2022 Cenex® Retail Marketing & Operations Guide

Programs • Education • Resources

CHS

QUICK REFERENCE GUIDE

Refined Fuels Marketing

- *Cenex Hub:*
  cenexhub.com
- *General Marketing Questions:*
  Contact your Cenex® Representative or email **refinedfuelsmarketing@chsinc.com**
- *Highway Logo Sign Information:*
  interstatelogos.com
- *In the Know E-Newsletter:*
  Register at **retail.chsintheknow.com/subscribe**

Retail Image & Equipment

- *Retail Image & Equipment Questions & Orders:*
  1-800-852-8186, option 4 or **cenex.projects@chsinc.com**

Retail Solutions

- *Retail Solutions Questions:*
  651-355-8491 or email **retailsolutions@chsinc.com**

CHS Payment Solutions

- *Payment Solutions Questions:*
  1-800-852-5301 or email **pssupport@chsinc.com**
- *In the Know E-Newsletter:*
  Register at **chspaymentsolutions.chsintheknow.com/subscribe**

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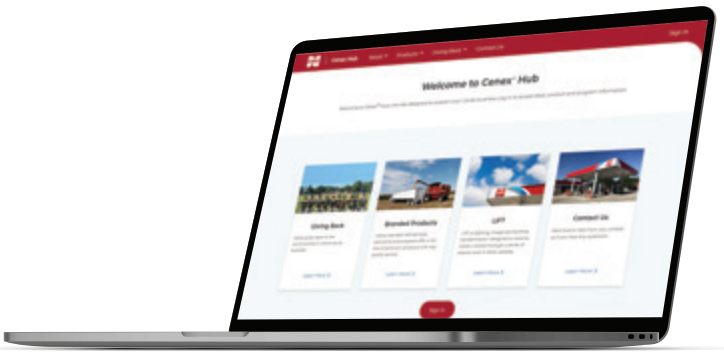
CENEX® HUB

We are excited to announce the launch of the Cenex® Hub, a robust all-in-one website that makes it easy to access everything you need to build your business and the Cenex brand.

The new user-friendly platform at cenexhub.com seamlessly connects you to branded tools and resources, including:

- Access to marketing, brand and product support
- Information about the LIFT initiative, which brings a modern and bright look to stores through the Halo image update
- RED Inspection program guidelines and updates
- Retail and product Ad Share program information
- Access to employee and product training
- Preferred vendor resources to help support your retail business
- Cenex Hometown Pride information and submission form
- And much more!

If you have any questions about Cenex Hub or our branded products and programs, please reach out to your Cenex representative, use the **Contact Us** feature at the Cenex Hub, or email us at **cenexhub@chsinc.com**.



SIGNING INTO THE NEW SITE IS A SNAP

Current MyCHS users can use their existing credentials to easily log into the Cenex Hub. There is no need to register for a new account. New users can easily register for an account on **cenexhub.com**.

NOT REGISTERED?

If you don't have my.chsinc.com credentials, there are two easy ways to register for cenexhub.com:

1. **Visit cenexhub.com.** Click the **Register for an Account** link, enter some quick information, and you'll receive an email with further registration instructions, giving you access to the password-protected information on the site.
2. **Scan the QR code below.** Enter some quick information and you will receive an email with further registration instructions, giving you access to the the password-protected information on the site.

Scan with your smartphone to register for Cenex Hub.

ABOUT CORPORATE CAMPAIGNS

CHS supports your own local marketing efforts with national and regional marketing campaigns in 2022. Each is uniquely designed to increase brand awareness and generate sales. These initiatives include:

- Powered Locally®
- Hometown Pride
- Social media
- Cenex Roadmaster XL® Premium Diesel
- Cenex® TOP TIER™ Detergent Gasoline

EACH CAMPAIGN INCLUDES:

- National and/or regional advertising created by CHS
- Tools you can use to promote the campaign in your store
- Local store marketing resources so you can easily create your own ad materials

POWERED LOCALLY® CAMPAIGN

Cenex® is powered by the local communities we call home. We've built our success in these communities through sincerity and trustworthiness. The Cenex Powered Locally® brand campaign is an evolution of where we've been as a brand over the past decade; focusing on our neighbors and the communities we serve. This versatile campaign makes it easy to celebrate the unique nature of your business while capitalizing on the strength of the Cenex brand.

CHS has promoted the Cenex Powered Locally campaign throughout the country via TV, radio and online advertising. As a Cenex retailer, we are looking to you to help promote the Powered Locally campaign in your store and in your community. Together, we can increase customer awareness of the Cenex brand and strengthen our ties to the people that make up our communities.

To help bring this campaign to life in your community, you can find a full assortment of customizable materials that fit your business at **cenexshop.com**.

GETTING STARTED

While these campaigns will be supported on a national and/or regional level by CHS, we encourage you to leverage them locally in order to increase their effectiveness in your own store. Here's how:

1. **Update In-Store Merchandising.** Make sure to regularly visit Cenex Shop to refresh your in-store marketing pieces.
2. **Online Employee Training.** Train your front line employees on all Cenex Marketing Programs for FREE by visiting **cenexhub.com.** Learn more about these easy-to-use training modules on page 53.
3. **Stay Up-to-Date.** Read campaign happenings in the monthly *In The Know* E-Newsletter and stay informed by referencing the Manager Guides that are mailed out with store signage kits.

CENEX® HOMETOWN PRIDE

As a local Cenex® business, you are a vital part of your community and play an active role; and nobody knows what makes your town one-of-a-kind as much as you do. That's why Cenex launched the Hometown Pride initiative. We're turning to you to tell us about what makes your hometown special for a chance to receive a contribution to support a community non-profit of your choosing. Share what makes your community truly unique, whether it's a famous landmark, attraction or cultural tradition, we want to hear about it.

To learn more or to submit a story visit **cenexhub.com**.

SOCIAL MEDIA

PROMOTE RESPONSIBLY

If you are posting content on a social media site, or considering developing your own Facebook or Twitter site, please remember:

- Respect the CHS Social Media Guidelines found on the Retail Marketing and Brand Support page on **cenexhub.com** — they are designed to protect the integrity of the CHS and Cenex brand
- Follow Cenex® logo usage guidelines
- Develop your own social media policy for your staff

Remember, social media is open to the public; content is designed to be fresh, relevant and show the Cenex brand in a positive light for the consumer audience.

GETTING STARTED

1. **Like the Cenex Stores Facebook page at facebook.com/cenexstores.**
2. **Share content** — feel free to share or re-post content from the Cenex Stores Facebook page.
3. **Let us know about your special events.** We'll promote them on the main Cenex Stores page.

CENEX ROADMASTER XL® PREMIUM DIESEL FUEL

Cenex® leads the industry in premium diesel fuel with a proprietary additive package that maximizes performance and fuel efficiency, reduces downtime and maintenance costs, extends injector and injector pump life, and provides quicker, smoother starts.

Carrying Cenex Roadmaster XL® Premium Highway Diesel Fuel at your retail location will set you apart from your competitors! Cenex Roadmaster XL is designed to optimize performance, no matter what kind of diesel engine your customers are operating. It consistently outperforms #2 diesel fuel and sets the standard that all other "premiums" try to measure up to. Cenex Roadmaster XL:

- Restores fuel economy by as much as 5%
- Boosts fuel lubricity by 10-15%
- Restores power by up to 4.5%

HOW IT WORKS

Before it's time to fill up, CHS is making sure over-the-road fleets and businesses know why it's the smart business choice to select the best fuel for their engines. A multi-channel media campaign helps build awareness and preference for Cenex Roadmaster XL and encourages fleets to visit their local Cenex branded retailer throughout the year using direct mail, industry publication advertising, digital advertising and radio.

Cenex is currently running a campaign highlighting the benefits of using our Premium Diesel Products, including targeted national and regional tactics. The best way to maximize these efforts is to supplement with your own local marketing. A variety of templates and items are available via Cenex Shop for you to get started targeting your local customers today!

Don't carry Cenex Roadmaster XL today? Talk with your Cenex Representative to learn about the benefits of offering Cenex Roadmaster XL at your retail location(s).

CENEX® TOP TIER™ DETERGENT GASOLINE

Maintaining vehicles takes a lot of time and effort, but Cenex® TOP TIER™ Detergent Gasoline makes it a little bit easier for your customers. With two and a half times the cleaning power of regular fuel, Cenex TOP TIER Detergent Gasoline helps to:

- Control buildup
- Protect against deposits
- Maximize engine performance
- Optimize fuel efficiency

Our TOP TIER fuel exceeds industry standards of quality, is endorsed by the seven leading automotive manufacturers and is available at every Cenex location. Customers trust the Cenex® brand because Cenex-branded retail locations, like yours, combine big-name quality with small-town sensibility.

When it comes to advertising this top-quality fuel offering, you don't have to go it alone. We're doing our part to get the word out about Cenex TOP TIER Detergent Gasoline, which will help drive traffic to your retail location. Paid media placed in primary geographic markets will support both the Cenex brand and our TOP TIER Detergent Gasoline through targeted channels. In conjunction with our advertising efforts, please consider running local ads, radio spots or having promotional material available at your location. Visit **cenexshop.com** to see all available materials.

CENEX® TOP TIER™ DETERGENT GASOLINE

RETAIL AD SHARE: WHAT YOU NEED TO KNOW

The Cenex® Ad Share Program is part of CHS continuing effort to help you increase profits. The program provides specific reimbursement for approved local advertising and marketing efforts, as well as specific site image and maintenance items. *Funds not used during the current year will not be carried over for use in the next fiscal year.*

C-STORE ELIGIBILITY

All Cenex® branded marketers with a current Branded Petroleum Marketer Agreement (BPMA) and who meet retail image standards are eligible for the Ad Share Program. Retail image standards will be assessed once a year during Retail Excellence Daily Mystery Shop evaluations. Cenex locations that do not consistently meet retail image standards may be denied Ad Share funding until the necessary image corrections are made.

AD SHARE BALANCES

Current Cenex Ad Share funds can be found on the Retail and/or Product Ad Share pages on **cenexhub.com**. Both Retail and Premium Diesel Ad Share Funds are visible on each of the Ad Share pages. Customers without access to this information on **cenexhub.com** should contact their Cenex Representative or **cenexadshare@chsinc.com**.

ADDITIONAL INFORMATION

- In cases where customized pieces are required, the Cenex logo must be in the prominent position and Cenex brand standards must be followed. All proofs will need to be preapproved prior to production.
- Invoices that are submitted directly from your business and not through a third-party will require additional documentation and will be reviewed on an individual basis prior to reimbursement.
- Qualifying maintenance expenses on all image-related items must be in compliance with current Cenex Retail Image Standards and be purchased through an approved vendor.
- Professional labor and installation of eligible materials qualifies for Ad Share funding.
- Specific items as detailed in alternate CHS image-related programs and/or rebates may not qualify for Ad Share reimbursement.
- CHS Refined Fuels Marketing reserves the right to deny Ad Share reimbursement based on each individual claim.
- Questions about the Ad Share Program, contact your Cenex Representative or email **cenexadshare@chsinc.com**.

AD SHARE: GETTING STARTED

1. ACCRUE FUNDS THROUGH FUEL PURCHASES.

Funds are allocated for each gallon of Cenex® gasoline or Premium Diesel fuel purchased from CHS during the previous fiscal year* (from September 1 to August 31), up to the maximum committed amount listed in Exhibit A-1/A-2 of your Branded Petroleum Marketer Agreement (BPMA). Gas volumes determine Retail Ad Share fund allocations, while Premium Diesel volumes determine allocations for Premium Diesel advertising. You earn $0.001 in Ad Share for every gallon you sell during the fiscal year and can use the money toward approved Cenex branded advertising.

