



New Decade

New Directions

WOMA Convention



Rob McKenna
Washington State
Attorney General

Keynote: June 23
11:00 a.m.

June 21-24

2010 WOMA CONVENTION at SUNCADIA™

New Decade New Directions!

The 2010 Convention Committee is proud to bring the convention back to Suncadia Lodge and Resort. The location, venue and premier golf received high marks from exhibitors, marketers and spouses alike – so we signed an agreement for 2010 and 2011.

With some very minor tweaks and changes to the schedule, we are prepared to bring to you yet another fantastic year of networking, good times, outstanding golf, and business enterprise!

We are again offering sponsorship opportunities for those of you who would like to boost your company's visibility at the convention. Our highest and most coveted sponsorships derive from the convention **Premium, Hi-Octane,** or **Regular** Sponsor levels. Each choice gives you additional registrations, extra drink tickets, complimentary golf, and more. However, we have added some additional opportunities for those of you wanting to step it up this year and get more involved! Check out the attached sponsorship form.

The 2010 Convention venue is at Suncadia Lodge and Conference Center and, like last year, limited to 44 exhibitor spaces. We have three different kinds of booths, to fit everyone's taste and style!

- There are thirty-six (36) standard-sized 8' X 10' booths
- There are three (3) very exclusive end-cap booths which are 8' x 16'
- And eight (8) high-traffic table top booths in very visible locations

So, whatever suits your needs, the Washington Energy and C-Store Convention has you covered!

For those companies waiting until the last minute, space may not be available. When we sell out the space, a waiting list will be established.

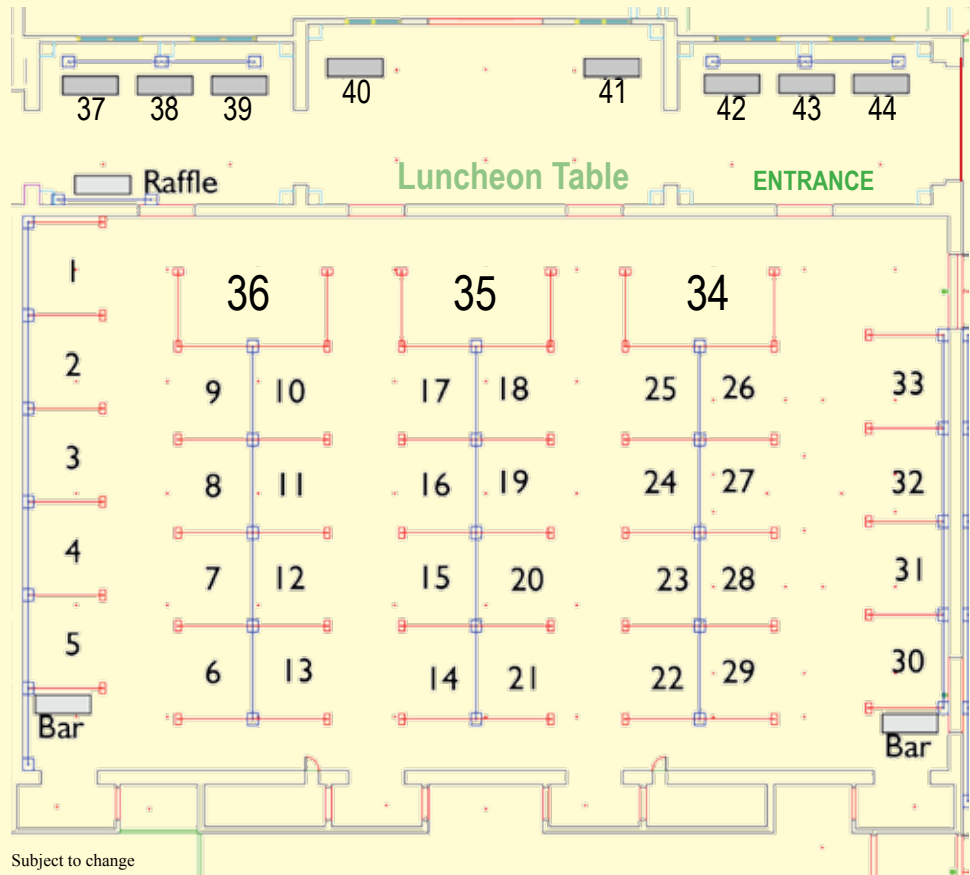
Exhibitors will have the opportunity to set up on Tuesday, June 22nd, from **7 a.m. through 8:30 p.m.**, as well as **7 a.m. to Noon** on Wednesday, June 23rd. Those who choose to participate in the annual golf tournament and horse race on Tuesday, which are always big attractions at the convention, will be

able to do so and still have plenty of time to set up your booth space. This allows you an extra marketing opportunity while enjoying golf on the beautiful Prospector Golf Course.

We will continue with last year's successful formula: A one-day trade show and raffle to help boost traffic on the floor. In order for a marketer to qualify for the raffle at 5:15 p.m., they must turn in a card showing they have stopped at every booth on the floor and at least made contact with you. This process has worked out well for the last four years, and we will continue with the idea and attempt to make the trade show raffle prizes as grand as ever. Raffle items are always needed, so don't hesitate to donate an item for the trade show raffle and increase your visibility for your company.

