

FREE ENTRY TO EXPO & CONVENTION SESSIONS

Register & book your tickets at www.c-store.com.au



Invitation

2011 Convenience & Impulse Convention & Expo

Wednesday 16 – Thursday 17 March 2011
Sydney Exhibition Centre, Darling Harbour

Owning the Future



You own the store. But who owns your future?

The 2011 Convenience & Impulse Convention & Expo
16–17 March 2011
Sydney Exhibition Centre, Darling Harbour

The 2011 Convenience & Impulse Convention & Expo is Australia's national trade exhibition and Convention program designed for all kinds of community store and convenience store retailers.

This is the one big event for switched-on retailers who are determined to own their future.

Where and When

Sydney Exhibition Centre, Darling Harbour
16-17 March 2011

Who should attend?

Anyone involved in:

- convenience stores
- service stations
- community stores
- corner stores
- newsagents
- mini marts
- carwash and fuel retailing

Why attend?

- Over the past four years, convenience sales have been flat. At C&I 2011 you will see the latest and learn from experts in convenience retailing.
- For every four dollars spent in a supermarket, another \$1 is spent at a local convenience outlet. Are you getting your share?
- Customers are showing a clear preference to shop locally. It is important to understand how to capitalise on this trend.
- The exhibition will feature around 100 industry suppliers who are keen to talk to you about expanding your convenience and forecourt sales.
- This is a unique opportunity to invest in your own convenience management skills.

The Convenience & Impulse Expo

Open from midday to 5.00pm on both days and admission is FREE.

With over 100 suppliers, each with something to see, to touch and to add to your business. This is Australia's largest event of its kind and is open to retailers from all banners and brands as well as independent operators. Admission is FREE.

Register online at www.c-store.com.au

or use the form on this brochure

If you have problems, call Convenience & Impulse on **02 9555 1355** or email exhibition@c-store.com.au and we will help you.



Two mornings of FREE Industry Presentations Convenience: Owning the Future



The Australian Association of Convenience Stores will host two major industry Convention presentations titled "Convenience: Owning the Future". With 8 top-flight industry speakers:

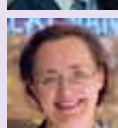


Moderator
John Berenyi
Managing Director, Bergent Research

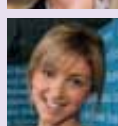
FREE! Wednesday 16th March 9.00am to midday



Warwick White, Managing Director Australia & New Zealand, Coca Cola Amatil
A business briefing on today's trends in convenience shopping patterns.



Dr Sissel Rosengren, Business Unit Manager, BIS Shrapnel
Structural changes of the non-supermarket consumer goods market in Australia.



Selma Mehmedovic, Research Analyst, The Australian Centre for Retail Studies, Monash University
How today's consumers are voting with their feet.



John Cummings, Chairman of the National Association of Retail Grocers of Australia and President, WA Independent Grocers Association
The common challenges faced by independents in grocery and convenience.

FREE! Thursday 17th March 9.00am to midday



Senior Executive, Petro China
An international perspective on growth strategies in the convenience channel.



Andrew Murray, Managing Director, Avem Pty Ltd
International trends in convenience foodservice.

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Convenience Industry Cocktail Harbour Cruise

Wednesday 16th March 5.50pm to 8.00pm
Vessel departs at 6.00pm

The ACAPMA and the Organiser of C&I 2011 invites all delegates for drinks, finger food and light entertainment on beautiful Sydney Harbour. Socialise with old industry friends and meet

Your cruise vessel will be alongside close a few moments' walk from the exhibition hall. Boarding and drinks from 5.30 pm. Departure 6.00pm, returning at 8.00pm.

\$90 per head including GST. Drinks and finger food included.

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Paul Bull, Director, Advantage Group Asia Pacific
Trends and findings from the latest State of the Convenience Industry survey.



Chris Andrianopoulos, AA Petroleum
The fight for independence.

LOCATION

The Convention Theatre is located at the rear of the Exhibition Hall. Enter from the front of the exhibition hall. Please note that there is no admission to the exhibition area until midday.

TICKETS

FREE! To all visitors

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Petroleum Industry Breakfast Debate Petroleum: Owning the Future

Hosted by
Australasian
Convenience &
Petroleum Marketers
Association

Wednesday 16th March 7.15am to 8.45am

Hosted by the ACAPMA. Futurist and author, Dr Keith Suter will lead an open debate with a panel comprising an oil company CEO, Government representatives and major independent chain operators.



Dr Keith Suter,
Moderator
Director of Studies,
International Law
Association



Nic Moulis, Master of Ceremonies
General Manager, Australasian Convenience & Petroleum Marketers Association



Warren Wilmott,
CEO, 7-Eleven Australia



Joe Dimasi Commissioner, Australian Competition & Consumer Commission



Hon. Bruce Bilson, MP, Federal Shadow Minister for Small Business, Deregulation, Competition Policy & Sustainable Cities



Jeff Griffiths, National Board President, Australasian Convenience & Petroleum Marketers Association

LOCATION

The Petroleum Industry Breakfast will be held at Doltone House, 48 Pirrama Road, Pyrmont (by the water, opposite Star City on the ground floor of the Accenture Building).

This is ten minute's walk from the Exhibition Hall. Delegates will need to make their own way to the Breakfast Debate. Private buses will be willing to bring delegates back in time for the Convention sessions at the completion of the Breakfast Debate. Directions will be printed on your tickets.

TICKETS

\$95 per ticket including GST. Tables of 8 are available.

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