

# Exhibitor Registration



**WOMA Keynote:**  
**Turner, Mason & Company**  
**Lynn D. Westfall**  
*Executive Vice President*

**June 20-23**  
**2011 WOMA CONVENTION** at  **SUNCADIA**  
Cle Elum, WA

## *A Virtual Future ...*

Suncadia Lodge and Resort has sort of become a home away from home for the WOMA Convention and we are pleased to share with you that it will remain our home for at least the next two years.

In 2011, we have an amazing lineup of offerings for any exhibitor from across the nation wanting to speak to our membership. I am pleased and proud to announce a new software program that will launch WOMA beyond the confines of our 5-hour trade show, and create a platform for you to interact with our members 365-days a year through our new **Virtual Trade show Software Program**. This is a must see and will be presented to our exhibitors and members at the General Business session on Wednesday morning. You don't want to miss this!

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 Sponsors **Premium, Hi-Octane,** or **Regular** Sponsor levels. Each choice gives you additional registrations, extra drink tickets, complimentary golf, and more. We are continuing our special op-

portunities for those of you wanting to step it up this year and get more involved! Check out the attached sponsorship form and learn how you can support WOMA.

The 2011 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 33 standard sized 8'x10' booths
- There are 3 very exclusive end-cap booths which are 8'x16'
- And 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 21st, beginning at **7:00 a.m.** through **8:30 p.m.**, as well as **7:00 a.m.** to **Noon** on Wednesday, June 22nd. Those who choose to participate in the annual golf tournament and horse race on Tuesday, which is always a big attraction at the Convention, will be able to do

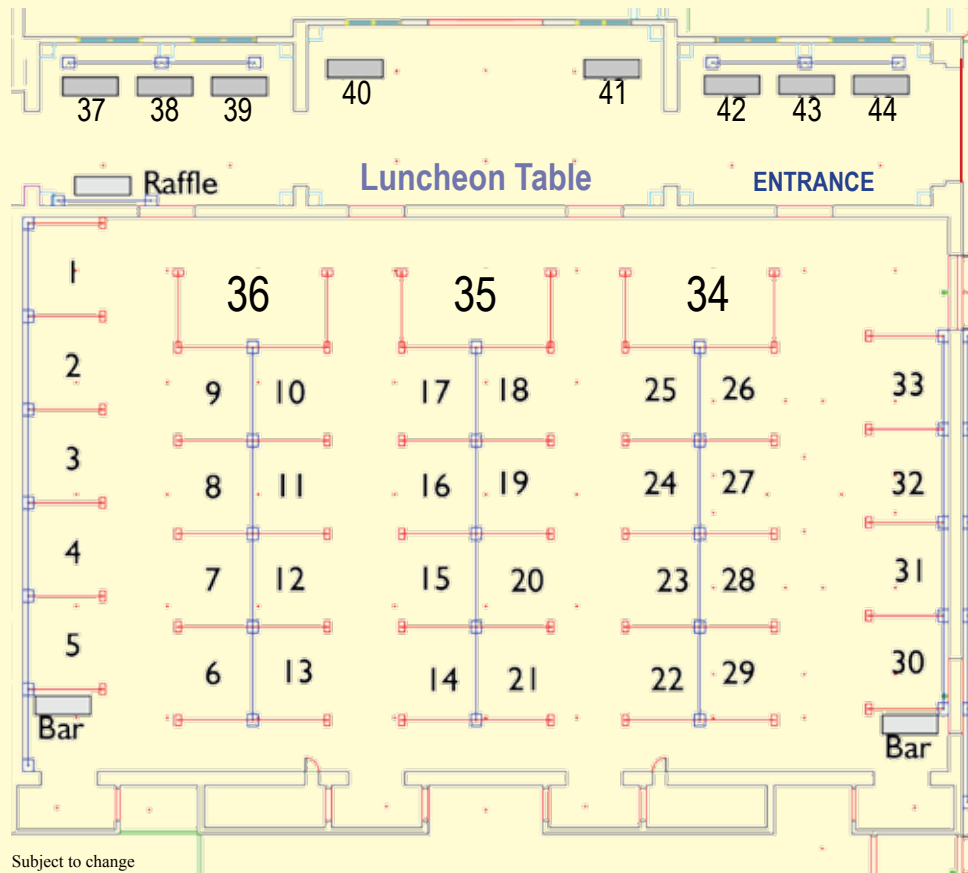
so and still have plenty of time to set up your booth space. This allows you an extra marketing opportunity while enjoying golf on the beautiful Prospector Golf Course. Don't forget to consider signing-up as a hole sponsor for a very reasonable rate of \$375!

