

ACE Headquarters Hotel -
Beachfront for 2010!
Embassy Suites at Kingston Plantation
9800 Queensway Boulevard, Myrtle Beach, SC, 29572
Reservations: 800.876.0010, 843.449.0006
Group Code: ACE

- New Dates
 - New Headquaters Hotel
 - New Networking Activities
 - More Education
 - Back Again
- Take advantage of early-bird registration rates through August 13, 2010. Join fellow vending operators in Myrtle Beach, one of the South's top-notch meeting and vacation destinations.
- October 14-16, 2010
Embassy Suites Hotel
Thursday Golf Tournament
Friday Fun Run
Saturday Super
Technology Session
Saturday Awards Breakfast w/
Keynote Speaker, Dennis Hogan

What's New for 2010?



2010 ATLANTIC COAST EXPOSITION PRELIMINARY PLANNING SCHEDULE

Thurs., October 14, 2010

8-11 p.m.	Exhibit Move-in
8-5 p.m.	Registration
8-9:30 a.m.	2010 Committee Meeting
9:30-11 a.m.	VAMA Board Meeting
	NCVA Board Meeting
	SCVA Board Meeting
1:15-5 p.m.	Golf Tournament
6 p.m.	Cookout

Fri., October 15, 2010

7:30-8:30 a.m.	Fun Run
7:30 a.m.-5 p.m.	Registration
8 a.m.-noon	Exhibit Move-in
9 a.m.-noon	Super Technology
9 a.m.-4 p.m.	Maintenance Training School
Noon-12:30 p.m.	Lunch
12:30-2:30 p.m.	Legislative Panel
2:30-5:30 p.m.	Exhibit Open
5:30-6:30 p.m.	Welcome Event

Sat., October 16, 2010

8 a.m.-3 p.m.	Registration
8-9:30 a.m.	Awards Breakfast with Dennis Hogan
9:30-11 a.m.	Vending 101
	OCS for Vending Operators
9 a.m.-noon	Maintenance Training School
9-9:30 a.m.	Exhibitors' Meeting
11 a.m.-3 p.m.	Exhibit Open
3-7 p.m.	Exhibit Move-out
4-5:30 p.m.	Volleyball Tournament
5:30-7:30 p.m.	Cook-out

Sun., October 17, 2010

8-10:30 a.m.	2010 and 2011 Committees Debrief
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OCTOBER 14-16, 2010

Plan now to attend the 56th annual Atlantic Coast Exposition, the East Coast's premier trade show and convention for the vending and institutional food service industries, in Myrtle Beach, S.C., October 14-16, 2010.

WHO SHOULD ATTEND?

Food service professionals, including vending operators, office coffee service purveyors, school food service personnel, caterers, correctional facilities food service providers, mobile industrial caterers and suppliers of merchandise to the food service market should make this event a priority for 2010.

WHAT TO EXPECT?

TRADE SHOW

A trade show featuring suppliers to the food service industry, including machinery, vended and dining products, electronic components, communication equipment, customized vehicles and more.

EDUCATION

A Super Technology Session on Friday, October 15, will feature a comprehensive look at the technology that is changing the face of the industry. Whether you are a one-man shop or a multi-route company, you'll find a range of solutions to maximize efficiencies within your organization. If you've wondered how other operators are streamlining operations while improving the bottom line, then this is a must-do session for you.

And that's not all. Find out how vending operators in other states are dealing with legislative and regulatory mandates. You'll hear from the lobbyists in North and South Carolina and Virginia, as well as a national perspective from NAMA's VP of Government Affairs.

On Saturday, October 16, office coffee service takes center stage with a jam-packed program that will include successful OCS operators, as well as industry suppliers. For those new to the industry, Vending 101 will pair experienced operators with those just starting out for an opportunity to learn from someone who has been there and done that.

AWARDS BREAKFAST TO FEATURE CANTEEN CEO

Dennis Hogan, CEO of Canteen Vending Services Inc., will be the featured speaker at the ACE Awards Breakfast on Saturday morning, October 16. He succeeds Mike Kiser who retired on December 31, 2009.

Hogan was senior vice president for finance of Compass Group North America before being named CEO. He joined Compass Group in 1996 as senior manager of strategic planning.

Canteen is the largest vending company in the country with over 200 company and franchise locations serving 48 states.

TRAINING

Back for 2010 is the maintenance training school. This program is intended for anyone who is ever called upon to repair a vending machine. Beginning on Friday, October 15, the program will include participation in the Super Technology Session and continue on Friday afternoon and Saturday morning with instruction on a various aspects of equipment repair. Expert instructors, from equipment manufacturers and their distributors, will provide hands-on coaching. This will be a detailed equipment maintenance program.

Check out the tentative planning schedule on this form and remember to refer to the Website (www.atlanticcoastexpo.com) for the most updated information on programs, events, exhibitors, special programs and more.

IS THERE TIME FOR FUN?

Fun and ACE are synonymous when it comes to social time and recreational events. Thanks to the support of many exhibitors, there is no shortage of entertainment and family-friendly activities during the convention and trade show.

