



REGISTER NOW!

FILL YOUR PRODUCTS NEEDS

THE 5TH ANNUAL DOLLAR STORE EXPO

June 7 - 8, 2006
Las Vegas Convention Center
Las Vegas, Nevada



SEE YOU SOON
JUNE 7-8, 2006 LAS VEGAS



www.dollarstoreexpo.com

THE DOLLAR STORE EXPO IS FOR ALL RETAILERS, LARGE AND SMALL!

Find products at the dollar store expo that will fit your establishment. Our manufacturers and distributors can get product to your store. Retailers that are implementing or expanding their dollar & value programs to take advantage of the fastest growing segment at retail... the \$40 billion plus dollar/value/deep discount channel... will find our vendors more than able to accommodate their needs. As retail channels continue to blur, stores move to position in-store programs that appeal to the more cost minded, bargain hunting consumers... the dollar store expo will provide answers for this too.

PLAN NOW TO ATTEND...DON'T BE LEFT OUT!

If you currently have a dollar, value or deep discount program or section in your store or chain, or are looking to establish one, the Dollar Store Expo provides the greatest source for products and in-store partners in the country all in one convenient location.

The continued growth in sales of value priced offerings adds to any retail operation profit center and our exhibitors have the products to increase your Profit margin!

VISIT THE DOLLAR STORE EXPO TO ENSURE YOUR CONTINUED SUCCESS



AFTER A DAY ON THE TRADE SHOW FLOOR COME ENJOY YOURSELF AT THE...

5th Annual Dollar Store Expo Networking Party

Hot Havana Nights

POOLSIDE AT THE LAS VEGAS HILTON

June 7th - 6-8pm

Enjoy networking with attendees and exhibitors from all across the country.

This fabulous networking party will be the perfect finale to your day.

The Dollar Store Expo parties are famous for being "must attend" events and this 5th annual event will be better than ever!

Great food, drinks and entertainment combine to make for real Las Vegas style fun!

Build new relationships, strengthen old ones, and network in the perfect atmosphere.

Pre-Register Now - Space is Limited



THE NATIONAL SHOW DEVOTED TO INCREASING YOUR PROFIT MARGIN!

At the Dollar Store Expo you will find the best assortment of dollar, value, and deep discount suppliers, products and in-store program partners available in the market today!



COME FIND THE INVENTORY YOU NEED AT THE PRICES YOU WANT

Dollar Store Expo has hundreds of exhibitors offering thousands of different items for Every major retail category, all with a retail price point of **\$1.00 to \$5.00.**

- | | | |
|--------------------|-------------------|----------------------------|
| . Dollar Items | . HBC | . Seasonal |
| . Closeouts | . Pet Supplies | . Promotional |
| . Private Label | . Baby Items | . Calling Cards |
| . Grocery | . Household Goods | . Books/DVD's |
| . Food & Beverage | . Gift/Novelty | . Greeting Cards/Gift Wrap |
| . Toys | . Apparel | . Liquidations |
| . Jewelry | . Lawn & Garden | . Store Fixtures |
| . Hardware & Tools | . Impulse/POS | . Packaging |
| . Automotive | . Back to School | . Services |



SPECIAL FOOD PAVILION



This great pavilion offers retailers access to suppliers and products from across the grocery spectrum. You can find the foods, snacks and other grocery products that will drive sales in your operation. Frozen, refrigerated and even perishables are becoming a winner for retailers. Take advantage of show specials and increase your profit centers at the DSE Food Pavilion.



YOUR PASSPORT TO SAVINGS

A SPECIAL BENEFIT FOR PRE-REGISTERED ATTENDEES ONLY

YOU CAN RECEIVE A REBATE OF YOUR \$25 EXHIBIT HALL FEE!

It's easy and rewarding! Here's how it works...

Upon arrival at the expo, check in at the registration desk to receive your badge and "Passport To Savings". Inside your Passport will be the names & booth numbers of participating exhibitors. Visit each of these exhibitors to have your Passport validated. Once your Passport has been completely validated return it to the registration desk. To receive your rebate, you must visit ALL EXHIBITORS on your Passport. You will receive a full rebate of your exhibit hall fees within 30 days.

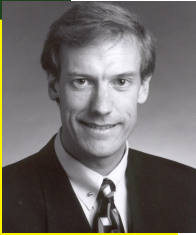
DON'T FORGET TO LOOK FOR EXHIBITORS OFFERING SHOW SPECIALS AND SAVE EVEN MORE MONEY!

Dollar Store Expo 2006 Seminar Schedule:

Keynote Session



June 7th, 2006 at 9 am - "The Dollar Store Outlook – Opportunities and Challenges"



Al Meyers, SVP - Retail Forward

High growth and geographic expansion has characterized the dollar sector in recent years. While new store expansion still remains, dollar stores will need to focus efforts on raising existing store performance levels.

