

WPMA

WESTERN PETROLEUM MARKETERS ASSOCIATION

Annual National Convention & Convenience Store Expo

Leveraging Our Strengths



Opening Session
Keynote Speaker:
Dennis Miller



Food Refreshments

Register Now
and
SAVE \$125!
on a principal
registration

**2011
February
22-24**

Mirage Convention Center, Las Vegas, Nevada

REGISTER TODAY - send in your 2011 registration by mail, fax, on-line or e-mail!
For more information call (801) 263-WPMA (9762) or go to www.wpma.com/national-convention

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Leveraging
Our
Strengths

You Are Invited!

2011 Schedule- at-a-Glance

Monday, February 21

8 a.m. - 5 p.m.Trade Show Setup
2 - 5 p.m.Registration Open

Tuesday, February 22

6:45 a.m.Buses leave for
WPMA Scholarship
Golf Tournament
8 a.m.WPMA Scholarship
Golf Tournament at TPC
Las Vegas Golf Course
8 a.m. - 12 p.m.Trade Show Setup
8 a.m. - 7 p.m.Registration Open
1 - 3 p.m.Workshops
3 - 7 p.m.Trade Show Open
6 - 7 p.m.Welcome Reception
Evening Open.....Suppliers Hospitality

Wednesday, February 23

7 - 8:30 a.m.Continental Breakfast
7 - 8 a.m.Cardlock Meetings
7 a.m. - 4 p.m.Registration Open
8:30 - 10:30 a.m.Opening Session
Keynote: Dennis Miller
10:30 a.m. - 3:30 p.m. ...Trade Show Open
12 - 1:30 p.m.Trade Show Buffet Lunch
12 - 2 p.m.Ladies' Luncheon
3:30 p.m.Brand Meetings
Evening Open.....Suppliers Hospitality

Thursday, February 24

6:30 - 8 a.m.Coffee and Juice Break
7 a.m. - 12 p.m.Registration Open
7 - 9 a.m.Management Sessions
9 - 10 a.m.Breakfast Buffet
on the Trade Show Floor
9 a.m. - 12 p.m.Trade Show Open
11 a.m.Silent Auction Closes
Convention Adjourns

Leveraging Our Strengths



GREETINGS TO ALL Petroleum and Convenience Store Marketers, Exhibitors, and Friends!

It is an honor and genuine privilege to extend you an invitation to our 2011 Western Petroleum Marketers and Convenience Store Exposition. Our theme for this year is

“Leveraging Our Strengths.”

I am excited about our Keynote Speaker, **Dennis Miller**. I look forward to hearing his humorous take on today’s world. We have arranged for top management professionals to address us in our workshops and management sessions, and our Trade Show will be out-

standing, as usual. The reception, lunch and breakfast buffet on the Trade Show floor will allow our attendees and exhibitors time to network with each other.

We are delighted once again to be at the Mirage. It is a venue that lends itself to informality while retaining its sense of professionalism and graciousness. The staff at the Mirage enjoy working with our group, and they diligently strive to provide excellent customer service.

It is our strong desire to entertain and enlighten our convention participants, and we hope that you have a most productive and positive experience at our Expo. If we may do anything to enhance your experience, please do not hesitate to contact us. We look forward to seeing you this coming **February 22 - 24!**

Sincerely,

Rob Franklin
2010-2011 WPMA President

Reasons to Attend this 3-Day Event

- 1** Cutting-edge technology workshops and management sessions that provide resources for education, training, networking and an exchange of ideas.
- 2** Exceptional exhibits and leading-edge industry product information.
- 3** Prestigious, reputable, motivational, knowledgeable and entertaining speakers.
- 4** Great place to make new contacts and to become more efficient and profitable in your business transactions.
- 5** WPMA convention/trade show is the most cost-effective way to do hands-on industry research or reach your marketing target.

