

SHOW

The Power of Partnership



THE SOUTHERN
Convenience Store
AND **Petroleum** SHOW

MAY 16, 2024 | THE CENTREPLEX | MACON, GA

Register Online @ www.GACS.com



THE 2024 SHOW

The Power of Partnership



etailers, Join us in Macon on May 16 for *The SHOW* – *The Southern Convenience Store & Petroleum Show*. This year we are celebrating *The Power of Partnership* – reflecting the strength of partnerships between retailers and suppliers, forged by *The SHOW*. You won't want to miss it. *The SHOW*

will be one fantastic day, with an insightful and timely seminar to kick it off – plus a bonus, **Boot Camp** training for District Managers on May 15, and for Store Managers on May 16. Read on for more information.

Who's Involved?

Retailers, petroleum marketers and convenience store owners, operators, supervisors, managers and employees are invited to attend. *The SHOW* is sponsored by the Georgia Association of Convenience Stores (GACS), who has been representing Georgia's convenience store industry and supplier partners since 1973. No need to be a member of GACS, *The SHOW* is open to ALL retailers.

Why Should Retailers Attend?

Education, advancement, and industry networking. On Thursday morning we will hold a unique and special seminar led by Jessica Lamb, Atlanta Redemption Ink. Her organization's mission is to transform painful reminders of the past into symbols of hope. As a trafficking survivor, she has served as an expert witness in cases across Georgia and Alabama. Afterwards, *The SHOW* floor will be open from 9 am –

4 pm. With nearly 200 booths, there are bound to be new items and services you would like to try in your stores.

What Else is Offered?

On Wednesday night, GACS will kick off the event by hosting a networking cocktail reception room 4:00 – 6:00 pm. There you'll have an opportunity to chat with your peers while enjoying a few drinks and hors d'oeuvres.

Where is The SHOW?

This gathering of C-store professionals is taking place in a central location with easy interstate access in the heart of Georgia—in Macon! Directions can be found in this brochure.

What is the Schedule?

Wednesday, May 15, 2024

8:00 – 5:00 PM	Exhibitor Set Up
9:00 – 5:00 PM	DM Boot Camp and Show Preview
4:00 – 6:00 PM	Cocktail Reception

Thursday, May 16, 2024

8:00 – 9:00 AM	Jessica Lamb, <i>Atlanta Redemption Ink</i>
9:00 – Noon	Store Manager Boot Camp
9:00 – 4:00 PM	Tradeshow Floor Open

How Much Will This Cost?

Good news! There's no cost for retailers to attend *The SHOW*; simply register online at www.gacs.com. SHOW registration, parking, and the seminar are all free of charge.



THE SEMINAR

Jessica Lamb:

ATLANTA REDEMPTION INK

Thursday, May 16, 2024

Atlanta Redemption Ink's mission is to transform painful reminders of the past into symbols of hope. They provide support services, tattoo removals, and cover-ups to survivors of sex trafficking, commercial sexual exploitation, self-harm, addiction, and former gang involvement, nationally.

In addition, they train communities on Iconography and from a lived experience perspective as a survivor-led nonprofit organization.

Jessica is a nationally-recognized survivor leader that has built a national network of tattoo artists and removal specialists who provide services to survivors of commercial sexual exploitation, former gang members, and overcomers of self harm and addiction. Jessica trains in Iconography, the history of human-trafficking tattoos, and on her lived experience. She has over 20 years around the tattoo industry and she specializes in

tattoo identification, and she has over 11 years as an advocate in anti-trafficking. She has served as an expert witness in trafficking cases in Georgia and Alabama. She has been a keynote and a presenter at conferences and trainings across the US and in Canada. Her work is known in the anti-trafficking and tattoo industry across the nation.

Outside of ARI, Jessica is a Peer Support Counselor and provides Art therapy to Behavioral Health Centers and Safe homes.

Jessica has been awarded:

- 2019 and 2020 Atlanta Non-Profit of the Year



Jessica Lamb

- 2021 *Georgia Trend's* Top 40 Under 40
- 2022 *Atlanta Business Chronicle's* Leading Social Entrepreneur in Social Empowerment
- 2022 Top 40 Georgia Innovators
- 2023 *Atlanta Magazine's* 2023 Women Making A Mark

GACS KICKS OFF DM BOOT CAMP

GACS' newest partner is Employee Performance Strategies, LLC, a company offering specialized training for District Managers – and similar training designed for Store Managers.

The price for GACS members is substantially discounted at more than 30 percent below market.

Limited to the first 100 District Managers who register, GACS is sponsoring a special Boot Camp one day prior to the 2024 Southern Convenience Store & Petroleum Show, on Wednesday May 15, 2024.

And, on the day of The SHOW, May 16, Store Managers can participate in a GACS sponsored, specially organized half day Boot Camp. This session is limited

to the first 50 Store Managers who register.

Both of these opportunities are



BOOTCAMP

being offered on a first come, first served basis, in conjunction with

The SHOW, so both District and Store Managers can maximize their time in Macon by combining this unique training with their *SHOW* attendance.

What do you get for your registration?