- What challenges lie ahead for the dollar store sector?
- How are market leaders raising the competitive bar relative to convenience, price and value?
- What lessons can be learned? This session explores the answers to these questions and more.

June 7th, 2006 at 1 pm - "How Much Should I Buy"



Kent Jordan, EVP/COO – Jacobson Logistics

Jacobson Logistics will lead an informative session highlighting innovative solutions to streamline your supply chain and reducing your costs. Focusing on unique challenges for the dollar stores' supply network complicated by single store ownership, multiple suppliers, and LTL shipments for individualized orders. You will be introduced to advantages of pool shipments, load management, consolidated delivery and network optimization through regional distribution centers.

June 7th, 2006 at 4 pm - "Are Freight Costs Minimizing Your Bottom Line?"



Mort Haaz, President - OTB Retail Systems

This workshop will detail the need, benefits, and workings of the "open-to-buy" process. Retailers will learn valuable tools in setting up a buying plan to insure leaner, better balanced, faster turning inventory with fewer markdowns and a positive cash flow. Whether your store is new or existing, small or large, if you want to improve your bottom line, this is a must attend seminar!

**Go Wholesale will be presenting a special 2 part workshop
Don't miss this informative program!**

June 7th, 2006 11am

Selling More Wholesale Products Online

For Wholesalers Only

A light lunch will be provided for this seminar.



Search engines such as goWholesale and Google have changed how we find information on a daily basis. But did you know that more than 200,000 businesses such as retailers use search engines EVERY day to find vendors? Advertising on search engines has become the most cost effective method to generate leads for your wholesale business, which is why Pay-Per-Click Advertising is a \$5.6 Billion Industry almost overnight and Pay-Per-Call advertising continues to gain popularity as an effective means of increasing sales.

Find out how you can leverage the power of search engine advertising: This seminar will include:

- Why Are Tens of Thousands of Retailers Using Search Engines to source products?
- What is Pay Per Click Advertising?
- What is Pay Per Call Advertising?
- How are Suppliers Using Search Engine Advertising to Acquire Retailers?
- 10 Tips and Tricks of Search Engine Advertising?
- Case Study: Dollar Days

Dollar Store Expo 2006 Seminar Schedule:

June 8th, 2006 at 11 am - "Effectively Sourcing Wholesale Products Online For Retailers and Wholesalers"



Did you know that 80% of wholesale buyers use search engines to find suppliers? The Internet has become a part of our daily life as not only consumers, but also as business users. It's made the business of doing business quick, easy, convenient, and low-cost, and more and more suppliers are embracing e-commerce in order to put their products in front of the growing mass of Internet-savvy wholesale buyers. Search engines such as goWholesale and Wholesale411, as well as online auction sites like eBay and Liquidation.com, are making it easy for retailers, e-tailers, and other small businesses to find the products they want to sell.

This seminar will show you how to use the Internet to your advantage in order to source products. Topics will include:

- The emergence of wholesale-specific "vertical" search engines
- How to effectively use search engines and other online resources to find suppliers
- Finding the best products to sell in order to make a profit
- What to watch out for when doing business online
- Using online wholesale communities to conduct research

SPECIAL KEYNOTE SESSION:

This is a must-see seminar for any retail owner, operator, or manager

June 8th, 2006 at 9am - "THE SECRETS OF RETAILING...OR HOW TO BEAT WALMART"



Presented by Marc Joseph, CEO DollarDays International, LLC

In this session you will learn how to not only remain competitive with Big Box stores like Wal-Mart but how to remain profitable and even increase your market share.

This is a must attend information packed seminar you don't want to miss!

NEW THIS YEAR...

Buyers Will Find It Simple To Find The Products They Want And The Vendors They Need At This Year's Dollar Store Expo

The show directory will have easy to follow exhibitor listings that will guide you to the vendors that serve the independents, smaller chains and the major stores.

Each exhibitor listing will:

- * Indicate show special offers
- * Give detailed descriptions of the products offered
- * Indicate the geographic service areas for each company
- * Tell you each exhibitors' minimum & maximum order requirements

The Fifth Annual Dollar Store Expo
Las Vegas Convention Center June 7 & 8, 2006
Show Hours June 7th - 10am to 5pm, June 8th - 10am to 3pm