Convention Information

Hotel Reservations

The Mirage

3400 S. Las Vegas Blvd., Las Vegas, NV 89109

Attendees may call the hotel directly or go to www.wpma.com/national-convention and click on Mirage. You will receive room confirmation from the hotel. If you call, ask for the WPMA rate and reserve your room at the WPMA discount rate of \$145 for single or double occupancy by **November 15, 2010.**

Call the Mirage at 1-800-499-6311. Reservations after this date are not guaranteed the WPMA special rate and are subject to room availability.

Conference Materials

All pre-registered **Attendees / Speakers / Exhibitors / Sponsors** may pick up their "badges" at the WPMA Pre-Registration desk in the registration area, located in the Rotunda just outside the Mirage Events Center.

Special Needs

Contact WPMA Convention Staff at 801-263-9762 for special requests regarding physically challenging barriers in attending the WPMA Expo. A member of the staff will discuss specifics to facilitate your attendance and participation. Registrants requiring special meals due to medical, religious or dietary restrictions are requested to submit, in writing, restrictions and events you plan to attend.



LAS VEGAS

**ONLY
\$225 per Golfer!**

Dollar Car Rental - Discount

Dollar is WPMA's official car rental supplier. At Dollar you'll find a Las Vegas car rental that will have you cruisin' the city in no time! With Dollar Express you can reserve your car online, get faster counter service and earn free days.

To get the special WPMA discount rate go to www.wpma.com/national-convention and click on the Dollar Car Rental link.

Expo Program Advertising

Advertising in the Western Petroleum Marketers Convention and Convenience Store Expo Program ensures that your customers find you first at the Show. This unique Expo publication offers a long shelf life after the show and delivers your advertising message in a high-quality, full-color magazine. Advertising in the Expo Program is even more important because of its exclusive distribution at the 2011 Convention and Trade Show events. An opportunity for excellent exposure!

For additional information or to book your advertisement space contact Jan Roothoff at:
Tel: 801-263-WPMA (9762)
Toll-free: 1-888-252-5550
Fax: 801-327-9345
E-mail: janr@wpma.com or
download a media kit or contract on-line at www.wpma.com/advertising

Scholarship Golf Tournament

Tuesday, February 22 – 8 a.m.

TPC Las Vegas Golf Club

9851 Canyon Run Drive, Las Vegas, Nevada 89144
(702) 256-2000 or (888) 321-5725

The WPMA Scholarship Open will be held Tuesday, February 22 with a four-person SCRAMBLE at 8:00 a.m. The tournament is limited to the first 144 registrants. Please register for the tournament with the registration form included. Write your desired foursome on the lines indicated. If you do not have a foursome, we will assign one for you. Buses will transport golfers from the Mirage to TPC Las Vegas Golf Club at 6:45 a.m. from the North entrance of the Mirage hotel.

Join Us at the

WPMA Annual Convention & Expo!

Every February, the Western Petroleum Marketers Association brings thousands of petroleum marketers and industry associates together for the national WPMA Convention and Convenience Store Expo. The largest annual petroleum marketing convention in the West, the WPMA Convention provides informative workshops and management sessions featuring nationally renowned speakers. The well-attended trade show provides the latest trends, products and services to attendees.

**3,500+ People =
Great Networking
Opportunities**

If your company provides petroleum products, convenience store services, or any product or service associated with the petroleum industry, the WPMA annual convention allows you to reach the owners and managers of petroleum and convenience store businesses, and find the cutting-edge technology and management sessions that provide resources for education, training, networking and an exchange of ideas. Leading-edge industry product information and services are available through the convention trade show exhibits. The WPMA Convention and Convenience Store Expo is the most cost-effective way to reach your market and network with others in the petroleum and convenience store industry.

Leveraging
Our
Strengths

2011 Speakers

SPONSORSHIP OPPORTUNITIES

Reach key decision makers throughout the petroleum and convenience store industry.

