

CIO/TECH ROUNDTABLES at NACStech

TWO CONCURRENT ROUNDTABLES:
10:00 AM - 3:00 PM

- TECH VISION & LEADERSHIP
- TECH BEST PRACTICES AND CHALLENGES

CSNEWS IS THE EXCLUSIVE MEDIA PARTNER OF



2011 PARTICIPATING RETAILERS INCLUDED:

Will Alexander, *RaceTrac Petroleum*
David Banks, *Cumberland Farms*
Jenny Bullard, *Flash Foods*
Lynn Call, *Maverick*
Tom Colbert, *Kwik Trip*
Ed Collupy, *The Pantry*
Scott Hartman, *Rutter's Farm Stores*
Charles Jarrett, *Murphy Oil*
Avsha Klachuk, *Alon Brands*
James Maxey, *Valero Energy Corp.*
Roger Tripp, *CHS Inc./Cenex*

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BEST PRACTICES ROUNDTABLE JULY 2012
ISSUE OF CONVENIENCE STORE NEWS

THE BENEFITS TO SPONSORS OF PCATS/CSNEWS' CIO/TECH RETAILING BEST PRACTICES ROUNDTABLE EVENT:

- Demonstrate your company's leadership and support of C-store retailers' best practices for technology
- Showcase your company's technology insights in the subsequent report and coverage in CSNews and NACS Magazines and on csnews.com
- Network with key C-store chain buyers of technology solutions at the roundtable events

Sponsorship Packages



Tier 1 Sponsorship

\$30,000

INCLUDES:

- Roundtable sponsorship
- Hall of Fame sponsorship. Each year at NACStech, the PCATS/CSNews Technology Hall of Fame Award recognizes industry pioneers who have advanced the cause of the convenience and fuel retailing industry through the development and use of technology. 2011 recipients included Teri Richman and John Hervey (both honored posthumously).
- Full page ad in special Technology issue of CSNews and NACS magazines (July 2012 issues)
- Recognition in ads promoting the Hall of Fame in the NACStech Directory and in the May, June and July 2012 issues of CSNews and NACS magazines
- Logo recognition on signage at the Hall of Fame and Roundtables events

Tier 2 Sponsorship

\$17,500

INCLUDES:

- Roundtable OR Hall of Fame sponsorship
- Full page ad in special Technology issue of CSNews and NACS magazines (July 2012 issues)

Tier 3 Sponsorship

\$7,500

INCLUDES:

- Full page ad in special Technology issue of CSNews and NACS magazines (July 2012 issues)