2006 DOLLAR STORE EXPO PARTIAL EXHIBITOR LISTINGS



A. Camacho Inc.
Olives, Marachino Cherries, Olive Oil

American Comb
Combs

American Italian Pasta Co.
Dry pasta

Anheuser-Busch
Licensed Products

Bargain Wholesale
\$items: Wholesale

Barnes Paper Co.
Bags - Paper, Plastic, Gift, Custom Printing

Bazic Stationery/Bangkit USA Inc.
School & Office Products

Bendon Publishing
Childrens Books, Pop Ups, Game Cards, Flash Cards

Bio Biscuit, Inc.
Dog Biscuits

Blue Planet Foods, Inc.
Cereal

Book Depot, The
Books- Reading Material

Brewster Wallcovering
Wallpaper / Borders

C & S Products
Birdfeeders

Cala Products
Artificial nails, temp. tattoos, manicure sets, nail art

California Healthy Harvest
Canned Goods

Chicago Tools of Illinois
Closeouts, Tools

Columbia Bean & Product Inc.
Hispanic Retail /Distributor Dry Beans & Rice

Cook's Choice
Breadings, Seasonings & Rubs

Curtis Wagner Plastics Corp
Pet & Garden Products

Custom Accessories Inc.
Automotive Accessories, Air Fresheners

Daily Juice Products
Juice, Beverages, Water & Cocktail Mixers

Digiview Productions
DVD's

Dreyers Grand Ice Cream
Frozen Ice Cream Products

Dri Mark Products Inc.
Office Supplies

Eagles Wings
Mens Ties & Accessories

ESI Cases & Accessories
Cellular Accessories for \$ Stores

Flowers Foods Specialty Group
General, Hispanic Dairy/Deli/Bakery & Snacks

Forever Hits Music & Karaoke
CD's & DVD's.

Four Seasons General Merchandise
Store Mdse

Franklin Sports Inc.
Sporting Goods

Gabi Cookies Mexico
Cookies

Gallant Greetings Corp.
Greeting Cards, Packaged Notes, Gift Packaging

Garmentex
Dollar Merchandise - Soft Goods - Apparel

Gayla Industries Inc.
Kites, Balloons, Party Goods

Globimpex Intl Co dba Catholica Shop
Importer

Great Lakes Wholesale
\$store Merchandise

Highland Supply Corporation
Floral / Greens/ Trees

House of Cheatham Inc.
HBC & African American Hair Products

House of Oxford
Cigars

Infinite Deals, LLC
Closeouts: Name Brand Closeouts

Ivy League Sales
Cleaning Products and Housewares

J & J Merchandise Importer
Household Cleaning Supplies

Jack Link's Beef Jerky/King B
Beef Jerky, Meat & Cheese Snacks

John Bead Corporation
Canada's Largest Bead supplier

Jordan Marketing
Balloons, Foil & Latex

Kness Mfg.Co.Inc.
Pest Control Products

Kole Imports
Large Wholesale Direct Importer's of \$store Mdse

Let Babies Soar
Bibs / Baby Items

Liberty Wholesale
Gifts, Toys, Picture Frames

Louisiana Fish Fry
Rice Mixes, Desserts & Condiments

Luxuriant LLC
Health & Beauty Products

Malt-O-Meal
Malt-O-Meal Cereals

Mazel Company, The
Closeouts HBC, Party, Gen Mdse

McKee Foods
"Little Debbie" Snacks

Modern Store Fixtures
Specialized Displays, Store Planning

PC Treasures, Inc.
Family Fun Software

Peppers Unlimited of LA
Hot Sauces

Pink Angel Inc.
Cosmetics

Premier Greetings
Greeting Cards

Profound Cosmetics
Cosmetics

Purity Foods
Cold & Hot Cereals, Dry Goods

Reese Group
\$items: General Merchandise

Regent Products Corp.
\$items 20 categories

Rema Foods, Inc.
Tuna, Canned Fruits & Vegetables

Rockline Industries
\$store Household Cleaners-Baby Wipes

Roto Corporation
Household Cleaners

Safcol USA
Seafood Processor/Packager

Sandylion Sticker Designs
Stickers & Sticker Related Products

Seville Imports Inc.
Spanish Green & Ripe Olives, Peaches, Pineapples, Waterchestnuts

Shearers Foods, Inc.
Snacks

Simon & Schuster
Books

SLI Lighting
Light Bulbs

Sprinkle Stix / RIM Sales & Marketing
Candy

STK International, Inc.
Closeouts

Stockwell Greetings
Greeting cards

Temkin International Inc
Floral Valupak, Party Supplies

Thomson Inc./ RCA
Electronics, CD/DVD's

Topics Entertainment
Software

Trends International
Calendars, Doodle Art, Posters

Trinity Transport Inc
Freight Transportation Services

United Auction LLP
Closeout Liquidator - Apparel

Valley Consumer Products
Private Label, Household Products

Vidtape Inc.
\$store, CD's & DVD's

Whitewave Foods
Food Products

Wimmers Meat Products
Meat Products

REGISTRATION TIMELINE

- Pre-Registration Ends May 26, 2006
- Web, mail, and fax registration open through May 26, 2006
- Cancellations accepted in writing by May 26, 2006. \$25 fee will apply
- Onsite registration June 7-8, 2006