2. PURCHASE YOUR MARKETING MATERIALS.

See pages 13-15 for a full list of eligible and ineligible items. Remember: Any marketing template pulled from Cenex Shop automatically qualifies for Ad Share reimbursement. If you're not sure what qualifies, seek preapproval before investing in your marketing program. Questions and requests for approval may be sent to **cenexadshare@chsinc.com**.

3. RECEIVE A REIMBURSEMENT.

To receive a reimbursement for eligible Ad Share marketing, fill out the Ad Share Claim Form on pages 58-59. Claims can be submitted at any time throughout the year, but invoices must be dated by August 31, and submitted by September 30 for the previous fiscal year. Once a claim is approved, Ad Share funds will be dispersed in the form of a credit to the parent account.* Please note funds cannot be reimbursed at the store level.

*Subject to the availability of annual funds.

SITE IMAGE & MAINTENANCE

MAIN ID (MID)

CATEGORY	REIMBURSE
Cenex sign face panels/branded product panels (i.e. Cenex Roadmaster XL)	100%
LED signage upgrade	50%
New electronic message center	50%
New main ID sign/high-rise sign	50%
Painting of sign poles	100%
Product panels	50%
Re-lamp and re-ballast Cenex logo signs and price cabinets	100%
Repairing or replacement of digits	100%

PARKING LOT

CATEGORY	REIMBURSE
Asphalt/concrete repairs	50%
Cigarette disposal containers	50%
Curb repair (labor and paint)	50%
Parking bollards (paint, covers, stainless steel)	50%
Power-wash service	50%
Restriping	50%

FUELING ISLAND/FORECOURT

CATEGORY	REIMBURSE
CHS approved trash cans/recycling	50%
Concrete repairs/curb repair or replacement (i.e. Rugid Guard, Hunter Pump Islands, stainless steel)	50%
Fueling island bollards (repair/replace or bollard covers)	50%
Curb repair (labor and paint)	100%
Painting of fueling island bollards	100%
Power-wash service	50%
Windshield service centers	50%

Ineligible Items

- Landscape plant materials
- Perimeter lighting
- Windshield wash, paper towel, squeegees
- Hometown Radio Network fueling island advertising

SITE IMAGE & MAINTENANCE

CANOPY

CATEGORY	REIMBURSE
Canopy fascia (complete replacement)	100%
Canopy LED down lighting	50%
Cenex LED logo and blue arch	100%
Clearance and product decals	50%
Column flag sign numbers	50%
Painting of canopy columns/ceiling	100%
Replacement lens covers, bulbs and ballasts	50%
Underdecking maintenance (paint and power-wash service)	50%

Ineligible Items

- Gutters
- New canopy structure(s)

DISPENSERS

CATEGORY	REIMBURSE
Decals (PID, pump numbers, regulatory)	100%
Dispenser locks	100%
Dispenser door skin replacement	100%
Dispenser cleaning and power-wash service	50%
Dispenser refacing	50%
Dispenser riser panels	50%
Nozzle covers and splash guards	50%
Pump toppers and frames	75%
Security stickers	100%
Valance replacement	100%

Ineligible Items

- Dispenser nozzles and hoses, etc.
- Out of order bags
- Filters, card cleaner kits and replacement display glass
- CRIND hardware
- New fuel dispenser(s)
- Call button system
- Underground and aboveground storage tanks

Please note: **specific items as detailed in alternate CHS image-related programs and/or rebates may not qualify for Ad Share reimbursement.**

ADVERTISING

PRINT & MEDIA ON CENEXSHOP.COM

CATEGORY	COVERED
Banners, wind flags	75%
Coupons and loyalty cards	75%
Direct mail	75%
Print ads and sales flyers	75%
Radio scripts	75%
Web banner ads	75%

BILLBOARDS & HIGHWAY LOGO SIGNS

CATEGORY	COVERED
Billboard and highway sign production	100% up to $1,000[1]
Billboard and highway sign lease fees	75%

MERCHANDISE ON CENEXSHOP.COM

CATEGORY	COVERED
Cenex branded merchandise[2]	75% up to $1,000[1]
Cenex branded uniforms	75%
Gift card and credit card display racks	75%
Pump topper frame	75%

OTHER

CATEGORY	COVERED
C-store operations online training packages available on: **cenexhub.com**	50%
Select Personal Protective Equipment (PPE) items for employee and/or guest use[3] including: plexiglass counter shields, social distancing signage, face masks, plastic gloves, hand sanitizer[4], Infrared thermometer[5]	75%

[1] $1,000 maximum per fiscal year.

[2] When used in conjunction with the Cenex marks, all co-branded apparel materials should have the Cenex logo, in a prominent position, with dealer name in Arial text. For requests to use the cooperative logo, please contact **refinedfuelsmarketing@chsinc.com** to discuss prior to placing the order.

[2] All customized materials must be ordered through **cenexshop.com**. The Cenex logo must be prominent and all Cenex brand standards must be followed in order to receive reimbursement.

[3] Any PPE purchased for resale purposes will not be eligible for Ad Share reimbursement.

[4] Hand sanitizer for bulk, employee and/or consumer use.

[5] Infrared thermometer for employee use only.

Ineligible Items

- Advertising for Cenex lubricants, propane or bulk fuels
- Advertising for competitive brands
- Advertising where a station name or logo has replaced the Cenex brand
- Coupon value
- Donations
- Hometown Radio Network fueling island advertising
- Individual store newsletters, brochures, websites, magazines, etc.
- Mobile applications
- Non-Cenex merchandise, caps and apparel
- Non-Cenex produced advertising
- Office supplies (business cards, envelopes, order forms, etc.)
- Postage
- Promotional supplies or gifts (such as prizes, lotteries, gift cards)
- Uniform rental or cleaning
- Concrete under tanks

CENEX SHOP: WHAT YOU NEED TO KNOW

To adopt new customers and maintain loyal ones, it's essential to provide your customers with a satisfying c-store experience. It all starts by making sure your image is professional and up to date. Cenex Shop at **cenexshop.com** is your one-stop online destination for current Cenex® assets to keep your advertising, store and products enticing and relevant.

Cenex Shop is a dynamic, online tool that allows you to create professional marketing materials on your own without hiring a graphic designer or advertising agency. Using this simple online tool, you have the power to create and order the materials you need, as you need them.

You'll find a full range of ready-made templates, easily customizable to your unique needs. Create everything from in-store signage and pump toppers to advertising materials such as print ads and billboards. With Cenex Shop, the hard part has already been done for you. It's advertising made simple.

Please note that Cenex® brands, trademarks, logos and ads should not be re-created or altered. Contact us at **refinedfuelsmarketing@chsinc.com** for questions or assistance.

PRODUCT CATEGORIES

Cenex Shop products are organized into main categories of specific marketing materials, including:

- Cenex brand
- C-store
- Fuels
- Lubricants
- Propane
- Outdoor advertising
- Outlet merchandise

AVAILABLE ADVERTISING TEMPLATES

- Billboards
- Coupons
- Customer conversion materials
- Direct mail
- Event banners
- In-store signs
- Loyalty punch cards
- Press releases
- Print ads
- Promotion materials
- Pump toppers
- Radio ads and scripts
- Sales flyers
- Statement stuffers
- Web banners

CENEX PRODUCTS

- Branded apparel
- Branded merchandise and giveaways
- Cenex product sales tools
- Cenex uniforms
- Bass Pro Shops and Cabela's CLUB Mastercard Loyalty Program
- Cenex credit cards
- Cenex gift cards
- Cenex premium diesel fuels
- Cenex® TOP TIER™ Detergent Gasoline

GETTING STARTED

1. **Visit cenexshop.com.** Immediately begin shopping for your advertising and promotional items without the hassle of having to log in before browsing.
2. **Check out, and create an account.** Once all your items are added to the shopping cart, you will need to log in to your account to complete the ordering process. Don't have a Cenex Shop account? No problem, it is easy to create your own account and will only take a couple minutes! And, don't forget to record your username and password for future reference.
3. **Have questions?** If you need help, view the support section located at the top of **cenexshop.com**, or contact your Cenex Representative.

BILLBOARDS

Billboards provide 24/7 exposure, making them especially effective advertising investments for convenience store marketers. With the right billboard, you can reach a large audience on a repeat basis. This increases your opportunity to gain new customers.

C-store marketers who post a new Cenex® billboard can receive a **billboard rebate equal to 100% of your production and installation cost (up to $1,000)**, whether you own or lease your board.

As an extra incentive, **CHS offers robust rebate programs of up to 75% through the Ad Share Program** to help supplement the ongoing costs and rental fees associated with outdoor advertising.

BILLBOARD BENEFITS

- Reaches customers at the time of buying decisions
- Very low cost per impression
- 24/7 exposure
- Directs customers right to you
- High visibility — reaches a large, varied audience

TIPS & CONSIDERATIONS

- **Location.** High traffic areas or those near the exit to your store are ideal. The best locations may be more expensive, but they pay off by reaching a larger audience.
- **Illumination.** With illumination, your signs will be visible day and night.
- **Visibility.** If possible, personally inspect the billboard on-site before signing a contract. Even billboards in great locations can be obscured by branches and other barriers.

DID YOU KNOW?

According to a Forbes study,

68%

of billboard viewers frequently make their shopping decisions while in the car!

Source: forbes.com, *Does Outdoor Advertising Still Work?,* Steve Olenski, Contributor

HALF BILLBOARDS

Cenex® half billboards provide another flexible option for your outdoor advertising. When choosing this option, the board must follow the design template as provided on Cenex Shop, in the Outdoor Advertising section. Half Billboard Ad Share claims and credits will be pro-rated to reflect the portion of the half billboard that displays the Cenex logo.

GETTING STARTED

1. **Log on to cenexshop.com** and complete the Custom Billboard Form located within the Billboards section.
2. **Customize your billboard.** On the order form, choose a template design and customize it with details like your store logo, amenities, directional information and/or other product logos.
3. **Place your order.** Place your order through the shopping cart (no charges will be incurred). You will need to log in to your existing Cenex Shop account or create an account to finish your order.
4. **Approve your new billboard.** An email will be sent to you to approve the artwork. Once approved, the final files will be forwarded directly to you to pass to your billboard vendor for production.
5. **Submit an Ad Share Billboard Rebate Form.** When you receive an invoice for the production and installation of your billboard, submit a Billboard Rebate Form, found on page 60. Include copies of paid invoices and photos of your posted billboard. Further instructions and qualifying information can be found in the Ad Share section on page 11.

HIGHWAY SIGNS

Each state offers highway logo signs as a trusted source for travelers looking for food, fuel, motels and more. Not only are these signs cost effective, they're also a great way to help boost store traffic and brand awareness at the very moment c-store customers are looking to stop.

REBATE PROGRAM FOR HIGHWAY SIGNS

CHS offers excellent incentives on highway logo sign advertising. As with billboards, the **Outdoor Advertising program offers a rebate equal to 100% of your production and installation cost for each completed highway logo sign*, as well as up to a 75% reimbursement of qualified lease fees.**

*Refer to the 2022 Highway Logo Sign Rebate Form for full details on page 61.

GETTING STARTED

1. **Contact your state highway department or Interstate Logo division**. See the Important Contact Information & Links section or go to **interstatelogos.com** (hint: know the highway and exit #).
2. **Complete an application** for your logo sign with the state or your state's required logo sign company.
3. **Upon approval, provide the Cenex logo to the state or sign company.** You can download Cenex logo artwork from the Billboards section at **cenexshop.com.** Select the **Click for Highway Logo Sign** button and the **Download Now** option.
4. **Submit your Highway Logo Sign Rebate Form**, found on page 61, with a photo of the highway logo sign once installed, and a copy of your invoice to CHS.