Return the attached form to reserve your booth selection as soon as possible. We have space for 44 booths as shown on attached trade show layout. We will update the booth map weekly on our web convention page through wpma.com, so check there to select your favorite spot. I look forward to seeing you all there again this year.

**Map of Exhibitor Booths/
Trade Show Floor**



Notes:
(36) 8'x10'
(3) 8'x16'
(8) Table Tops



June 21-24, 2010 Suncadia Resort • 3600 Suncadia Trail • Cle Elum, Washington 98922

SCHEDULE OF EVENTS

Monday, June 21st

- 2 – 5 p.m. WOMA Board Meeting
(Open to all Members)
- 6 - 8 p.m. President's Reception
- Sponsored by TankMaster/Polar Tank



Tuesday, June 22nd

- 7 a.m. – 8:30 p.m. Exhibitor Set-Up
- 7:30 - 10 a.m. WOMA Horse Race (golf event)
(Front and back nine)
- 8 a.m. Registration Open
- 9 a.m. – 4 p.m. Spouses' Wine Tour to Leavenworth
- Sponsored by Sound Refining
- 11:30 a.m. – 5 p.m. WOMA Golf Tournament
*Shotgun start at Prospector Golf Course
(Box lunch on course)*
- 6 p.m. Reception and Golf Awards
- 7 p.m. Welcome Dinner
Sponsored by Doyle's Wholesale



Wednesday, June 23rd

- 7 a.m. – Noon Exhibitor Set-Up
- 8 – 9:30 a.m. General Session Breakfast
- Sponsored by Shell
- 8:30 a.m. **GENERAL BUSINESS SESSION**
Federated Insurance Presentation
Charlie Brown: Legislative Briefing
Patrick Galvin: "How to Increase, Repeat and Return Preferred Customers in a Commoditized Marketplace"
Todd Myers: Environmental Research Director, Washington Policy Center
- 11 a.m. **KEYNOTE Rob McKenna:**
Washington State Attorney General
- 12 – 5:30 p.m. Trade Show Floor Open with Lunch
- 5:15 p.m. Trade Show Raffle
- 6 – 7:30 p.m. Cocktail Hour and Live Entertainment
Sponsored by US Oil Trading LLC
- 7 – 9 p.m. Supplier Night
- 9:30 – 11 p.m. Comedy Show - *Sponsored by Toptanx*



Thursday, June 24th

- 9:30 – 11 a.m. Brand Meetings

Washington Energy and Convenience Store Convention 2010 SPONSORSHIP PACKAGES

Exclusive SHOWCASE SPONSOR



\$3,500 PREMIUM SPONSOR



- Company name and banner prominently displayed in the Trade Show Hall
- Sign with company name prominently displayed in convention common area
- Two (2) complimentary convention registrations
- Four (4) complimentary golf registrations
- Ten (10) extra drink tickets
- Special recognition throughout the convention

\$3,000 HI-OCTANE SPONSOR



- Company name and banner prominently displayed in the Trade Show Hall
- Sign with company name prominently displayed in convention common area
- One (1) complimentary convention registration
- Two (2) complimentary golf registrations
- Six (6) extra drink tickets
- Special recognition throughout the convention

\$2,500 REGULAR SPONSOR



- Company name and banner prominently displayed in the Trade Show Hall
- One (1) complimentary golf registration
- Special recognition throughout the convention

Welcome Dinner Sponsor



President's Reception Sponsor



TANKMaster /
POLAR
Service
Centers

Comedy Night Sponsor



General Session Breakfast Sponsor



\$1,000 Horse Race Golf Sponsor

- Company name and banner prominently displayed at Horse Race and on all Horse Race materials.
- 4 complimentary registrations to Horse Race event
- Special recognition throughout the convention

Spouses' Tour to Leavenworth Sponsor



\$500 Kid's Club Sponsor

- Sponsor "Kids Club" adventures and themed activities for ages 4-12 years. Dads get golf, moms get wine tour, and the kids get a great day of fun at the Suncadia Kid's Club! Call Lea for more information.

\$375 SUNCADIA HOLE SPONSOR

- Sign prominently displayed on course hole
- Photo in the Awards slide show presentation

SPONSORSHIP COMMITMENT FORM



Mail To: WPMA
P.O. Box 571500
Murray, UT 84157
Fax #: 801-262-9413

CONVENTION INFORMATION:

Washington Energy and
Convenience Store Convention
Suncadia Lodge
Cle Elum, WA
June 21 - 24, 2010

For more information contact: Lea Wilson
(360) 443-6696 or
e-mail: lea@waoil.org

(Company Name) would like to participate with sponsorship as checked above.

Please invoice our company at the address below for the sponsorship.

Attention: _____

Address: _____

City: _____ State: _____ ZIP: _____

E-mail: _____

Fax: (_____) _____ Phone: (_____) _____

Check Enclosed: or Invoice me at above address in Month: _____
(before convention) Year: **2010**

or Charge My: MasterCard Visa American Express Discover

Account # _____ Exp. Date _____

Signature _____ Date _____

Please print, sign, make checks payable to WPMA and return to: Western Petroleum Marketers Association
PO Box 571500, Murray, Utah 84157-1500 • Fax: (801) 262-9413 • Web site: www.wpma.com