Lock in your sponsorship space today! See sponsor forms on pages 8 and 9, or contact **Jamie Wood** at (801) 263-9762, toll-free at (888) 252-5550 or jamiew@wpma.com to become a sponsor.

Trade Show Setup Monday, February 21

8:00 a.m. - 5:00 p.m.

Tuesday, February 22

8:00 a.m. - 12:00 p.m.

Trade Show Hours Tuesday, February 22

3:00 - 7:00 p.m.

Wednesday, February 23

10:30 a.m. - 3:30 p.m.

Thursday, February 24

9:00 a.m. - 12:00 p.m.

Marketer Meetings Wednesday, February 23

Cardlock - 7:00 a.m.

Brand - 3:30 p.m.

Now follow us on Twitter!
www.twitter.com/WPMA_NOW

Leveraging Our Strengths

Tuesday Workshops

Tuesday, February 22

ICA Presentation - 1:00-2:00 p.m.

Kelly Maria - ICA Sales and Marketing Manager

Petroleum Marketer **Car Wash Session**

Kelly Maria will provide an in-depth look at how to effectively manage the car wash category. The information provided will help you make sense of the car wash profit center by discussing the importance of selecting the right distributor, how to manage expenses and price strategically, create the ultimate customer experience and achieve higher profits at your wash.



NACS Presentation - 2:00-3:00 p.m.

Michael Davis

- NACS Vice President, Member Services

Multi-Cultural Dealers:

Embracing the Changing Face of Convenience and Petroleum Retailing

What are the convenience and petroleum retailing changes across America? How are they affecting your business? Business relationships are some of the biggest keys to business success. *The jobber and dealer relations - what to expect for the future.* Michael Davis shares a formula on successful and profitable relationships with a network of dealers.



Keynote Speaker: Dennis Miller
Wednesday, February 23

Opening Session - 8:30-10:30 a.m.

“One of the premiere comedy talents in America today ...”

Dennis Miller makes a virtue of understatement. A five-time Emmy award winner for his critically acclaimed HBO talk show *“Dennis Miller Live,”* Miller also produced his sixth Emmy-nominated cable comedy special *“Raw Feed.”* He hosted and produced CNBC’s *“Dennis Miller,”* and has appeared on many politically-oriented television talk shows such as *“Hannity & Colmes”* and *“The O’Reilly Factor.”*

Miller has written four New York Times best sellers containing his well-known “rants” and can be currently heard daily on his syndicated radio production, *“The Dennis Miller Show.”*

and Workshops



Wednesday Ladies' Luncheon

Wednesday, February 23 - 12:00 p.m.

Ladies' Luncheon speaker Natalie Marti from Boise, Idaho will share her physical, spiritual and emotional journey following the tragic automobile accident that took the lives of her husband and infant daughter, and left her in a coma. She wouldn't call her experience a tragedy, but a learning and growing opportunity. Come listen to her inspirational story.

Thursday Management Sessions

Thursday, February 24 - 7:00-9:00 a.m.



Dan Gilligan - PMAA President

Petroleum and Public Policy:
Federal Legislative Update

The goal to reduce U.S. consumption of gasoline and diesel continues. Are objectives attainable? What is the timeline? What are the energy substitutes? What are the strategies? Learn about the plans being debated and what is in store for petroleum and convenience retailers. Dan will update marketers on the important legislative and regulatory changes coming out of Washington D. C.



Mike Kerr - Sr. Vice President, Federated Insurance

You Can't Judge a Book by Its Cover:
Substance Abusers in the Workplace

Where do substance abusers work? Anywhere they can! Federated Insurance will release the results of a recent study on drug and alcohol use in the workplace to give business owners a frightening glimpse into this dangerous problem. Introducing a variety of resources, Federated can help business owners develop and implement programs to hire, screen, and retain the *right* employees! Your business can't afford to miss it!



Management Session

**"How National Health Care
Impacts Your Business"**

GREAT ROI!