IMPORTANT CONTACT INFORMATION & LINKS:

Website: interstatelogos.com

State Highway Departments:

Colorado Logos
888-634-5646

Idaho Logos
208-334-8565

Iowa Logos
515-239-1700
iowaroadsigns.com

Kansas Logos
800-449-4420

Michigan Logos
888-645-6467

Minnesota Logos
800-769-3197

Missouri Logos
800-666-3514

Montana Logos
855-443-5646

Nebraska Logos
800-333-6467

North Dakota
No Program at this time

Oklahoma Logos
800-888-7446

Oregon Logos
800-574-9397

South Dakota
SE Region
605-995-8129

NE Region
605-626-2244

Central Region
605-773-3464

Western Region
605-394-2244

Texas Logos
888-525-5646

Washington
360-705-7282

Wisconsin
844-496-9163

Wyoming
307-777-4169

Email: cenexadshare@chsinc.com

Mail:
CHS
Attn: Outdoor Advertising Rebate Offer
MS 572
P.O. Box 64089
St. Paul, MN 55164-0089

RADIO ADVERTISING

Local radio advertising is a great way to reach people in their cars and encourage them to stop into your store. CHS provides radio scripts as well as professional, pre-recorded ads. You can customize many of the ads by adding your own store location, sales, hours and special promotions through a variety of suggested tags and approved music beds. You could also run a radio tag, or radio billboard, which consists of a store mention or sponsorship announcement such as, *"Today's weather is brought to you by Fred's Cenex®."*

AD SHARE COVERAGE FOR RADIO

Radio ads provided on Cenex Shop automatically qualify for the Ad Share program. Ads developed by outside parties may qualify but need approval prior to production. Learn more in the Ad Share section, starting on page 11.

PRINT ADVERTISING

Print is an essential component of your overall marketing mix and includes ads, sales flyers, statement stuffers and more. As with other Cenex Shop templates, you can customize professional-quality print designs with specific details and images. Better yet, once customized, you can preview your piece online to ensure it's what you want to order. The final step allows you to place your order, via the online shopping cart. The print-ready materials will be shipped to you, ready to post or distribute. Plus, all Cenex Shop print templates qualify for up to 75% Ad Share reimbursement as outlined on page 15 of this guide.

C-STORE POS MATERIALS

Point-of-sale (POS) materials can be used to improve the look of your fueling islands and store, promote incremental sales, announce specials and boost your repeat business. It's local advertising at its most local — right in your store, at the point of sale, allowing you to reach your customers where they make their purchases.

A wide selection of c-store POS assets are available through Cenex Shop, including:

- Signage
- Pump toppers
- Coupons
- Loyalty punch cards

Many of these items are available in both customizable and ready-to-use formats — so you can get the materials you need to make your store look great without a lot of effort. Use available Ad Share funds, as detailed on page 15, to help offset the costs of these fun, fresh POS pieces. Click on the **Print** link on **cenexshop.com** to explore the possibilities.

DIRECT MAIL

Direct mail is a great way to reach your customers one-on-one. CHS has created targeted direct mail pieces, designed to drive people to your store and generate sales. You can also use direct mail to advertise a store event, special or promotion. Ready-made templates are available on the Cenex Shop site, and qualify for up to a 75% rebate through the Ad Share program as outlined on page 15.

In addition, many options are included to have mailings assembled and shipped in different ways:

- Mail them yourself
- Upload your list and have them mailed for you
- Purchase a list by dealer address and have them mailed for you

WEB BANNERS

Savvy marketers know people are spending more and more time online, which is why retailers are allocating more of their advertising funds towards online advertising. It's a simple, cost-effective way to reach customers. Sophisticated internet tools also allow you to place web banners in a targeted way so that you can reach the customer groups you want to influence.

Cenex Shop features an excellent selection of creative web banners in the most common sizes, many of which are animated for even bigger impact. Be sure to visit Cenex Shop to browse through the full selection of these powerful marketing tools.

CENEX® UNIFORMS

In the highly-competitive retail industry, image is everything. That all-important image includes fresh, consistent uniforms and identification for your store team.

Cenex Shop offers an approved uniform and name badges to outfit your employees, which are eligible for Ad Share funding.

To see which apparel items qualify for reimbursement, please visit the Uniforms page located on **cenexshop.com**.

EVENT MATERIALS

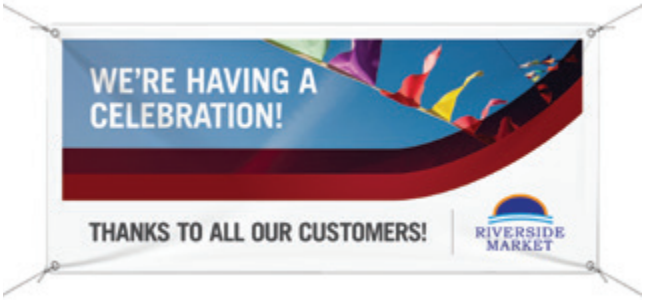
In-store events such as a Grand Opening, Grand Re-Opening, Anniversary or Customer Appreciation Event generate energy, excitement and brand loyalty while giving people an added reason to shop in your store.

Cenex® event marketing materials are available from Cenex Shop to help you plan an engaging store event! Regardless of the details of your event, be sure to schedule this event on days that are typically less busy for your store. Not only does this help boost your sales, but it also minimizes disruption to your normally hectic times.

BENEFITS OF HOSTING A STORE EVENT:

- Shows appreciation for your customer
- Provides a chance to gain additional traffic in your store during the event
- Increases opportunities for return visits when using bounce-back coupons or loyalty punch cards

Reimbursement through Ad Share is available for some event-related merchandise through Cenex Shop, preapproved on a case-by-case basis. See a list of eligible and ineligible items on page 15.



Questions? Contact your Cenex Representative or visit **cenexhub.com**.

SECTION 2: PAYMENT RESOURCES

CHS PAYMENT SOLUTIONS

CARDS

- CENEX® VOYAGER® FLEET CARD
- BASS PRO SHOPS AND CABELA'S CLUB MASTERCARD
- CENEX GIFT CARDS

ANCILLARY PRODUCTS

- GIFT CARD CENTER
- POS CHECK

BUSINESS/FINANCIAL SERVICES

- DTN CREDIT CARD SETTLEMENT DATA
- MERCHANT SERVICES ONLINE ACCESS (MSOA)

CHS PAYMENT SOLUTIONS

CHS Payment Solutions knows that not all credit card processors work the same. With more than 40 years of experience in the business, we work daily to share important business insights with our merchants in a clear and simplified way. Through a wide variety of product offerings, value-added programs, and continuous support, CHS Payment Solutions helps our merchants operate efficient and profitable businesses.

CHS Payment Solutions merchants can rest assured knowing they have a full in-house customer support team at their fingertips. For more information on our programs and services, or if you have any Payment Solutions related questions, call 1-800-852-5301 or email **pssupport@chsinc.com**.

WHAT CUSTOMERS SAY:

"CHS Payment Solutions knocks it out of the park with personable customer service and online tools."

"CHS Payment Solutions provides us with dedicated and timely responses on whatever situations arise."

CENEX® VOYAGER® FLEET CARD

The Cenex® Voyager® Fleet Card is issued to all business types, from small businesses to large fleets. With the Voyager Fleet card, businesses can enjoy detailed monthly reporting that tracks vehicle performance and driver purchases. It offers drivers the ability to carry a single card for all vehicle-related purchases, while rewarding them for fueling at Cenex. The Fleet Card also meets the needs of tax-exempt organizations.

Scan with your smartphone to learn more about Cenex® Credit Cards.

MONEY-SAVING BENEFITS FOR CARDHOLDERS

- The Cenex Fleet Card is co-branded with Voyager®, bringing cardholders the convenience of using their card at more than 230,000 locations nationwide where Voyager cards are accepted.
- Optional 24-hour roadside assistance.
- Cenex Fleet Cardholders will be eligible to earn rebates on gasoline and diesel fuel purchased at Cenex locations. Rebates vary by volume.
- Expanded monthly reporting, with all vehicle-related purchases on one statement.
- Enhanced online capabilities, such as adding and canceling driver IDs (PIN), canceling cards, online payments, downloading transactions, and viewing statement history and unusual activity reports.

MONEY-SAVING BENEFITS FOR YOUR STORE

Cenex Fleet Cardholders earn rebates on purchases at Cenex locations, which means they will be visiting your store more frequently to save on fuel and purchase in-store items, too!

FLEET VOLUME REBATES

The account receives a tiered rebate, per gallon, based on your monthly Cenex fuel purchases.

MONTHLY PURCHASES	REBATE PER GALLON
10,000+ gallons	5¢
5,000-9,999	4¢
1,000-4,999	3¢
1-999	2¢

Questions? Contact your Cenex Representative or visit **cenexhub.com**.

BASS PRO SHOPS AND CABELA'S CLUB MASTERCARD

CLUB MASTERCARD

The CHS partnership with Bass Pro Shops and Cabela's offers an exclusive benefit not available from any other petroleum brand. With the CLUB Mastercard, cardholders earn DOUBLE CLUB points on all Cenex® retail purchases — including fuel, snacks, beverages, and more. The CLUB Mastercard provides Cenex retailers exclusive access to more than two million cardholders.

As a result of this partnership program, Cenex retailers have experienced increased sales, higher ticket values, and a large (and growing) customer base. CHS will continue to support this relationship with national and local marketing tactics to drive in-store sales and boost new customer acquisition. To learn more, visit **cenex.com/cards/cabelas**.

CLUB BUSINESS MASTERCARD

Bass Pro Shops and Cabela's have recently added a new credit card to their portfolio exclusively for businesses. With the CLUB Business Mastercard, retailers will receive access to an even larger and growing customer base.

The Small Business card provides cardholders with 2.5% back in CLUB points on all Cenex purchases. To learn more, visit **cenex.com/cards/cabelasbusiness**.

Several national and regional initiatives are scheduled throughout the year, including:

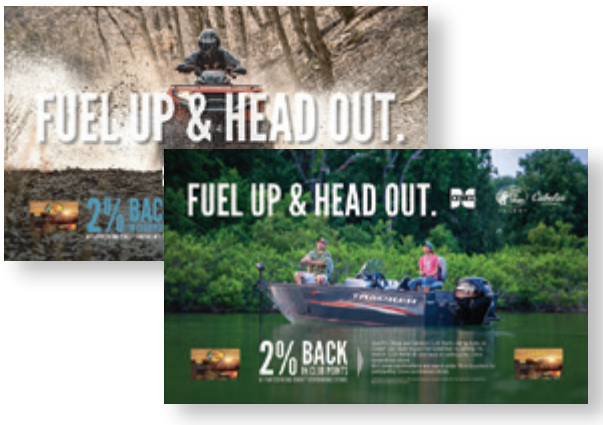
- Bass Pro Shops and Cabela's CLUB Mastercard statement stuffers
- Email and direct mail marketing
- Radio advertising
- Facebook advertising
- Print ads in *C* Magazine and various outdoor publications

The more you can leverage the CLUB Mastercard campaigns in your community, the greater the results you can experience, including:

- Increased sales and transactions
- Higher ticket values
- Attract new customers
- Processing savings

PROMOTE LOCALLY

- Install CLUB Mastercard campaign materials in your store and/or implement a local ad campaign. Visit Cenex Shop for templates.
- Train your front-line employees on the campaign and how to support it via the credit card training module available on **cenexhub.com**.
- Review your store specials to maximize opportunities for in-store sales during the campaign period.