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 4:45 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 five 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 convention page through [WPMA.com](http://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:  
 (33) 8'x10'  
 (3) 8'x16'  
 (8) Table Tops



June 20-23, 2011 Suncadia Resort • 3600 Suncadia Trail • Cle Elum, Washington 98922  
**SCHEDULE OF EVENTS**

**Monday, June 20<sup>th</sup>**

- 2 – 5 p.m. .... **WOMA Board Meeting** (*Open to all Members*)
- 6 - 8 p.m. .... **President's Reception**

**Tuesday, June 21<sup>st</sup>**

- 7 a.m. – 8:30 p.m. .... **Exhibitor Set-Up**
- 7:30 - 10 a.m. .... **WOMA Horse Race**
- 8 a.m. .... **Registration Open**
- 10 a.m. – 4 p.m. .... **Spouses' Wine & Dine Event** (on property)
- 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**
- 8 p.m. .... **Live Auction**

**Wednesday, June 22<sup>nd</sup>**

- 7 a.m. – Noon .... **Exhibitor Set-Up**
- 7:45 – 9:30 a.m. .... **General Session Breakfast**

**Wednesday, June 22<sup>nd</sup> continued**

- 8:00 a.m. .... **GENERAL BUSINESS SESSION**  
**Dan Averill:** WOMA President's Welcome  
**Bob Ogan:** WPMA 1<sup>st</sup> Vice President's Report  
**Sherri Cabrera:** PMAA Report  
**Dave Ducharme:** 2011 Legislative Update Federated Insurance  
**Lea Wilson:** New Virtual Trade Show
- 10:30 a.m. ... **Keynote Lynn Westfall:** "*Domestic Drilling Opportunities and Challenges*"  
 Lynn Westfall graduated from The University of Texas with BSChE (1975) and the University of Houston with MBA (1978). A retired Sr. Vice President & Chief Economist of Tesoro Corporation and formerly the Vice Chairman of the Western States Petroleum Association, he is considered an expert in refining economics with extensive experience in mergers and acquisitions, economic and strategic analysis, government relations and media relations.
- 12 – 5 p.m. .... Trade Show Open with Lunch
- 4:45 p.m. .... Raffle on Trade Show Floor
- 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. .... Dueling Piano Comedy Night



**Thursday, June 23<sup>rd</sup>**

- 9:30 – 11 a.m. .... Brand Meetings



# 2011 EXHIBITOR REGISTRATION FORM

Company: \_\_\_\_\_

Booth Contact: \_\_\_\_\_ Additional: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**June 20-23, 2011**

Suncadia Resort • 3600 Suncadia Trail  
Cle Elum, Washington 98922

**1. BOOTHS** Please reserve \_\_\_\_\_ **8'X16' booth(s)** @ \$1000 each, or \_\_\_\_\_ **6' High-Traffic Table Top booth(s)** @ \$550 each or \_\_\_\_\_ **8'X10' booth(s)** @ \$550 each. Please select a first, second and third choice and indicate in booth preferences below. Booths are assigned on a first come, first served basis and limited to facility size. Set up begins at 7 a.m. on Tuesday, June 21st. Tear down starts after close of show on Wednesday, June 22nd, and must be completed by 10 p.m. Call (866) 904-6300 for Suncadia Resort shipping information. **Booth Preferences** (see map on page 2): 1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

**Name of Registrant** working booth: \_\_\_\_\_

(One trade show registration is included with each booth space rental)

**2. ADDITIONAL REGISTRATIONS (same company)** includes all events except additional activities:

Additional registrants @ \$200 each — **After May 27<sup>th</sup> @ \$225 each**

Name(s): \_\_\_\_\_ ; \_\_\_\_\_

Spouse @ \$150 each - Name(s): \_\_\_\_\_ ; \_\_\_\_\_

**TOTAL NUMBER** of Additional [registrants \_\_\_\_\_ x \$200] (**After May 27<sup>th</sup> @ \$225 each**) + [Spouse \_\_\_\_\_ x \$150] = \_\_\_\_\_

