With SEI Senior Director
Accounting and Human Resources Support Kathy Naumann (franchisees only)
1:00 p.m. - 3:00 p.m. Aloha Luncheon & Magic Show (franchisees and major sponsors)
3:00 p.m. - 6:00 p.m. Franchisee and Vendor Registration
5:30 p.m. & 7:45 p.m. Magic of Polynesia Show With Cocktails (franchisees and major sponsors)

Tuesday, July 10 Golf and Tour Oahu Day!

Golf or Book an exciting tour or activity!
6:30 a.m. Buses Depart For The Joe Saraceno Charity Golf Tournament at Mamala Bay Golf Course
8 a.m. Joe Saraceno Charity Golf Tournament Benefiting Hire Heroes (Shotgun Start)
7:00 a.m. - 8:00 a.m. Morning Exercise—On The Beach
1:00 p.m. - 5:00 p.m. Franchisee and Vendor Registration

Wednesday, July 11 7-ELEVEN DAY!

7:00 a.m. - 8:00 a.m. Morning Exercise—On The Beach
8:00 a.m. - 9:00 a.m. Hawaiian-Style Continental Breakfast
9:00 a.m. - 10:00 a.m. Motivational Speaker Ross Shafer
9:00 a.m. - 1:00 p.m. Franchisee and Vendor Registration
10:00 a.m. - 11:00 a.m. Technology & Innovation—Changing Your Store With SEI Chief Technology Officer Steve Holland
11:00 a.m. - 4:00 p.m. Islands of Opportunity Trade Show
5:30 p.m. - 9:00 p.m. Charity Silent and Live Auction Benefitting Susan G. Komen For The Cure (franchisees, sponsors and registered exhibitors)
6:00 p.m. Oceanside Luau and Buffet Dinner Celebrating 7-Eleven Day!
7:15 p.m. Legends of Hi'iaka and Pele Show
8:00 p.m. Live Auction

Thursday, July 12

9:00 a.m. - 11:00 a.m. Franchisee and Vendor Registration
7:00 a.m. - 8:00 a.m. Morning Exercise—On The Beach
8:00 a.m. - 9:00 a.m. Hawaiian-Style Continental Breakfast
9:00 a.m. - 11:00 a.m. 7-Eleven, Inc. Executives and The NCASEF Chairman Discuss The 7-Eleven System
11:00 a.m. - 4:00 p.m. Islands of Opportunity Trade Show
6:00 p.m. - 7:00 p.m. Mahalo Cocktail Reception
6:00 p.m. - 10:00 p.m. Children's Banquet With Entertainment
7:00 p.m. - 11:00 p.m. Grand Banquet With Live Music and Punjabi DJ (franchisees, sponsors and registered exhibitors)



Escape To Island Splendor!

Hilton Hawaiian Village Waikiki Beach Resort



The Hilton Hawaiian Village offers the perfect mix of exceptional resort accommodations and classic Hawaiian hospitality. A quiet haven set in the midst of an unsurpassed beach locale, the resort spans 22 acres, offering the widest stretch of beach on Waikiki, a beachfront lagoon, waterfalls, six pools, water slides, gardens, an exquisite art collection and exotic wildlife, as well as more than 90 shops, 20 restaurants and lounges, and the Mandara Spa.

An ocean of fun is just steps away. The Hilton Hawaiian Village offers easy access to activities and recreation of every kind, including snorkeling, surfing and Atlantis submarine excursions.

The resort is just 20 minutes from Honolulu International Airport, and is a short 20-minute walk to the Hawaii Convention Center. Five guest towers offer a wide variety of elegantly appointed guest rooms and suites, and all 2,860 guest rooms and towers are designed with a distinctive décor for comfort, elegance and security.

Ali'i Tower: The most exclusive tower, offering luxurious accommodations, exclusive services, enhanced in-room amenities, a private pool, terrace and whirlpool, fitness center, and much more.

Rainbow Tower: The newly renovated tower is ideal for those who love a beachfront setting with sweeping views of the Pacific Ocean and the majestic Diamond Head Crater or the Honolulu coastline.

Tapa Tower: Ideally located near the Tapa Pool, great shops and restaurants, with the added convenience of the Tapa Conference Center right in the tower.

Kalia Tower: Specially designed for discerning leisure guests and business travelers with resort facilities and amenities such as Mandara Spa.

Diamond Head Tower: Enjoy this centrally located tower near the Tapa Pool, Village wildlife, shops, restaurants and the hotel's 24-hour Xerox Business Services Center.



Hotel Reservations: Five Towers

Choose from many available room views and sizes!

Visit www.hiltonhawaiianvillage.com to see the many available room combinations and pricing. Reservations can be made on the website or by calling 1-800-HILTONS. Use the NCASEF Convention group code ALJ to receive the special room rate.

Reservations must be made by June 4, 2012 to receive Convention Rates. Rates for standard rooms start at \$169 (taxes and gratuities not included), but you must register early to get this rate! **Convention-rate rooms are limited and are not guaranteed to last until the cutoff date, so please, register early!** Once these rooms have been completely booked, or after June 4, reservations will be subject to rate and space availability.

Check-in time is 2:00 pm, and checkout time is 11:00 am on the day of departure. If you wish to cancel your reservation, you must do so 3 days prior to arrival to avoid cancellation penalties.



National Coalition Convention Information

Phone: (520) 577-8711

National Office

3561 East Sunrise Drive, Suite 135

Tucson, AZ 85718

Fax: (520) 577-4688

E-mail: nationaloffice@ncasef.com

Trade Show Coordinator

John Riggio

Office: (262) 275-3086

E-mail: jrpinc@charter.net

Golf Coordinator

Roger St. George

Office: (360) 500-1248

E-mail: rdsaint@comcast.net

Avanti Magazine Convention Issue

Sheldon Smith

Office: (215) 750-0178

E-mail: sheldon.smith5@verizon.net

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2005 Kalia Road
Honolulu, Hawaii 96815

Reservations:

www.hiltonhawaiianvillage.com

Toll Free 1-800-HILTONS

Hotel Main: 808-949-4321

Convention group code: ALJ



*Register online at
www.ncasef.com*





Many Thanks To Our 2012 Convention Sponsors!

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Hershey Company

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Kan-Pak

Kellogg's Company

Kraft Foods

Kretek

Liggett Vector Brands

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Masterfoods Mars

McLane Company

MillerCoors Brewing Company

Mother Parkers Tea & Coffee

Nestlé DSD Company

Nestlé Professional

Nestlé Purina Pet Care

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