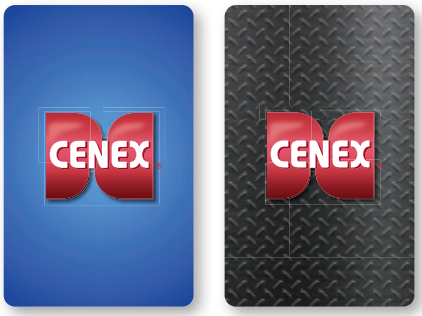
CENEX® GIFT CARDS

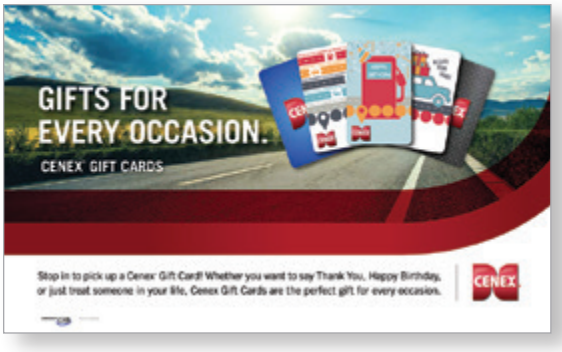
Cenex® Gift Cards may be redeemed for gas, snacks, beverages and more at all Cenex retail locations, making these cards a thoughtful, convenient gift for any occasion. In fact, studies show most people prefer gift cards over any other gift.

Selling and promoting Cenex Gift Cards provides a significant opportunity for increased sales and profits. Gift cards reach new customers, encourage greater customer spending, foster stronger brand loyalty and increase the likelihood of repeat store visits. You can restock your order of gift card plastic and jackets at **cenexshop.com**.

Employee training is provided through the Online Employee Training Modules, which can be found on **cenexhub.com**.

Plus, find a selection of gift card radio spots, web banners, and other marketing materials on Cenex Shop, and create your own promotion to sell these desirable products.





BULK GIFT CARD LOAD PROGRAM:

Bulk gift card orders are a great way to increase in-store sales and promote your Cenex location, however, activating each card individually can be very time consuming.

With the CHS Payment Solutions Bulk Gift Card Load Program, merchants can enjoy the perks of loading a high volume of gift cards without the headache of activating them by hand. Contact CHS Payment Solutions at 800-852-5301 for more information.

GIFT CARD CENTER

The CHS Payment Solutions Gift Card Center provides your location with a gift card rack filled with third-party gift cards. It offers merchants the ability to sell in-demand gift cards representing a wide variety of brands and categories, from wireless phones and gaming to restaurants and retail. Drive additional in-store traffic and revenue with the perfect gift-giving solution! In addition, merchants receive a commission from each card sold. The Gift Card Center yields high margins, and could easily become some of the most profitable square footage within a store.

*Card availability subject to change.

POS CHECK

The CHS Payment Solutions POS Check program provides merchants with increased security and time-savings. With POS Check, personal checks are converted into electronic transactions at the time of purchase. All checks are verified through a third-party check authorizer which gives merchants added peace of mind when accepting checks, and assists in minimizing fraud losses. This program also converts check transactions into electronic payments at the time of purchase, eliminating the need to deposit checks at the bank. This means payments are received quickly, directly alongside credit card transactions. As a bonus, the POS Check program guarantees personal checks of $100 or less, further helping to eliminate risk.

DTN CREDIT CARD SETTLEMENT DATA

DTN is a data solution that will streamline your back-office credit card settlement process. DTN receives merchant data and converts all information into a standardized format. It then allows all information to be imported directly into most back-office accounting software. Any format changes are completed by DTN, eliminating maintenance for a merchant.

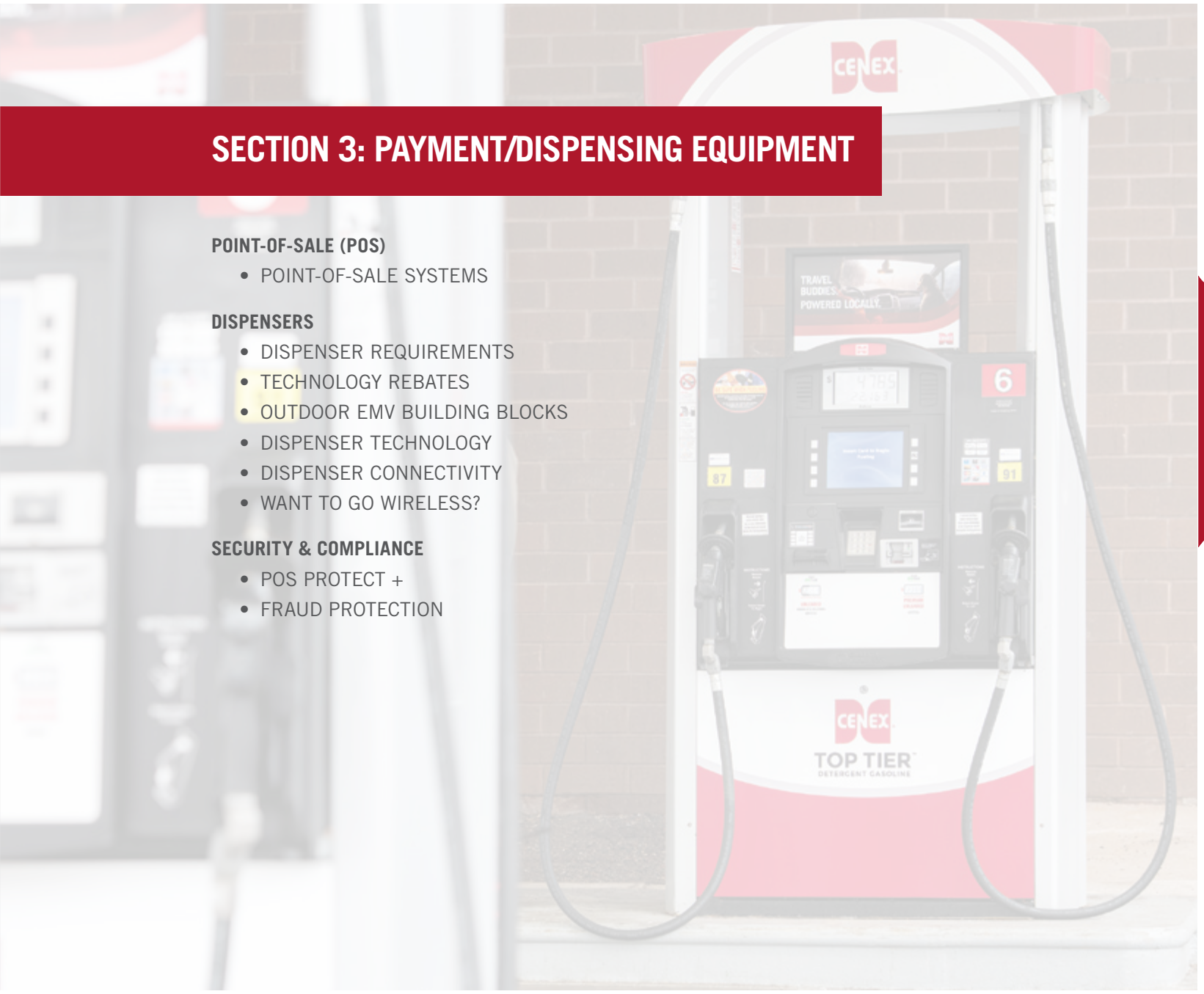
CHS Payment Solutions does not charge for this service, and it has been tested with current merchants. For more information about this program and to complete account set up, please contact DTN at 800-660-2675.

MERCHANT SERVICES ONLINE ACCESS

Merchant Services Online Access (MSOA) is a secure, online tool that allows different levels of access to your financial information for each of your store locations. It provides 18 months of online transaction history, deposit totals, store batches by post date, card types by batch, online statements, and many other services and information to help you manage your money. Reports can also be saved to Excel, Word, or a PDF.

Over the years, our customers have helped us develop this online product with their valuable feedback, and today it assists our merchants in operating efficient and profitable businesses.

SECTION 3: PAYMENT/DISPENSING EQUIPMENT



POINT-OF-SALE (POS)

- POINT-OF-SALE SYSTEMS

DISPENSERS

- DISPENSER REQUIREMENTS
- TECHNOLOGY REBATES
- OUTDOOR EMV BUILDING BLOCKS
- DISPENSER TECHNOLOGY
- DISPENSER CONNECTIVITY
- WANT TO GO WIRELESS?

SECURITY & COMPLIANCE

- POS PROTECT +
- FRAUD PROTECTION

Questions? Contact your Cenex Representative or visit **cenexhub.com**.

POINT-OF-SALE SYSTEMS

CHS supports a wide range of POS solutions, giving you the power to choose what option works best for your location. Whether that be a smaller countertop standalone terminal or a robust system that controls your store and pumps, CHS has what you need.

APPROVED SYSTEM	DESCRIPTION	BOARDING ON CHS/NBS NETWORK	SOFTWARE MAINTENANCE PROGRAM THROUGH CHS
Gilbarco Passport®	The Passport point-of-sale features an easy-to-use touch screen to simplify training and increase cashier accuracy and speed. With multiple loyalty program interfaces, powerful fuel discounting, carwash and merchandising options, the Passport point-of-sale system provides you with the tools you need to grow, control and track your business. Passport also has integration with 48 back-office systems.	✓	✓
Pinnacle Palm POS Commander EF	Pinnacle Palm has a touch-screen interface and offers varying levels of functionality based on your needs. It features local card acceptance, cash patronage tracking, received on account (at the register), memo field, a local card look-up system, and an option for contracts.	✓	
Triple E Commander EF	The Triple E POS system offers intuitive touch-screen control for your retail and fueling needs, while meeting industry requirements for stability and security. With an easy-to-use interface, you'll reduce clerk training time and user errors. Along with a robust POS system, Triple E offers a proprietary island card reader, Sentinel. The Sentinel supports all major debit and credit cards and can process both commercial and private fleet cards.	✓	
Verifone® Commander and RubyCi	Verifone offers a wide range of solutions to address your individual business needs. Their point-of-sale systems are built for real-world conditions, with all touch or keyboard/touch options for use with the durable and comprehensive Commander Site Controller. They also offer the full featured, all-in-one RubyCi. This mini-site controller and POS is included in one piece of hardware for fast, efficient, complete store management with a smaller footprint. Lastly, they offer C18. C18 is a new Point of Sale that can act as a regular POS or as a customer self-checkout.	✓	✓*
Comdata SmartDESQ	Comdata's SmartDESQ provides enhanced processing and pump control for diesel fuel transactions, allowing you to combine payment transactions for the fuel desk and other profit centers into a single system. This system accepts multiple payments types, offers in-store pump control and pay-at-the-pump capability, and simplifies end-of-shift reporting.	✓	
NCR RPOS	NCR is helping redefine the point-of-sale system for petroleum and convenience store retailers. NCR Radiant allows you to launch promotions, specials and customer programs across all sites in a matter of minutes. Most importantly, this advanced POS solution supports every store profit center—from fuel to foodservice—so you can manage the growing complexity of your petroleum and convenience retail operations.	✓	
VX520 Payment Terminal	This compact, countertop unit offers retailers blazing fast performance, high-end functionality, and ease-of-use all in one simple countertop machine allowing you to accept credit and debit where you need it. The VX520 offers convenience and reliability for unique applications such as offices, hardware and grocery stores, restaurants and fresh food service.	✓	Device supplied and maintained by CHS Payment Solutions.

*CHS Payment Solutions offers a reduced Verifone service agreement fee available to Verifone POS customers as well as customers utilizing Pinnacle Palm and Triple E POS with Commander EF. This reduced rate is offered exclusively through CHS Payment Solutions. Instead of a once-yearly charge, you will receive a monthly charge on your CHS merchant statement. To transfer your existing service contract, or for questions, call CHS Payment Solutions at 1-800-852-5301.