DEMOGRAPHICS (Please complete)

Primary Business:

- ☐ Retailer ☐ Wholesaler
☐ Distributor ☐ Broker
☐ Import/Export ☐ Manufacturer
☐ Other _____

Retail: (Please complete if Retailer)

- ☐ Dollar Store ☐ Convenience
☐ Grocery ☐ Gift
☐ Drug ☐ Discount
☐ Mass ☐ Other

Number of Stores _____

Role in Purchasing:

- ☐ Buying Decision Maker
☐ Direct Buying Influence
☐ Some Buying Influence
☐ Corporate Management
☐ Other

Annual Purchasing Power:

- ☐ 0-50K ☐ 50-100K
☐ 100-500K ☐ 500K-1M
☐ Over 1M – Specify \$ _____

Purchasing Needs:

- ☐ Dollar Items ☐ Closeouts
☐ Hardware ☐ Gift & Novelty
☐ Back To School ☐ Seasonal
☐ Baby Items ☐ Toy
☐ Jewelry ☐ Lawn/Garden
☐ Food & Beverage ☐ Housewares
☐ Pet ☐ Stationery
☐ Electronics ☐ POS
☐ Health/Beauty ☐ Private Label
☐ Automotive ☐ Services
☐ Ad Specialty/Promo

Online Registration

www.dollarstoreexpo.com

Fax Registration

702-893-9227 (24 hours)

Mail-In Registration

DSE 2006
11540 S. Eastern Ave. #100
Henderson, NV 89052

Questions?

Phone: 1-800-859-9247 or
702-893-9090

E-mail: info@bentleyintl.net

Web: www.dollarstoreexpo.com

Dollar Store Expo – June 7 & 8, 2006
Las Vegas Convention Center
www.dollarstoreexpo.com



Dollar Store Expo June 7 & 8, 2006 Advance Registration Form

PLEASE COMPLETE THE ENTIRE REGISTRATION FORM.
All fields must be completed in order to process.

First Name _____

Last Name _____

Job Title _____

Organization _____

Address _____

City _____

State/Province _____

ZIP/Postal Code _____

Country _____

Phone _____

Fax _____

E-mail Address _____

Website _____

EXHIBITS ONLY REGISTRATION

By May 26

Onsite

\$25

\$35

SUBTOTAL

\$ _____

Visit the designated exhibitors listed on your passport and you will receive a \$25.00 refund for your exhibit hall fees. Onsite registrants are not eligible for the Passport to Savings Program.

FULL PROGRAM REGISTRATION - INCLUDES EXHIBITS & EDUCATION

By May 26

Onsite

\$45

\$65

SUBTOTAL

\$ _____

NETWORKING PARTY REGISTRATION

Wednesday – June 7th – 6:00 pm - 8:00 pm – Las Vegas Hilton – Poolside

By May 26

Onsite

\$30

\$40

No. of Tickets _____ @ \$30 \$ _____

SUBTOTAL

\$ _____

GRAND TOTAL

\$ _____

PAYMENT INFORMATION

A credit card number or check must accompany this form. Make checks payable to: **Dollar Store Expo** - U.S. funds only.

____ Check Enclosed

Check Number _____

CREDIT CARD INFORMATION

____ MasterCard

____ Visa

____ American Express

Account Number _____

Expiration Date _____

Cardholder Name (please print or type) _____

Cardholder Signature _____

Hotel Accommodations and Travel Information

Call directly to reserve your rooms from the list provided below.



The Las Vegas Hilton is the preferred Hotel and is located directly adjacent to the Las Vegas Convention Center.

Las Vegas Hilton	3000 S Paradise Road	800-732-1000
Residence Inn – Marriot	3225 S Paradise Road	800-331-3131
Flamingo Hilton	3555 Las Vegas Blvd.	800-732-2111
Hard Rock Hotel	4455 S Paradise Road	800-473-7625
AmeriSuites	4520 S Paradise Road	800-833-1516
Courtyard by Marriot	3275 S Paradise Road	800-321-2211
Riviera Hotel	2901 Las Vegas Blvd.	800-634-6753
Stardust Hotel	3000 Las Vegas Blvd.	800-634-6757

Travel and flight arrangements can be made from any of the following airlines

Air Canada (888) 247-2262	America West (800)235-9292	Delta Airlines (800)221-1212	Northwest (800)225-2525	United (800)241-6522
Alaska Air (800)252-7522	Continental Airways (800) 231-0856	Frontier Air (800)432-1359	Southwest (800)435-9792	U.S. Airways (800)428-4322

Supporting Publications



DOLLAR STORE EXPO
11540 South Eastern Avenue
Suite 100
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