

2026 Convenience Tradeshow— Powering Fresh!

As we welcome 2026, McConnell's remains committed to enhancing our marketing efforts to deliver maximum value to our retailers—and to you, our trusted partners. This year, our **Convenience Tradeshow** is **Powering Fresh**, featuring your innovative products and impactful programs—all showcased in a dynamic trade show setting. Designed to strengthen connections with our convenience store and university buyers.

Mark your calendars:

Thursday, April 9, 2026

Allen County War Memorial Coliseum, Fort Wayne, Indiana

Join us for a truly fresh experience that will energize your brand and engage the customers who matter most.

McConnell's Promotional Calendar— A Power Plan for Success

In 2026, our vision is to launch your products through our **Powering Fresh Program Levels**, ensuring they achieve their highest potential for an unforgettable debut. From expertly crafted weekly digital E-blasts, our Marketing Team works to ensure every product **generates lasting energy** with our target customers.



2026 Sales Meeting Dates	Incentives & Info Due	Ship Dates	Promo Start Dates
January 23rd	11/01/25	02/01/26	02/01/26
February 20th	12/01/25	03/01/26	03/01/26
March 20th	01/01/26	04/01/26	04/01/26
April 24th	02/01/26	05/01/26	05/01/26
May 29th	03/01/26	06/01/26	06/01/26
June 26th	04/01/26	07/01/26	07/01/26
July 24th	05/01/26	08/01/26	08/01/26
August 21st	06/01/26	09/01/26	09/01/26
September 25th	07/01/26	10/01/26	10/01/26
October 23rd	08/01/26	11/01/26	11/01/26
November 20th	09/01/26	12/01/26	12/01/26
December 18th	10/01/26	1/01/27	1/01/27

McConnell's Monthly Sales Meeting— Direct Access to Our Field Team

Our field team—made up of both Sales and Merchandising professionals—comes together each month to explore innovative products and programs, as well as bring fresh merchandising strategies to the table. During these meetings, we distribute **Marketing Sample Bags featuring your products**, accompanied by an authorization form highlighting key features and benefits. These curated bags consistently generate excitement, drive product trial, and accelerate sales.

Merchandising Team Support—In the Field, On Your Side



Our full-time Merchandising Team powers up your presence with regular store visits and customized POG layouts reviewed twice annually—driving stronger execution, market growth, and higher margins. Thank you for your partnership. We look forward to **Powering Fresh** together in 2026 and connecting with you at our Convenience Tradeshow.

McConnell's Purchasing Team



- Convenience Tradeshow
- Monthly Sales Meetings
- Eblast Feature
- Sample Bags
- Clip Strips
- Business Reviews

Level 1 Planting Seeds Pay-as-you-go

Selection:

- ☐ Market Day Booth \$2000
- ☐ Sample Bag Participation \$200
- ☐ Eblast feature \$200
- ☐ Truck Mail A.F. \$200
- ☐ Monthly Sales Meeting \$500

Merchandising Support

- ☐ Planogram Placements \$200
- ☐ Clip Strip Placements \$200
- ☐ Vendor Rack Assembly \$200
- ☐ Chain Business Review \$100
- ☐ University Business Review \$100

Administration Fees

- ☐ New Items Setup \$200
- ☐ Velocity Report \$100
- ☐ Gold Key Program \$500 (Invitation Only)
- ☐ Retailer Accrual Program

Level 2 Rise: Visibility with structured support

Includes:

- ☐ Market Day Booth Included
- ☐ Sample Bag Participation (x6)
- ☐ Eblast feature (x6)
- ☐ Truck Mail (x6)
- ☐ Monthly Sales Meeting (x2)

Merchandising Support

- ☐ Planogram Placements (x4)
- ☐ Clip Strip Placements (x2)
- ☐ Vendor Rack Assembly (x4)
- ☐ Chain Business Review (x2)
- ☐ University Business Review (x2)

Administration Fees

- ☐ New Items Setup (x6)
- ☐ Velocity Report (x2)
- ☐ Retailer Accrual Program
- ☐ **Cost \$6,000 / SAVE \$2,800!**

Level 3 Reach: Maximum market energy

Includes:

- ☐ Market Day Booth Included
- ☐ Sample Bag Participation (x12)
- ☐ Eblast feature (x12)
- ☐ Truck Mail (x12)
- ☐ Monthly Sales Meeting (x4)

Merchandising Support

- ☐ Planogram Placements (x12)
- ☐ Clip Strip Placements (x4)
- ☐ Vendor Rack Assembly (x8)
- ☐ Chain Business Review (x4)
- ☐ University Business Review (x4)

Administration Fees

- ☐ New Items Setup (x12)
- ☐ Velocity Report (x2)
- ☐ Retailer Accrual Program
- ☐ **Cost \$9,000 / SAVE 9,000!**

Please select your 2026 Marketing Program Level and payment method:

Program Level

- ☐ Level 1
- ☐ Level 2
- ☐ Level 3

Payment Method

- ☐ Deduct Quarterly
- ☐ Quarterly Check Request
- ☐ Other: _____

**Don't wait— Scan the QR code and
Register your booth for McConnell's
Tradeshow: Powering Fresh!
Thursday, April 9th, 2026**



Signature: _____ **Date:** _____



FOR QUESTIONS, PLEASE CONTACT US: PHONE: 800-552-0835 PURCHASING@FMCCONNELL.COM




THURSDAY APRIL 9TH, 2026


GO PAPERLESS. SCAN THE QR CODE TO REGISTER ONLINE.



Thank You for Registering with Us!

As we welcome 2026, McConnell's remains committed to delivering maximum value to our retailers—and to you, our trusted partners. This year's **Convenience Tradeshow—Powering Fresh**, will spotlight your innovative products and impactful programs in a dynamic setting designed to strengthen connections with convenience store and university buyers.

Location & Time

[Allen County War Memorial Coliseum](#) 10 AM – 3 PM
4000 Parnell Ave, Fort Wayne, IN 46805

Set up Times

Wednesday, April 8th: 10 AM to 4 PM
Thursday, April 9th: 8:30 AM to 10 AM

Exhibitor Contact

First and Last Name	Email Address
Company / Broker Name	Phone Number
Street Address	City, State, Zip code
Product lines to showcase	

Booth Selection

Standard Booth \$2000	Standard Electric Service \$50
Standard Booth includes a 10x10 booth with pipe and drape, an 8 ft skirted table, two chairs, vendor ID sign, and 1 waste basket. *2 Manufacturers max	Standard electrical service provides 120 V of power to the selected booth. How many 120 V outlets are required?
Additional Needs	Premium Electric Service \$100
Other: 	Premium electrical service provides 208 V of power to the selected booth. How many 208 V outlets are required?
Booth Prize	Payment Type
Please mail all booth prizes by March 25 th , 2026 to: ATTN: MARKETING TRADESHOW 11102 Lincoln Highway East New Haven, IN 46774	Payment is due no later than March 9 th , 2026. Check by mail Deduct from invoice Marketing Program Member