### 3. ADDITIONAL ACTIVITIES

**GOLF TOURNAMENT:** ..... No. \_\_\_\_\_ @ \$165 each

**HORSE RACE (Golf event):** ..... No. \_\_\_\_\_ @ \$20 each

**SPOUSES' WINE & DINE EVENT (on property):** ..... No. \_\_\_\_\_ @ \$75 each

**4. SPONSORSHIPS: Premium** \_\_\_\_\_ @ \$3,500 each **Lunch** \_\_\_\_\_ @ \$2,000

**Hi Octane** \_\_\_\_\_ @ \$3,000 each **Breakfast** \_\_\_\_\_ @ \$1,500

**Regular** \_\_\_\_\_ @ \$2,500 each **Horse Race** \_\_\_\_\_ @ \$1,000

**Welcome Dinner** \_\_\_\_\_ @ \$3,000 **Spouse's Wine**

**President's Reception** \_\_\_\_\_ @ \$2,500 **& Dine** \_\_\_\_\_ @ \$1,000

**Comedy Night** \_\_\_\_\_ @ \$2,500 **\*\* Golf** \_\_\_\_\_ @ \$375 each

**5. TOTALS:** ..... Booths \$ \_\_\_\_\_

**Registration**\$ \_\_\_\_\_

**Golf Fees**\$ \_\_\_\_\_

**Spouses' Tour**\$ \_\_\_\_\_

**Sponsor Fees**\$ \_\_\_\_\_

**TOTAL \$** \_\_\_\_\_

**CONTACTS:** If you have any questions, comments, ideas or special needs for the convention, don't hesitate to contact any of the following people:

**REGISTRATION** ..... **Jamie Wood** (801) 263-9762

**WOMA / PNOG**..... **Lea Wilson** (360) 443-6696

**Golf** ..... **Chris Eerkes** (509) 727-5886

\*\* For Hole or Tee Sponsor. Additional Golf Sponsorship opportunities call Chris Eerkes.

For Suncadia Resort Golf Sales Office call (866) 904-6300 and select option #2.

### REGISTRATION DOES NOT INCLUDE ROOM ACCOMMODATIONS

Room block held until

**May 27**

Room block has been secured at Suncadia Resort. Book your rooms early so you can be guaranteed a spot in the block.

✓ Suncadia Lodge Reservations: Call (866) 904-6300.

No group code required

✓ Register for Convention on-line at: **www.wpma.com**

For more information visit **www.wpma.com** and click on the Washington state

### MAIL REGISTRATION FORM and PAYMENT TO:

**Attn: Jamie Wood**

**- WA '11 Show**

**PO BOX 571500,**

**MURRAY, UT 84157-1500**

or Fax to: **(801) 262-9413**

### METHOD OF PAYMENT:

**CHECK ENCLOSED**

or

**VISA**  **MC**  **DISC**  **AMEX**

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

# Washington Energy and Convenience Store Convention 2011 SPONSORSHIP PACKAGES

## \$7,500 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

## \$375 SUNCADIA HOLE SPONSOR

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

## \$3,000 Welcome Dinner Sponsor

- Sponsorship of Welcome Dinner
- Company name prominently displayed at the Welcome Dinner
- Special recognition throughout the convention
- Twenty-five (25) complimentary drink tickets

## \$2,500 President's Reception Sponsor

- Company name prominently displayed at the President's Reception
- Special recognition throughout the convention
- Direct involvement with selecting menu and theme for President's Reception
- Twenty (20) complimentary drink tickets

## \$2,500 Comedy Night Sponsor

- Company name prominently displayed during Comedy Night
- Special recognition throughout the convention
- Front and Center Table Reservation for party of 6 or 8

## \$2,000 Trade Show Lunch Sponsor

- Company name prominently displayed during the trade show lunch.
- Special recognition throughout the convention

## \$1,500 General Session Breakfast Sponsor

- Company name prominently displayed during the General Business Session Breakfast.
- Special recognition throughout the convention

## \$1,000 Horse Race Golf Sponsor

- Company name prominently displayed at horse race and on all horse race materials.
- Four (4) complimentary registrations to Horse Race event
- Special recognition throughout the convention

## \$1,000 The Spouses' Wine & Dine Sponsor

- Company name prominently displayed at the wine and dine event
- Special recognition throughout the convention
- Two (2) Complimentary registrations to the wine and dine event.

## 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 20 - 23, 2011

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

X \_\_\_\_\_  
(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: **2011**

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](http://www.wpma.com)