Las Vegas is a central western location where meeting, sharing, or just mingling with other professionals in the petroleum, convenience store, car wash or other energy industries is a bonus. Included in the mix is a trade show for aware and informed marketers. Exhibitors and sponsors are ready to share the latest brand performances and updates. Make new contacts or get reacquainted – the WPMA convention is where the best petroleum industry networking takes place. No matter how you add it up, the WPMA Convention is a great **Return On Investment!**

**Two iPads will be
given away!**

Thursday, Feb. 24th

**On Trade Show Floor
(must be present to win)**

Cruise Raffle!


Thursday, Feb. 24th

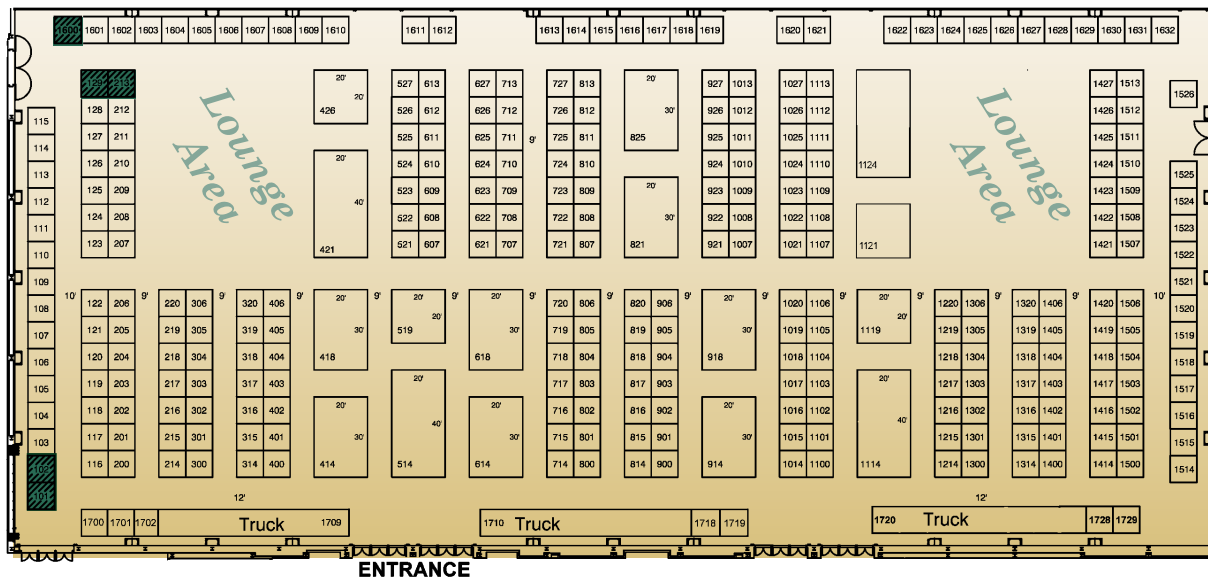
**On Trade Show Floor
(Do not need to be present to win.
See registration form on page 11 for
ticket purchase.
Sponsored by NPM&CSA)**