DISPENSER REQUIREMENTS

In 2014, CHS announced its POS Roadmap and dispenser recommendations for upcoming requirements related to technology at the retail fueling island. The dates on the POS Roadmap are driven by Payment Card Industry (PCI) Data Security Standards (DSS), industry best practices, and the increased concerns for data protection for consumers. The full POS Roadmap continues to evolve based on changing PCI requirements. However, some key dates specifically related to dispenser technology are outlined in this section.

Wayne Ovation Blender

Gilbarco Encore 700 S

TECHNOLOGY REBATES

Rebates are available for all Cenex® branded marketers. In order to qualify for 2022 technology rebates, the qualifying equipment **must be purchased by August 31, 2022 and installed by December 31, 2022**.

Equipment must be purchased through, and installed by, an authorized equipment distributor or service company. Equipment invoices, including final installation invoice are required at time of rebate submission. Only one rebate per category applies unless otherwise noted. An invoice with a detailed description of purchased equipment and final installation invoice are required with rebate submission.

CATEGORY	TECHNOLOGY OPTION	ELIGIBLE EQUIPMENT	AVAILABLE REBATE
Dispenser	Option 1 – Replace	New EMV capable fuel dispenser(s)	$3,000 per dispenser $18,000 max per site
	Option 2 – Upgrade	EMV hardware for existing dispensers	$1,500 per dispenser $9,000 max per site
	Option 3 – Connectivity	Dispenser connectivity equipment to enable EMV communications in existing dispensers	$1,500 per dispenser $9,000 max per site
	Additional Option (may be combined with other dispenser rebates)	Contactless (NFC) card reader(s)	$500 per dispenser $3,000 max per site
	Additional Option (may be combined with other dispenser rebates)	In-Store/back room connectivity equipment to enable EMV communications	$1,000 max per site
Point-Of-Sale	Option 1 – New Point-Of-Sale System	CHS supported Point-Of-Sale	$2,000
	Option 2 – Self-Checkout	Self-Checkout for CHS supported Point-Of-Sale System	$2,000
	Additional Option (may be combined with other POS rebate options)	EMV capable PIN pad(s) for use in-store with Point-Of-Sale unit	$400 per PIN pad $800 max per site

OUTDOOR EMV BUILDING BLOCKS

1. DISPENSER HARDWARE:

To mitigate risk of EMV liability, upgraded dispenser hardware must be installed for EMV transactions to process. Dispensers include two pieces of hardware that must be updated to protect your location. EMV Hybrid Card Reader and EPP.

The EMV Hybrid Card Reader is a secure card reader that can detect and read an EMV chip card. EPP is used in conjunction with a card reader for secure entry of a cardholder's PIN.

If you are unsure if your dispensers are EMV-capable, contact your Authorized Service Contractor (ASC).

2. SITE CONNECTIVITY

In addition to EMV-capable hardware and software, devices must also have the correct connection to process an EMV transaction. Depending on your site infrastructure, new wiring or additional hardware components may be required to ensure EMV transactions can be transmitted between the dispenser and your store. If you are unsure of your current connectivity configuration, contact your ASC.

3. POS SOFTWARE

While an EMV-capable dispenser has the electronics within the dispenser and may also have the required hardware, a software update will be required to fully enable EMV transactions. Once available, EMV software must be installed and maintained, in order to remain compliant. If you are unsure of your current software version, visit MSOA or contact CHS Payment Solutions at 800-852-5301.

OUTDOOR EMV REMINDER

As of April 2021, EMV fraud liability shifted to marketers for outside transactions

- The EMV fraud liability shift for outside transactions is driven by the card brands.
- This deadline means that chip card (EMV) transactions conducted on non-EMV capable equipment will become the merchant's liability.

DISPENSER TECHNOLOGY

CHS has relationships with the two major dispenser manufacturers, Gilbarco and Wayne. Whichever brand you prefer, CHS can help.

NEW DISPENSERS

GILBARCO	WAYNE
New Gilbarco dispensers come standard with encrypting PIN pad and secure EMV hybrid chip card reader.	New Wayne dispensers come standard with encrypting PIN pad, secure card reader and the electronics to seamlessly install an EMV card reader in the future. An EMV reader can be added to these dispensers as an option.

RETROFIT KITS FOR EXISTING DISPENSERS (AVAILABLE FOR MOST DISPENSERS)

GILBARCO	WAYNE
The Gilbarco FlexPay IV CRIND comes standard with encrypting PIN pad and secure EMV hybrid chip card reader.	The Wayne iX Pay upgrade kits include encrypting PIN pad, secure card reader and the electronics to seamlessly install an EMV card reader in the future. An EMV reader can be added as an option.
Older Advantage models (1988-2003) and MPD3 are not available for upgrade kits, and should be replaced.	Older Vista models (1988-2002) 1V/2V and DL series are not recommended for upgrade kits, and should be replaced.

EMV UPGRADES TO EXISTING DISPENSERS THAT ALREADY HAVE EPP & SCR

GILBARCO	WAYNE
EMV hybrid card reader can be added to any dispenser with the FlexPay II CRIND already installed. This includes all 700 S dispensers, or a dispenser that has previously been upgraded with a retrofit kit.	EMV readers can be added to any dispenser equipped with the Wayne iX Pay kit.

DISPENSER CONNECTIVITY

Because EMV transactions contain so much more data than a magnetic card transaction, your current site wiring may affect your ability to handle EMV transactions even if you have installed EMV readers in your dispensers. For example, locations with two-wire or twisted pair wiring may need additional hardware components to allow EMV transactions to flow seamlessly between your store and the dispenser. We suggest talking to your local technician now, to fully understand the cost associated with upgrading to EMV technology.

A variety of solutions are available to enable EMV transactions over your existing site wiring. Examples of the Wayne and Gilbarco products, as well as a wireless solution available from Allied Electronics are shown here.

WAYNE CONNECT™ IP-485® NETWORK SOLUTION

The adoption of new dispenser technologies often requires you to establish an Ethernet (TCP/IP) connection from the c-store control system out to the dispensers. The Wayne Connect network solution uses existing cables in the ground and consists of two components:

- In-store router which connects to your POS system
- In-dispenser switch which transmits data across your existing wiring

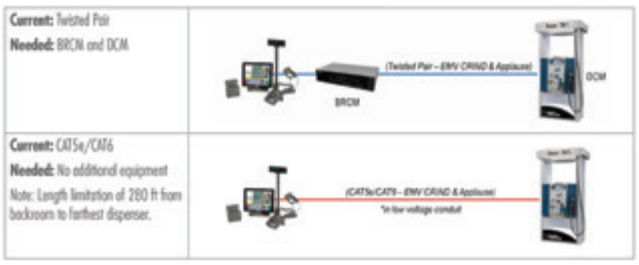
DID YOU KNOW?

Dispenser media packages offered by both Gilbarco and Wayne include the same site connectivity components that will be needed to run EMV transactions at the dispenser in the future. Participation in these programs can save you money, PLUS they make your station a stand-out destination for customers.

GILBARCO FLEXPAY™ CONNECT

As new technologies come to the forecourt, the communications requirements are shifting from low-speed (e.g. dial-up) to high-speed (e.g. cable internet). Most retail fueling sites contain either twisted pair wiring or current loop (two-wire) running to the forecourt, which today only supports narrowband communications. FlexPay™ Connect provides retailers a way to upgrade their sites to support high-speed IP-based communications to the dispenser. FlexPay™ Connect is comprised of the following components:

- **Backroom Communications Module (BRCM) –** Long-range Ethernet switch converts the Ethernet signal into twisted pair. (One BRCM supports up to eight dispensers.)
- **Dispenser Communications Module (DCM) –** Converts the twisted pair signal back into Ethernet in the dispenser. (One DCM is required in each dispenser.)



WANT TO GO WIRELESS?

ALLIED ELECTRONICS

A wireless solution from Allied Electronics is available which allows you to go wireless between the POS and dispensers. This solution is a cost-effective alternative for sites that want to upgrade to EMV, but don't want to pull new Ethernet wire or if their existing 2-wire doesn't meet requirements of other available wired solutions. An example of this solution is shown below.

POS PROTECT +

With an increase in breaches and fraud, security is one of the most important considerations for a store that processes credit cards. To combat this, CHS Payment Solutions is excited to offer merchants the POS Protect + program. This program will provide tools and resources to assist in managing Payment Card Industry Data Security Standards (PCI DSS) and help keep location information and data secure.

The following features are included in this program:

- **Paysafe UTM –** A firewall that defends your POS system against malicious cyber threats
- **PCI 1-2-3 –** A compliance solution that provides the leading tools and support necessary to analyze, remediate and validate PCI compliance
- **Remote Access (POS RA) VPN –** A persistent VPN between the POS vendor and your location

FRAUD PROTECTION

If your location experiences a large number of fraudulent chargebacks, CHS Payment Solutions recommends researching additional tools to help mitigate AFD fraud, such as Address Verification Service (AVS) and Velocity Check.

When AVS is implemented, the POS will prompt for a ZIP code during transactions. The system will then check the ZIP code provided by the customer against the billing ZIP code on file. With Velocity Check, outside transactions will be limited to three transactions per card in a 24-hour period. After three transactions, cardholders will be forced to pay inside.

SECTION 4: RETAIL IMAGE & MAINTENANCE

PRICE SIGNS & CANOPIES

- PRICE SIGNS
- CANOPIES

SUPPORT

- IMAGE SALES
- IMAGE INSTALLATION
- IMAGE MAINTENANCE PLANS
- TANK MAINTENANCE

COMPLIANCE

- RETAIL EXCELLENCE (RED) MYSTERY SHOP PROGRAM

CENEX

PRICE SIGNS

LED PRICE SIGNS

Our LED signs offer you state-of-the-art electronic sign technology combined with the highest level of quality and service!

ADVANTAGES OF ELECTRONIC PRICING

- Easily and safely changes prices
- Bright and eye-catching from the street
- Long-life LED
- Low power usage

ELECTRONIC MESSAGE CENTERS

Your digital message center delivers exceptional outreach into your community. These signs provide a communication tool designed to last and perform for many years into the future. We stand behind each of our electronic displays with outstanding warranties and superior customer support.

- **Boost Sales –** advertise specific item
- **Promote –** specialty items – car wash, service bay, ATM, beer cave, etc.
- **Support –** community events and your local teams
- **Communicate –** hours of operation and seasonal greetings

CANOPIES

Whether you need a full fascia replacement to freshen up your site, or repair from storm or accident damage, we can help. We can also assist you with designing canopy lighting to enhance the safety of your customers, while meeting the local code requirements of your municipality.

DID YOU KNOW?

Many image items qualify for Cenex Retail Ad Share reimbursement. See pages 13-14 for details.

IMAGE SALES

Whether you are looking to replace a decal, or add a canopy, CHS Retail Image & Equipment can help with all of your imaging needs.

A Price signs and high-rise signs
- Product panels
- LED Digits
- Electronic Message Centers
- Paint

B Canopy construction

C Canopy lighting

D Canopy fascia and Halo lighting

E Canopy signage

F Fueling island image items
- Flag signs
- Paint
- Bollard covers

G Dispenser graphics
- Valances
- Door skins
- Decals

H Island amenities
- Windshield service units
- Trash containers

Questions? Contact your Cenex Representative or visit **cenexhub.com**.

