



# ASIAN AMERICAN RETAILER ASSOCIATION

**A Pioneer Organization  
Committed to Servicing Retailers**

Asian American Retailers Association (AARA) has been on a steady growth path since 2004. The growth includes 11 successful Tradeshows and a member-base of over 2000 members comprising of independent Convenience Stores, Gas Stations and Liquor Stores in the Tristate Area.

For the last decade, the AARA Tradeshow has been a premiere retail industry event, connecting thousands of key industry players. It is an opportunity to gain access to the decision makers directly. It is a platform where you need to be to maximize your exposure in the industry. AARA has been incessantly creating incentives for retailers by developing special strategies that aid them in mounting their business.

Offering more delegates and exhibitors, the Tradeshow successfully draws larger crowds and creates more opportunity for sponsors and exhibitors. The 2016 Tradeshow is no exception and is shaping up to be an even larger and more resourceful event.

At the show, retailers will learn about new ideas, products and services that will help grow and strengthen their business. Whatever your role in the supply chain- retailer, supplier, wholesaler, marketer or distributor- you will find value in the top-notch education, networking events and hundreds of innovative ideas. From store managers to c-level executives, owners and independent operators, the AARA Tradeshow is where you will find the latest products, services and solutions and meet with the industry's leading vendors.

*About us...*



*promoting*  
**ENERGY SAVING INITIATIVES**



## ANNUAL TRADESHOW

The Annual Tradeshow gives an opportunity to retailers, wholesalers, manufacturers and service providers to meet, greet and network.

## PREFERRED VENDER PROGRAM

Through this program, the AARA preferred vendors is availed the opportunity to offer products and service at discounted rates to the retailers. By becoming a preferred vendor, your business would be recognized as a part of the enterprise-base that supports the Asian American Retail Community.

## GRASS ROOTS GET-TOGETHERS

These grass-root events allows service providers to meet with selected segment of retailer community on a more intimate basis, generating fruitful business for both vendor and AARA members.

## NETWORKING EVENTS

Networking events present great opportunities to gain knowledge and create awareness with the retail community. Interact with large, educated and motivated independent retail community, resulting in effective utilization of tools and brand building.

With the strength of a vast membership volume, different committees at AARA are able to negotiate and establish long lasting relationships favoring both vendors and retailers.

AARA is an unique platform

- Where policies are developed creating economic incentives.
- Communication of critical information is provided.
- Exposure of new product and services are made.
- Strategies for growth are designed and put into practice.

In addition to this... under the able leadership of experienced and reputed team leaders from all fraternities, AARA hails as the most dependable and a strong organization.

***Our Services...***



*promoting*  
**ENERGY SAVING INITIATIVES**



I would like to extend a warm greeting and my personal invitation to all AARA members and guests to attend AARA's 12th Annual Tradeshow on September 14, 2016 in Somerset, NJ. Through responses over time from our members, we recognize how important the annual tradeshow is to the growth of your business, as well as to your personal and professional development.

The annual tradeshow provides numerous opportunities for both vendors and retailers. This year we are expecting more than 200 vendors to exhibit at the tradeshow. Though our tradeshow and extensive mixture of social events, you will effectively discover ways to collaborate and thus promote both your company and yourself.

As we begin 2016, AARA will deliver even more networking opportunities to members. Today, AARA is a huge family of more than 2000 members of Convenience Stores, Gas Stations and Liquor Stores.

AARA also offers great programs to help members gain success and knowledge. These exclusive programs include: Preferred Vendor Program, Networking Program and Grass Root Get-Together Program. Through these programs we bring the business community together, because we believe... Coming together is a Beginning, Keeping together is Progress, and Working together is Success. So come and join us...

*"Look up and not down; Look Forward and not back;  
Look out and not in; Lend a hand!" - Edward Everett Hale.*

In reality, we as a part of management are inspired to bring our members the thought and theme of an "WE TOGETHER" – to put together upon our individual strengths and contributions in conjunction and in alignment with the community with the spirit of partnership and collaboration in promoting the value of the retailers industry. The "WE" also provided words that resonated and motivates us to provide value and professional enhancements for our membership to "Inspire others, be Inclusive, deliver Innovative programming, Involve our members and be Interactive".



Please mark your calendars, as we look forward to seeing you all at our upcoming to be most successful 2016 Tradeshow for both retailers and vendors.

**VIPUL PATEL**  
*President*

**President Pens...**



*promoting*  
**ENERGY SAVING INITIATIVES**



## 2016 ANNUAL TRADESHOW.

AARA Tradeshow enriches your participation by providing:

- Spacious booth accommodation
- Early bird booth setup option
- Electrical outlets
- Wireless internet (designated areas)
- Vendor friendly services like separate entry & exit
- ID badges
- Spacious parking facility
- Hotel accommodation upon request

# TRADESHOW <sup>20</sup>/<sub>16</sub>

— WEDNESDAY —  
SEP **14** 2016

2:00 PM TO 8:00 PM



## GARDEN STATE EXHIBIT CENTER

50 ATRIUM DRIVE  
SOMERSET, NJ 08873

*the tradeshow...*



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## CONNECT. COLLABORATE. ELEVATE.

It is a tradition at AARA to conduct and organize successful tradeshows annually. Thus creating effective opportunities for retailers, wholesalers, manufacturers and service providers to express and emphasize their product and services. Once again in 2016, we will continue our efforts to provide you with an unforgettable experience at the 12th Annual Tradeshow making it the most striking event for the retail industry.

This year more than 2500 retailers are anticipated to attend the tradeshow and a target of 200 booths for participating vendor is being planned.

This annual event brings together professionals for learning, buying and selling, networking and fun from key vertical markets including:

- Convenience Retailing Stores and Organizations
- Wholesalers and Distributors
- Fuel Marketers
- Liquor Stores
- Grocery Stores

AARA Tradeshow offers an opportunity to...

- Meet the decision makers
- Build brand recognition
- Introduce new products and services
- Develop a significant marketing base
- Build great Networking Contacts

### *Who Should Exhibit?*

- Foodservice companies
- Beer, wine and spirits manufacturers and distributors
- Manufacturers of food, beverage and equipment
- Food Brokers
- Fuel dispenser manufacturers
- Suppliers
- Wholesalers
- Technology Companies
- Service Providers





