OPERATOR REGISTRATION FORM

Step 1. Registration Rate (please check one)

- Early Rate (postmarked or fax-dated by August 13)
 Regular Rate (postmarked or fax-dated on or after August 14)

Step 2. Company Information

Company: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 FAX: _____
 Total number of routes your company operates: _____
 Total number of employees in your company: _____
 Does your company offer OCS?
 How many OCS routes? _____
 Does your company offer manual food service?
 How many locations? _____
 Are you using VMS packages?
 Which ones? _____
 Are you sending a service technician to this convention?
 Yes No
 Select Educational Sessions:
 Yes No Fri., October 15, Super Technology Session
 Yes No Sat., October 16, Vending 101 Session **OR**
 Yes No OCS for Operators Session

Step 3. Registration Category

Are you a current member of a state association/council?
 Yes Which one? _____ No
 Government Attendee Yes No

Step 4. Individual Registrants

Photocopy this form for more than three registrants.
 Check a member type for each registrant.
 Name: _____
 Operator Guest Minor Title: _____
 Email: _____
 Name: _____
 Operator Guest Minor Title: _____
 Email: _____
 Name: _____
 Operator Guest Minor Title: _____
 Email: _____

Step 5. Special Programs Registration

GOLF TOURNAMENT

Cost: \$25 per player
 Date and Time: Thurs., October 14, at 1:15 p.m.
 Hit the links with your coworkers, friends, customers and family members and enjoy friendly competition and camaraderie at Arcadian Shores Golf Club. Space is limited and cost to play includes cart and greens fees, box lunch and beverages during the round. Register early!

Name	Handicap
_____	_____
_____	_____
_____	_____

MAINTENANCE TRAINING SCHOOL

Cost: \$110 per attendee, includes convention registration.
 Dates and Times: Fri., October 15, from 9 a.m. – 4 p.m. and
 Sat., October 16 from 9 a.m. – noon
 Fee includes lunch, refreshment break and course materials. Space is limited - register early!
 Name: _____ Email: _____
 Name: _____ Email: _____

REGISTRATION TYPES

Operator - Employee of a vending company, either full-time or part-time.

Guest - A spouse/significant other/adult child, accompanying an operator, who is not in the vending industry and is not a customer. This option may not be used by a co-worker or an associate within the industry.

Minor - Everyone aged 2-20 years, whether or not the person is employed by the company.

REGISTRATION FEES (No refunds issued after September 17, 2010.)

	Early Rate (postmarked or fax-dated by August 13)	Regular Rate (postmarked or fax-dated on or after August 14)
Member of a state association/council:		
Full registration	\$70	\$99
Guest of full registration	\$50	\$50
Not a member of a state association:		
Full registration	\$175	\$175
Guest of registrant	\$50	\$50
Thursday-Only registration	\$99	\$99
Friday-Only registration	\$99	\$99
Minor (everyone aged 2-20 years)	\$10	\$10
Government Attendees	\$175	\$175
Maintenance Training School (includes convention registration)	\$110	\$110



CAN I REGISTER ONLINE?

Yes, visit www.atlanticcoastexpo.com to complete and submit your registration for online. Attendees also may obtain information on the official ACE hotels, the schedule of events, the sponsors, the exhibitors and 2010 ACE Planning Committee - all found on the official ACE Web site.

FUN RUN

Free to operator registrants
 Date and Time: Fri., October 15, at 7:30 a.m.
 Prizes will be awarded for the winning times for the men and women categories. Refreshments are included.

Name: _____ Email: _____
 Name: _____ Email: _____

Awards Breakfast with Dennis Hogan

Free to operator registrants
 Date and Time: Sat., October 16, at 8 a.m.
 The Awards Breakfast will include a presentation from Dennis Hogan, CEO of Canteen Vending Services Inc. This special event will also feature our annual awards presentation to the top vendors and suppliers of the year for the sponsoring associations.

Name: _____ Email: _____
 Name: _____ Email: _____

Step 6. Determine Total Fee and Include Payment.

Registration Fees \$ _____
 Special Programs \$ _____
 Registration Total \$ _____

Preferred method of payment is by check – Make checks payable to ACE.

Paying by credit card? Please complete the information below:
 Please check one: American Express MasterCard Visa
 Account #: _____ Expiration date: _____
 Security Code: _____ Authorized Signature: _____

NOTE: NO CHARGE CARD REFUNDS OR CREDITS WILL BE ISSUED.

In case of emergency, I (we) can be reached at this hotel: _____
 If special assistance is needed, please check here Indicate need: _____

Step 7. Read and Sign Waiver.

The undersigned in consideration of his/her registration at the 2010 Atlantic Coast Exposition, releases, holds harmless and discharges the associations, sponsors, management staff and their agents from any and all actions, claims and demands which may arise out of an accident, casualty or occurrence during said convention. The planners and sponsors of this function claim no liability for the acts of any suppliers to this meeting or for the safety of any attendee while in transit to and from this event.

Your signature below acknowledges acceptance of this provision of registration for all those listed on this registration form.

Signature (required) _____ Date _____