IMAGE INSTALLATION

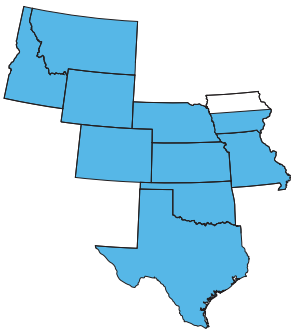
With nearly 45 years of combined experience with the Cenex brand, our image partners can help you with everything from cleaning your dispensers and refreshing paint on your fueling island to replacing bulbs in your price sign and cleaning your canopy decking.

PREFERRED IMAGE VENDORS ALSO SPECIALIZE IN:

- Image upgrade and conversion
- Vinyl applications
- Sign installation
- Pump graphics
- Digital printing
- Canopy lighting

OCI Image Team

Contact: 316-321-2275



ROSE CITY INCORPORATED

Contact: 800-594-9451

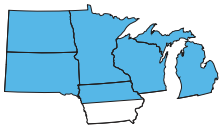


IMAGE MAINTENANCE PLANS

When it comes to maintaining your retail fueling location, prevention is always better than the cure. Cenex prides itself on an attractive, clean image, and you play an important role in making sure your store is safe and inviting to potential customers.

You've got a lot on your plate, and when you are caught up in day-to-day operations, it's sometimes easy to let maintenance fall to the bottom of your to-do list.

Contact your image partner to create a customized maintenance program that's right for you. Programs may include everything from basic maintenance such as cleaning dispensers, power-washing fuel island curbs and painting, to full canopy inspections, cleaning and repairs.

Best of all, your image maintenance program, and any image materials purchased based on our vendor recommendations, qualify for reimbursement under the Cenex Ad Share program.

DID YOU KNOW?

Many image items qualify for Cenex Retail Ad Share reimbursement. See pages 13-14 for details.

TANK MAINTENANCE

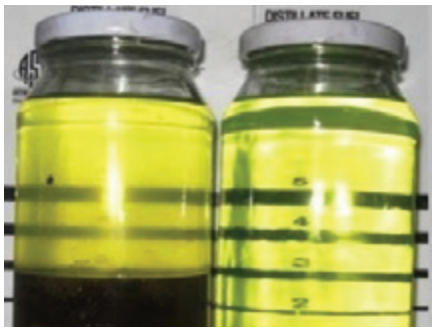
Seneca Waste Solutions' Fuel Restoration and Tank Cleaning process provides comprehensive and effective fuel quality solutions to ensure optimal product at all times.

Unlike other tank cleaning services, this market-leading technology sweeps the entire tank floor to remove free phase water from the tank. Only liquid waste (not fuel) is removed from the site. Seneca's fuel restoration and tank cleaning service can be completed in just a day, reducing downtime and making for a quicker, more convenient solution.

Fill out the form at **senecaco.com/fuelrestoration** or contact Justin Richmond at 515-350-8693 to find out how Seneca is YOUR *Complete Solution!*

Seneca Companies™

The Complete Solution



RETAIL EXCELLENCE DAILY (RED) MYSTERY SHOP PROGRAM

To ensure brand integrity and the best customer experience possible at all locations, CHS administers annual Mystery Shop evaluations at every Cenex® retail location. Mystery Shoppers review the exterior and interior of each location, take photos and evaluate employee performance. They then provide a comprehensive report detailing strengths and opportunities to assist c-store operators in improving their store to make it more successful.

All Cenex branded retail sites must comply with current Cenex retail image standards at all times. Your Cenex Representative can assist you with any necessary branding-related corrective actions.

HOW RED INSPECTIONS WORK

CHS contracts with a third-party vendor to deploy Mystery Shoppers into the field to evaluate stores. These evaluations are at no cost to the individual store or parent location. You will be given notice when the Mystery Shop evaluation will occur, although you will not know the exact date. Knowing a general time frame gives you the chance to make sure your store and staff is at their best when the Mystery Shopper arrives.

EARN POINTS BACK THROUGH CORRECTIVE ACTIONS

Through the Corrective Action Process, you will now have the opportunity to earn points back for failed questions that have been corrected.

PASSING THRESHOLD

Sites that score 90% or higher will receive a passing score.

Sites that score below 90% will have the opportunity to earn points back via the Corrective Action Process. Any sites with a score below 90% after the corrective action window closes will receive a failure fee.

Consecutive failures will result in enforcement of contractual rights to ensure compliance with Cenex Retail Image Brand Standards. Enforcement may include, but is not limited to:

- **$250.00 fine for the first failure.**
- **$500.00 fine for two or more consecutive fails.**
- **Termination of the Branded Petroleum Marketers Agreement (BPMA).**

CENEX STAR STORES

Any site(s) that scores a **PERFECT 100%** will receive the honor of becoming a **CENEX STAR STORE**. **STAR** Stores will receive a **FREE** marketing kit which will include marketing materials and recognition to promote their status as a **STAR** store.

*Please note, STAR Stores are reserved for locations that receive 100% without corrective action point adjustments.

GETTING READY

To prepare for your RED evaluation, visit the Retail Image section on **cenexhub.com**. There, you'll find a Mystery Shopper preparation checklist and the Mystery Shop Evaluation Guide.

You can also train your store team on the RED Mystery Shop program via Training tab on **cenexhub.com**.

DID YOU KNOW?

Cenex® Ad Share covers site image and maintenance items to refresh the exterior of your store. Keeping a clean, bright image helps drive consumer preference and foot traffic.

Questions? Contact your Cenex Representative or visit **cenexhub.com**.

SECTION 5: OPERATIONS/EDUCATION

OPERATIONS

- ABOUT CHS RETAIL SOLUTIONS
- CHS RETAIL SPECIALISTS
- CENEXPO
- OPERATIONAL ASSESSMENT
- PREFERRED VENDOR PROGRAM
- 5-STAR FEASIBILITY STUDY

EDUCATION

- C-STORE OPERATIONS ONLINE TRAINING
- FOOD SAFETY TRAINING PROGRAM
- ONLINE EMPLOYEE TRAINING
- PCI 1-2-3
- C-STARS

ABOUT CHS RETAIL SOLUTIONS

CHS Retail Solutions works with you to put together the pieces of a successful business. Our variety of programs and services available include retail operations consulting, training services, inventory management software solutions, employee development opportunities, site and market evaluations, and more. Best of all, each program can be tailored to best fit the needs of your business.

For more information on how the CHS Retail Specialist Program can help you succeed in today's competitive environment, visit the Retail Operations section of **cenexhub.com**, contact **retailsolutions@chsinc.com** or call Bob Christopherson, Retail Support Manager at 763-486-8404.

CHS RETAIL SPECIALISTS

DELIVERING SMART SOLUTIONS & POSITIVE RESULTS

Whether you have a specific product to tackle, or are seeking ongoing consultation to meet your goals for improvement, using the services of a CHS Retail Specialist can mean the difference between profit and loss in the competitive c-store business. Trained to bring expert advice to your store, Retail Specialists are equipped with ideas for business development, store operations, revenue generation and expense controls to maximize your overall performance.

The CHS Retail Specialists have many years of industry practice as well as the benefit of ongoing experience working with other retailers who face similar challenges and opportunities. They'll bring you creative ideas, plus the most up-to-date information and progressive strategies to improve your store in ways you may not have the know-how or time to do.

WHAT RETAILERS SAY:

"We have been involved with the CHS Retail Solutions Consulting Program for a couple years now. It has been a great tool for our cooperative by giving us direction and benchmarks to achieve. The program has allowed all of our locations to achieve a higher local net while giving us direction into the future of the retail business. With the increased efforts by our staff and the partnership with the consulting program we are set up for even more success in the future."

— Devin McGrath, Director of Retail and Lubricants, CBH Cooperative

"Our CHS Retail Specialist, Doug Richardson, has been a game changer at our cooperative. Doug has brought new ideas and solutions to the forefront of our retail locations. It is a tremendous benefit to have Doug's perspective as he deals with not only our cooperative but many throughout our industry. Doug brings real time experiences to the table which helps us make educated decisions to better our retail sites and stay competitive in our market."

— Jason Cullen, CEO/General Manager, New Horizons Supply Cooperative

"I love the Retail Specialist program, it provides my c-stores the support that helps them to be successful. My Retail Specialist is so hands-on, it's incredible! The training is spot on and brings ideas that elevate our business. Beth Wiechmann is an extension of our team. She supports our goals and adds her experience that hits a home run with my managers. This program helps me in all areas of the business and the personal touch is what makes it to be so successful."

— Mike Nix, GM, Lake Region Co-op

CENEXPO

AN EXCLUSIVE EVENT FOR CENEX® BRANDED OPERATORS

Grow your business within the Cenex® network with this free, two-day educational and networking event. CENEXPO offers the ability to gather product information, learn about new technology, build stronger working relationships, and hear educational seminars geared to improving your stores profitability, build your sales culture and become a leader in the industry.

CENEXPO PROMISES YOU WILL:

- Gain fresh ideas to improve your bottom line
- Sample new product offerings
- Discover new menu concepts to drive traffic
- See new technology products and services to increase efficiency and reduce costs
- Learn about effective sales tools and business tips
- Have an empowering, educational experience relevant to your operation today
- Network with both industry suppliers and other Cenex-branded owners and operators
- Learn important leadership practices from national and internationally recognized speakers

WHAT ATTENDEES SAY:

"CENEXPO has been a great tool for myself and my staff. The strategically placed booths gives you the ability to interact with vendors and network with other Cenex owners in a comfortable setting. The key note speakers are always top notch! I highly recommend attending."

— Brad Podevels, VP of Retail, River Country Cooperative

"CENEXPO is a great opportunity to not only network with current vendor partners and discuss upcoming market trends, but also gain new business by bringing in new products discovered at the show. Our cooperative was also able to benefit with improved margins due to better buying opportunities offered the day of the event!"

— Tim Toraason, Retail Operation Manager, ALCIVIA

OPERATIONAL ASSESSMENT

Through our Cenex C-store Operational Assessment, our retail experts can provide a fresh perspective and offer invaluable insight to help manage and grow your business. As a convenience store operator, you know the importance of running an efficient and profitable operation.

Our Retail Specialists are experts in the industry and can provide you valuable insight on what your store needs to be a healthy and successful operation. Through this assessment, they take an in-depth look at key areas of a successful operation including:

- Overall facility appearance
- Merchandising
- Customer service
- Competitor analysis
- P&L comparison to industry benchmarks

"After a recent merger of two cooperatives, the operational assessment allowed us to focus on consistency and efficiency throughout our retail footprint."

— Nick Alderson, CEO, CBH Co-op

PREFERRED VENDOR PROGRAM

Preferred vendor partners are chosen because of their willingness and ability to provide Cenex branded locations with quality products and services that will assist the location by increasing buying power, reducing operating expenses and increasing sales.

A detailed list of our current preferred vendors can be found on the Retail Operations section of **cenexhub.com**.

5-STAR FEASIBILITY STUDY

The Cenex® 5-STAR Feasibility Study offers you a comprehensive analysis to determine the financial strength of an existing or potential retail operation. The unbiased analysis can project gasoline volume and in-store revenue or profit potential, providing you leverage in your negotiations and investment decisions.

THE 5-STAR FEASIBILITY STUDY CAN ASSIST IN DETERMINING WHETHER TO:

- Remodel your existing facility
- Implement a foodservice concept
- Construct a new convenience store
- Purchase a new store
- Sell your current location or determine profit potential of your existing operation

"We have commissioned six 5-STAR Studies over the past few years. The process is quick and easy from a retailer's perspective. The studies have been very accurate in the instances in which we moved forward with an investment. Also, I believe that the studies have helped us fit our investment properly to the opportunities that we were evaluating. On the flip side the studies have kept us from making some big mistakes! We are just about to order another study next week!"