The DM Boot Camp is the **only program of its kind in the convenience industry**. The training curriculum teaches DMs how to become highly effective coaches in the development of their store managers, which can result in greater store profitability and efficiency.

DMs will learn tactics and receive tools giving them the means to manage their time and store visits more effectively, and perform at a higher level.



Topics Include

- Preparing for hard conversations
- Four Coaching models
- Time optimization strategies
- Coaching techniques
- Overcoming coaching obstacles
- Coaching generational differences
- Behavior reinforcement
- Action and accountability plan for each DM

Store Managers will learn how to be more effective managers and boost employee performance, in a one-time half day format leaving time to visit The SHOW that afternoon. Topics include:

- Increasing employee retention
- Having hard conversations
- Time management strategies
- Techniques to delegate, plan and organize your day
- Coaching vs. bossing and why

Boot Camp Pricing (for members)

DM Boot Camp

\$675/ Full day – does not include hotel room

\$860/ Full day – INCLUDES hotel room at Macon Marriott the night of May 14. Limited availability.

Store Manager Boot Camp

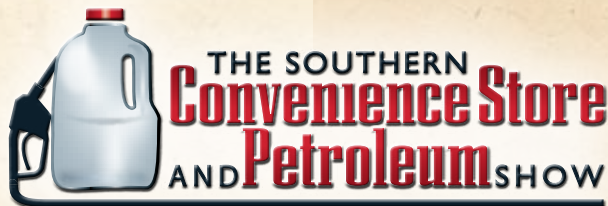
\$500/ Half day – does not include hotel room



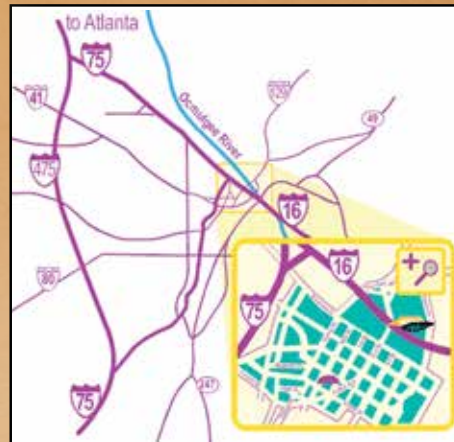
SHOW

DETAILS

- Pre-registration is strongly encouraged at www.gacs.com
- Due to insurance regulations, **NO ONE under age 16** will be admitted. This includes children in strollers. *We do not offer any on-site child care.*
- Admission is by badge **ONLY**. Attendees must be registered and pick up badges by 2:00 PM on Thursday. **There will be no admittance after Thursday at 2:00 PM.**
- Attendees pre-registering or registering on-site that are not GACS members may be asked to show proof of retailer status. Retailers will simply need to bring a copy of your company's business license to register on-site. If we determine you do not qualify as a retailer, we reserve the right to cancel your registration and refuse admittance to **The SHOW**.
- Must pick up badge by **2:00 PM on Thursday** to attend.



DIRECTIONS



The Macon Centreplex

200 Coliseum Drive
Macon, GA 31217

Driving Directions to the Macon Centreplex

From Atlanta I-75;
South to I-16 East, Exit 2
From the South I-75;
North to I-16 East, Exit 2
From Savannah I-16
West, Exit 2

FREE PARKING—BOTH DAYS

Hotel Information

This year we are pleased to offer special rates with the **Macon Marriott City Center**, the hotel connected to the Centreplex.

Macon Marriott City Center
240 Coliseum Drive
Macon, Georgia 31217
800.228.9290 or 478.621.5300
GACS Special Pricing \$149 per night
Tuesday May 14 – Thursday May 16



Reservations Cut off date April 26, 2024

For reservations go to: GACS.com

RETAILER ADVANCE REGISTRATION

Company Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Admission is limited to those 16 years old and over

REGISTRATION: Print or type each name separately as it should appear on badge. Registrant name —Each person must be registered individually!	SHOW Buyer FREE	SHOW Attendee FREE	SHOW Seminar FREE	District Manager Boot Camp including hotel room \$860	District Manager Boot Camp not including hotel \$675	Store Manager Boot Camp half day \$500
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Avoid long lines, register early! Make additional copies if necessary. Must pick up badge by 2:00 PM on Thursday to attend. Those pre-registering as a Retailer whose company is not currently a GACS retail member may be asked to provide a copy of your company's business license to show proof of retailer status. No admittance after 2:00 PM on Thursday.

It is very important that you type or print clearly all information on this registration form. **Be sure to check "Buyer" OR "Attendee"**

Select payment option below:

Card # _____

Expiration _____ Security Number _____

Name on card _____

Address _____

Signature _____

Check number _____

Payment Amount \$ _____

Checks should be made payable to and remitted to:
Georgia Association of Convenience Stores
 168 N Johnston Street, Suite 209
 Dallas, Georgia 30132 Fax: 770-736-9725 EIN# 59-1231372
 Phone: 770-736-9723

Contact showinfo@gacs.com



168 North Johnston Street
Suite 209
Dallas, GA 30132-4744

FREE!
RETAILER REGISTRATION
FOR **THE SHOW** ENCLOSED

THE TWENTY-SECOND ANNUAL

SHOW

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