— De Lone Wilson, Cubbys II – MFA Oil

LEARN MORE

To schedule your C-store Operational Assessment or to learn more about the 5-Star Feasibility Study, visit the Retail Operations section of **cenexhub.com** or email Bob Christopherson, Retail Support Manager, at **bob.christopherson@chsinc.com**, or call 763-486-8404.

C-STORE OPERATIONS ONLINE TRAINING

Cenex® is proud to provide comprehensive online employee training packages that are affordable, relevant and designed specifically for convenience stores. Our training packages cover a wide variety of topics to help ensure employees of all levels are set up for success and aim to:

- Improve Customer Satisfaction
- Reduce Compliance Issues
- Increase Employee Retention

The training information is presented in an easy-to-use format and helps streamline your site's administrative training tasks by offering:

- Cloud-based Access
- Consistent Messaging
- Real-time Reporting
- Quizzes and Exams

Visit the Training page on **cenexhub.com** to learn more about this service available to you through a collaboration with NACS and Ready Training Online (RTO).

DID YOU KNOW?

Training packages available on **cenexhub.com** are eligible for 50% Ad Share Reimbursement.

FOOD SAFETY TRAINING PROGRAMS

SERVSAFE® CERTIFICATION & RE-CERTIFICATION

Certified by the National Restaurant Association, this industry-recognized program provides food safety training and addresses the most urgent food safety challenges. ServSafe is the most widely accepted food safety training among local, state and federal health departments. Our experienced trainers are ServSafe Certified Instructors so you can feel confident you'll receive the highest standard of food safety training.

Contact us at 651-355-8491 to schedule a custom ServSafe class today. View current schedule and register online at **chsinc.com/foodsafety** and select Food Safety Training.

ONLINE EMPLOYEE TRAINING

A well-trained team is crucial to your store's success. CHS supports education and training with four retail training modules that are available on **cenexhub.com**.

These training courses are designed to provide you an overview of key Cenex® programs and how each program will help your store remain successful. Managers and sales associates choose from the training topics, each of which shows you step-by-step how the various programs work.

TRAINING FOR EVERYONE

The online training modules are designed to give your staff the tools and confidence to promote the following Cenex programs:

1. **Cenex Gift Cards**
   Learn how the Cenex brand's gift card program can help your store become more profitable. From selling techniques to gift card terminology, the training will prepare associates to handle customer questions and energize your gift card business.

2. **Cenex Credit Cards**
   Learn the unique attributes of the Cenex proprietary credit cards through this online training.

3. **Cenex Mystery Shop Program RED Inspections**
   Learn what to expect when your store is visited by a Mystery Shopper. Help make the Mystery Shopper's visit a positive experience by educating associates on the program and its purpose.

4. **Basic Petroleum Training**
   Get back to the basics and learn about the advantages of using Cenex branded fuels. Learn about Cenex® TOP TIER™ Detergent Gasoline to the proprietary additive package in Cenex Premium Diesel Fuels. This course is perfect for all types of employees, and it will give your team the knowledge they need to feel confident in answering fuel-related questions.

GETTING STARTED

1. Visit cenexhub.com
2. Log in or register
3. Click on the 'Training' tab
4. Select 'Start Product Training Now' link

PCI 1-2-3

PCI 1-2-3 is a comprehensive platform that assists merchants in fulfilling PCI Compliance requirements. This solution is a one-stop-shop for your PCI Compliance needs, and is included with the POS Protect+ program.

PROGRAM BENEFITS

- Easy instructions to determine which SAQ to use
- Frequently asked questions in layman terms versus technical terms
- Policy and procedure templates available
- Annual online e-learning employee awareness training and training documentation
- Platform to complete your SAQ
- Completion of required network vulnerability scans
- On-demand security training

C-STARS CONVENIENCE STORE TRENDING & REPORTING SYSTEM

C-STARS is an easy-to-use software program that provides the data you need to accurately track your inventories. Use the charts, graphs and management reports to help track and reduce shrinkage, while improving your gross margins.

Some benefits include:

- Minimize time spent compiling and analyzing data
- Quickly verify monthly vendor statements
- Eliminate over-staffing
- Better control labor cost
- And more!

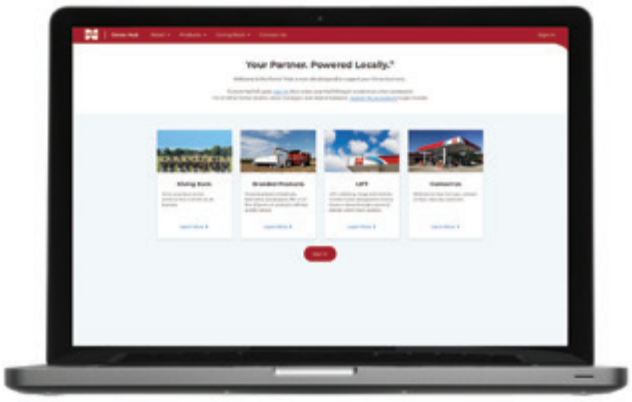
SECTION 6: RESOURCES

RESOURCES

- CENEX® HUB
- *IN THE KNOW* E-NEWSLETTER
- 2022 CENEX® RETAIL AD SHARE CLAIM FORM – ADVERTISING CLAIM FORM
- 2022 CENEX AD SHARE PROGRAM – SITE IMAGE & MAINTENANCE CLAIM FORM
- 2022 CENEX BILLBOARD REBATE FORM
- 2022 HIGHWAY LOGO SIGN REBATE FORM
- 2022 TECHNOLOGY REBATE PAYMENT REQUEST FORM
- DISPENSER DECAL AND FUELING ISLAND ORDER FORM
- FAQS

INDEX

CENEX HUB



The Cenex® brand has consolidated several of its websites to create one centralized, full-service site at **cenexhub.com**. This new platform will make it much easier and more convenient for you to build your Cenex business using our branded tools.

Bookmark the site to access all Cenex-branded product and program information for your business, including:

- Marketing and brand support
- Retail initiatives
- Training resources
- Hometown Pride
- Ad Share support
- Red Inspection guidelines
- Preferred Vendor information

Signing into the new site is a snap. Current myCHS users can use their existing credentials to easily log into the Cenex Hub. There is no need to register for a new account. New users can easily register for an account on **cenexhub.com**.

If you have any questions about **Cenex Hub** or our branded products and programs, please reach out to your Cenex Representative, use the **Contact Us** feature at the Cenex Hub, or email us at **cenexhub@chsinc.com**.

IN THE KNOW E-NEWSLETTER

Stay connected to the latest news and information from Cenex with weekly email updates from the FREE *In The Know* E-Newsletter. Four editions are available monthly, with a different focus each week:

Week 1: Retail Marketing & Operations
Week 2: Payment Solutions
Week 3: Premium Diesel Fuels & Cenex Lubricants
Week 4: Energy Equipment

Subscribe to any or all *In The Know* E-Newsletters online at **retail.chsintheknow.com/subscribe**.

2022 CENEX® RETAIL AD SHARE CLAIM FORM
ADVERTISING CLAIM FORM

Company name _____ Account # _____

Address _____

City _____ State _____ ZIP _____

Submitted by (please print) _____

Phone _____ Email _____

Manager's Signature _____ Date _____

The CHS fiscal year runs from **September 1 through August 31**. Ad Share claims must include invoices dated on or before **August 31, 2022**. The deadline for submitting claims is **September 30, 2022**.

Marketing and advertising templates available on Cenex Shop automatically qualify for Ad Share reimbursement. All other marketing and advertising efforts being submitted for Ad Share reimbursement must be preapproved prior to claim submission.

ITEM BEING CLAIMED	REIMBURSE	REQUIRED DOCUMENTATION	CLAIMED AMOUNT
Marketing Materials (Sales flyers, Direct mail, Store signage, Coupons, Punch cards, etc.)	75%	Cenex Shop order confirmation or invoice	$
Print Advertising	75%	Paid invoice and original tear sheets	$
Radio Advertising	75%	Paid invoice and notarized affidavit of performance, including script	$
Cenex Uniforms and Name Badges	75%	Cenex Shop order confirmation or invoice (Invoice must include item numbers)	$
Outdoor Billboards and Highway Logo Signs	75%	Paid invoices (A photo of your billboard or highway logo sign is required at least once per year)	$
Cenex Merchandise and Apparel	75% up to $1,000* *1,000 maximum per fiscal year	Cenex Shop order confirmation or invoice	$
C-Store Operations Online Training Packages Available on cenexhub.com	50%	Paid invoices	$
Select Personal Protective Equipment (PPE) (see pg. 15 for approved items)	75%	Paid invoices	$
		TOTAL:	$

Claims can be submitted electronically at cenexhub.com or by emailing forms and supporting documents to cenexadshare@chsinc.com. Claim forms and supporting documents may also be printed and mailed to the address below. Deadline for submitting claims is September 30, 2022.

CHS | ATTN: Ad Share | MS 572 | P.O. Box 64089 | St. Paul, MN 55164-0089

2022 CENEX® AD SHARE PROGRAM
SITE IMAGE & MAINTENANCE CLAIM FORM

Company name _____ Account # _____

Address _____

City _____ State _____ ZIP _____

Submitted by (please print) _____

Phone _____ Email _____

Manager's Signature _____ Date _____

The CHS fiscal year runs from **September 1 through August 31**. Site Image & Maintenance Ad Share claims must include invoices dated on or before **August 31, 2022**. The deadline for submitting claims is **September 30, 2022**.

Reimbursement rates vary. Please reference pages 13-15 for more information.

ITEM BEING CLAIMED Reimbursement rates vary. Please see pages 13-15 for more information.	REQUIRED DOCUMENTATION	CLAIMED AMOUNT
Main ID (MID) (Electronic message board, Installation fees for bulbs and repairs, LED panels, Main ID sign/high-rise sign – new and replacements, Product panel, Replacement LED numbers and bulbs, Sign face panel/branded product panel, Sign poles)	Paid invoice and photo of completed project	$
Building/Parking Lot (Asphalt/concrete repairs, Cigarette disposal containers, Curb repair, Parking bollards, Power-wash service, Restriping)	Paid invoice and photo of completed project	$
Fueling Island/Forecourt (CHS approved trash cans/recycling, Concrete repairs, Curbs, Fueling island bollards, Island form/column, Power-wash service, Windshield service centers)	Paid invoice and photo of completed project	$
Canopy (Canopy columns, Canopy fascia and replacement sections, Canopy LED down lighting, Cenex logo, Clearance and product decals, Column flag signs, Replacement lens covers, bulbs and ballasts, Under decking cleaning/maintenance, Underdecking paint)	Paid invoice and photo of completed project	$
Dispensers (Bezel locks, Dispenser door skin replacement/decal replacement, Dispenser refacing, Dispenser riser panels, Nozzle covers and splash guards, Pump decals, Pump toppers and frames, Security stickers, Valance)	Paid invoice and photo of completed project	$
	TOTAL:	$

Claims can be submitted electronically at cenexhub.com or by emailing forms and supporting documents to cenexadshare@chsinc.com. Claim forms and supporting documents may also be printed and mailed to the address below. Deadline for submitting claims is September 30, 2022.

CHS | ATTN: Ad Share | MS 572 | P.O. Box 64089 | St. Paul, MN 55164-0089

2022 CENEX® BILLBOARD REBATE FORM

Company name _____ Account # _____

Address _____

City _____ State _____ ZIP _____

Submitted by (please print) _____

Phone _____ Email _____

Store name _____

Address _____

City _____ State _____ ZIP _____

Billboard location _____

Example: Hwy 123, Exit 105, or Hwy 123, East of Anytown

The CHS fiscal year runs from **September 1 through August 31**. Billboard Ad Share claims must include invoices dated on or before **August 31, 2022**. The deadline for submitting claims is **September 30, 2022**.

New billboard rebates equal to the cost of the billboard production and installation, up to $1,000 per site, are available to retailers who meet eligibility requirements and have the billboard posted by **August 31, 2022**. Actual rebates are based on production and installation costs and are contingent on approved artwork and program requirements. Signs posted on buildings, semitrailers, etc. are not eligible. **Ongoing lease fees** for existing qualified billboards will be reimbursed at 75% subject to Retail Ad Share fund availability.

REQUIRED (MUST SELECT ONE OPTION BELOW):

NEW BILLBOARDS:

- ☐ New **full** billboard* with qualified** lease
- ☐ New **half** billboard* with qualified** lease (rebate will be pro-rated)

ONGOING LEASE FEES FOR EXISTING QUALIFIED BILLBOARDS:

- ☐ **Full** billboard ongoing lease fees
- ☐ **Half** billboard ongoing lease fees (rebate will be pro-rated)

REQUIRED ITEMS FOR CLAIM SUBMISSION:

☐ Photo of billboard ☐ Copy of all related invoices (production and installation and/or ongoing lease fees)

Product & Installation (if applicable) $ _____ Ongoing Lease Fees (if applicable) $ _____

Manager's Signature _____ Date _____

Claims can be submitted electronically at cenexhub.com or by emailing forms and supporting documents to cenexadshare@chsinc.com. Claim forms and supporting documents may also be printed and mailed to the address below. Deadline for submitting claims is September 30, 2022.

CHS | ATTN: Billboard Rebate Offer | MS 572 | P.O. Box 64089 | St. Paul, MN 55164-0089

*A qualified billboard is a commercial billboard space located on a major highway or interstate.
**A qualified lease is a 12-month or longer lease through a professional billboard leasing company.

2022 HIGHWAY LOGO SIGN REBATE FORM

Company name _____ Account # _____

Address _____

City _____ State _____ ZIP _____

Submitted by (please print) _____

Phone _____ Email _____

Store name _____

Address _____

City _____ State _____ ZIP _____

Highway logo sign location _____

Example: Hwy 123, Exit 105, or Hwy 123, East of Anytown

The CHS fiscal year runs from **September 1 through August 31**. Highway Logo Sign Ad Share claims must include invoices dated on or before **August 31, 2022**. The deadline for submitting claims is **September 30, 2022**.

Rebates equal to the cost of the logo sign production and installation, up to $1,000 per site, are available to retailers who meet eligibility requirements and have the logo sign posted by **August 31, 2022**. Actual rebates are based on production and installation costs and are contingent on approved artwork and program requirements. Signs posted on buildings, semitrailers, etc. are not eligible. Ongoing lease fees for existing qualified highway logo signs will be reimbursed at 75% subject to Retail Ad Share fund availability.

REQUIRED (MUST SELECT ONE OPTION BELOW):

☐ New highway logo sign* with qualified** lease

☐ Ongoing lease fees for qualified existing highway logo sign

REQUIRED:

☐ Photo of posted logo sign

☐ Copy of all related invoices (production and installation and/or ongoing lease fees)

Product & Installation (if applicable) $ _____ Ongoing Lease Fees (if applicable) $ _____

Manager's Signature _____ Date _____

Claims can be submitted electronically at cenexhub.com or by emailing forms and supporting documents to cenexadshare@chsinc.com. Claim forms and supporting documents may also be printed and mailed to the address below. Deadline for submitting claims is September 30, 2022.

CHS | ATTN: Outdoor Advertising Rebate Offer | MS 572 | P.O. Box 64089 | St. Paul, MN 55164-0089

*A qualified logo sign uses the Cenex logo in conjunction with approved standards.
**A qualified lease is a 12-month or longer lease of a logo sign located on a major highway or interstate.

2022 TECHNOLOGY REBATE PAYMENT REQUEST FORM

Parent Company Name _____ Parent Account # _____

Upgraded Site Name _____ Site Account # _____

Site Address _____

City _____ State _____ ZIP _____

Submitted by (please print) _____

Phone _____ Email _____

Signature _____ Date _____

Important rebate details:

- Rebates are available for all Cenex® branded marketers.
- Only one rebate per category applies, unless otherwise noted.
- Equipment must be purchased through, and installed by, an authorized equipment distributor.
- Equipment must be purchased by **August 31, 2022** and installed by **December 31, 2022**.
- Required documentation to be submitted with this form includes invoice with detailed description of purchased equipment and final installation invoice.

CATEGORY	TECHNOLOGY OPTION	ELIGIBLE EQUIPMENT	AVAILABLE REBATE	QTY	TOTAL
Dispenser	Option 1 – Replace	New EMV capable fuel dispenser(s)	$3,000 per dispenser $18,000 max per site		$
	Option 2 – Upgrade	EMV hardware for existing dispensers	$1,500 per dispenser $9,000 max per site		$
	Option 3 – Connectivity	Dispenser connectivity equipment to enable outdoor EMV communications in existing dispensers	$1,500 per dispenser $9,000 max per site		$
	Additional Option (may be combined with other dispenser rebates)	Contactless (NFC) card readers	$500 per dispenser $3,000 max per site		$
	Additional Option (may be combined with other dispenser rebates)	In-Store/back room connectivity equipment to enable outdoor EMV communications	$1,000 max per site		$
Point-Of-Sale	Option 1 – New Point-Of-Sale System	CHS supported Point-Of-Sale	$2,000		$
	Option 2 – Self-Checkout	Self-Checkout for CHS supported Point-Of-Sale System	$2,000		$
	Additional Option (may be combined with other POS rebate options)	EMV capable PIN pad(s) for use in-store with Point-Of-Sale unit	$400 per PIN pad $800 max per site		$
				TOTAL:	$

Submit payment request form and supporting documentation to: cenex.projects@chsinc.com or fax to 866-683-0173.

DISPENSER AND FUELING ISLAND ORDER FORM

Your Name _____ Email Address _____

PARENT ADDRESS

Parent Name _____

Address _____

City/State/ZIP _____

Account # _____

SITE (SHIP TO) ADDRESS

Site Name _____

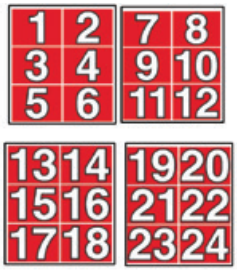
Address _____

City/State/ZIP _____

Account # _____

Prices shown on this form are subject to change without notice. They are subject to taxes and freight. For the most current information, contact CHS Retail Image & Equipment at **800-852-8186, Opt. 4**.

REQUIRED DECAL KITS				
Qty.	Item		Description	Price Ea.
	Dispenser Decal Kit (1 required per dispenser)		Includes: • 2 Be Safe When Fueling Decal (4.75"x6" oval) • 2 Pump Safety Regulatory Decal (8"x12") • 2 Cenex Credit Card Decal (2.75"x2.75")	$17.03
	Minimum1 required	Pump numbers 1-6	Includes: 1 each pump numbers 1-6	$18.92
		Pump numbers 7-12	Includes: 1 each pump numbers 7-12	$20.48
		Pump numbers 13-18	Includes: 1 each pump numbers 13-18	$23.03
		Pump numbers 19-24	Includes: 1 each pump numbers 19-24	$23.03
	Top Tier Decal Sets (1 set required per gasoline product)		Includes: • 1 Large Decal • 1 Small Decal	$0.58
	Highway Diesel Decal Kit (1 required for each on-road diesel hose)		Includes: • 2 Highway Diesel Fuel Decal (3"x5") • 2 Ultra Low Sulfur Hwy Diesel 15 PPM Decal	$9.45
	Dyed Diesel Decal Kit (1 required for each off-road diesel hose)		Includes: • 2 Dyed Diesel Fuel Decal (3"x5") • 2 Ultra Low Sulfur Non-Hwy Diesel 15 PPM Decal	$9.45



Please return completed order form to cenex.projects@chsinc.com.

Order form continued on back >

DISPENSER AND FUELING ISLAND ORDER FORM (CONTINUED)

ADDITIONAL INDIVIDUAL DECALS			
Qty.	Item	Description	Price Ea.
	Contains 10% Ethanol	1.5”x 4”	$2.02
	May Contain 10% Ethanol	1.5”x 4”	$2.02
	Contains No Ethanol	1.5”x 4”	$2.02
	Be Safe When Fueling Decal	4.75” x 6” (oval)	$3.71
	Ultra-Low Sulfur Highway Diesel (15ppm max)	3” x 5”	$1.60
	Ultra-Low Sulfur Non-Highway Diesel (15 ppm Sulfur Max)	3” x 5”	$1.60

FORECOURT ITEMS			
Qty.	Item	Description	Price Ea.
	Square Trash Can	42 Gallon	$140.86
	Hex Trash Can	45 Gallon	$164.39
	Combination Trash/Windshield Center	28 Gallon	$185.81
	Windshield Service Center *Cenex Insert Sold Separately*	“New Style” Cenex Insert should be ordered with this service center	$119.54
	Cenex Logo Windshield Service Insert	“New Style” – Square Shape (9.25” x 8.75”)	$11.12
	Cenex Logo Windshield Service Insert	“Old Style” – Trapezoid Shape (11.8” x 11”)	$11.27
	Pump Topper Frame	Fits 12” x 20” Inserts	$51.75
	Flag Sign Blank	1 Flag Sign (numbers not included)	$25.62
	Flag Sign Numbers 1-6		$19.35
	Flag Sign Numbers 7-12		$21.63
	Flag Sign Numbers 13-18		$21.63
	Flag Sign Numbers 19-24		$23.91
	Spray Paint Touch Up Kit	Includes: • 1 sheet of fine sandpaper • 1” roll of painters masking tape • 1 set of large sized gloves • 1 foam sponge • 1 spray paint can of Safety Red • 1 spray paint can of Galvano • 1 spray paint can of Haze Gray	$66.13

Please return completed order form to cenex.projects@chsinc.com.

FAQS

WHERE CAN I REVIEW MY AD SHARE BALANCE?

Customers can view their current Cenex® Ad Share funds by visiting the **Ad Share** area on **cenexhub.com**. Both Retail and Premium Diesel Ad Share balances will appear in the **Ad Share** area.

Current MyCHS users can use their existing credentials to easily log into the Cenex Hub. There is no need to register for a new account.

New users can select the "Register for an Account" link on **cenexhub.com** and follow the user-friendly instructions for setting up an account.

If you have any questions about the Cenex Hub or how to view your Ad Share balances, please reach out to your Cenex Representative, use the "Contact Us" feature on the Cenex Hub, or email us at **cenexhub@chsinc.com**.

HOW DO I SUBMIT AN AD SHARE CLAIM?

Claims can be submitted electronically at **cenexhub.com** or by emailing forms and supporting documents to **cenexadshare@chsinc.com**. Claim forms and supporting documents may also be printed and mailed to the address listed on the claim form.

HOW DO I ORDER MORE PUMP TOPPERS & SIGNS FOR MY STORE?

Visit **cenexshop.com** for a variety of pump toppers and store signs — customizable with your own store information. Cenex Shop also carries a variety of items in stock and ready for quick delivery.

WHERE CAN I ORDER MORE GIFT CARDS?

Gift cards, including both jackets and plastics, are FREE and may be ordered online at **cenexshop.com**.

WHERE CAN I ORDER MORE CREDIT CARD APPLICATIONS?

Credit card applications and acrylic application displays may be ordered online at **cenexshop.com**.

WHO DO I CONTACT FOR QUESTIONS REGARDING STORE & EVENT MARKETING, CURRENT PROMOTIONS, AD SHARE FUNDS & OUTDOOR ADVERTISING REBATES?

Contact your Cenex Representative or the Cenex Refined Fuels Marketing team at **refinedfuelsmarketing@chsinc.com**.

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