Leveraging
Our
Strengths

2011 Exhibitors as of October 27, 2010

A	C	D	K	O
ADD Systems	C7 Works	DM2 Software	First Financial Capital LLC	OMNTEC Manufacturing Inc
AIR-serv Group LLC	CAT Scale Company	DataMax Group Inc	Fiscal Systems Inc	OPIS/Axis
ANS Distributing	CBE	Deli Express	Fleet One	OPW
Acquisition & Refinance Capital	CFN	Dexsil Corporation	FleetCor	Opperman & Sons
Advanced GeoEnvironmental	CGRS Inc	Dosmatic U S A Inc	FormaShape	
Air1 by Yara North America	COMDATA	DoubleTrac by OmegaFlex	Franklin Fueling Systems Inc	P Q
American Equipment Finance LLC	Calcraft Corporation	Dresser Wayne	Fueling & Service Technologies	PAR Products division of KMCO
Ameron International FPG	Cardlock Vending Inc	Dualite Sales & Service Inc	Fueling Technologies Inc	PDI
Arco Ampm	Carolina Products Inc			PDQ Manufacturing
Aucterus LLC	Catlow Inc	E	M	PERS
Aztech Software Inc	Central Illinois Manufacturing Co	eGlobal	MDI Worldwide	PMP Corporation
	Champion Laboratories Inc	ESCO Services Inc	Mansfield Oil Company	PT Risk Management Services Ltd
B	Circle K Stores Inc	Eaton Sales & Service	Mark VII Equipment Inc	Pacific Pride Services LLC
Beall Corporation	Civacon/Knappco	Ecolab Vehicle Care	McLane Company	Pacific Truck Tank Inc
Belanger Inc	Clay & Bailey Manufacturing Co	Emco Wheaton Retail	MidContinental Chemical Co	Paul Oil Company
Bennett Pump Company	Commercial Petroleum Equipment	Executive Leadership Solutions	Modern Welding Co	Petro Computer Systems
Bestworth-Rommel Inc	Compatible Technology Systems	F	Monitor Inc	Petro Technik Inc
BetaLED	Concept Communications Co	FLEX-ING Inc	Morgan Stanley Smith Barney	Petroleum Card Services
Blend Your Own Ethanol Campaign	Container Technology Inc	FPPF Chemical Co	Morrison Bros Co	Petroleum Data Specialists
Blendco Systems LLC	Containment Solutions Inc	Fairmont Specialty	N	Petroleum Equipment Institute
Borrego Springs Bank	Core-Mark International	Federal Heath Sign Company	NOV Fiber Glass Systems	Petroleum Parts Inc
Boyd Coffee Company		Federal Process Corporation	NUPI	Petroleum Parts Inc
Brown-Minneapolis Tank		Federated Insurance	National Environmental Fiberglass LLC	Petrosoft Inc
Brugg Pipesystems		Fiedler Group	Noble Roman's Inc	Piccadilly Circus Pizza
Burger King Corp		FireStream WorldWide Inc	Northwest Pump & Equipment	Pinnacle Corporation
				Power Service Products Inc

 =Booth must be last in - first out



R
RBS WorldPay
RCI Technologies
RDM Industrial Electronics Inc
Racor Division Parker Hannifin
Red River Software
Remote Maintenance Technologies
Ryko Car Wash Manufacturing
S
7-Eleven Inc
S Bravo Systems Inc
SMARTLogix Inc
SSCS Inc
Scanning Solutions
Schaeffer Manufacturing

Expo & Convention Policies

Series2K

Sign Resource

Sinclair Oil Corp

Skyline Products
Price Displays

Sonny's Enterprises

Source North
America Corp

Space Saver
Distribution Inc

Square D IPaCS/
Schneider Elect

Summit Software
an iRely Co

Sunshine Electronic
Display

T

3M

TFC Canopy

TOPS Equipment
Company

Tank Tech Inc

Tanknology Inc

Telvent DTN

Total Control Systems

Total ProjeX Corporation

TouchStar

Treasure Valley
Coffee Inc

Trinium Technologies

Triple E Technologies LLC

Tuthill Transfer Systems

U

US LED

USALCO LTD

Unitec Electronics

United SignGraphics

Universal Valve
Company Inc

V

Vaporless
Manufacturing Inc

Veeder-Root Company

VeriFone Inc

W

Western Mutual Insurance
& WMI TPA

Western Pump

Wireless X-Press

X Y Z

Xerxes Corp

Reach Key Decision Makers throughout the Petroleum and Convenience Store Industry

Exhibitor Space is filling up fast!

Lock in your sponsorship or booth space today!

EXHIBIT INFORMATION

Trade Show Exhibitors must conform with the International Association of Exhibitions & Events (IAEE) guidelines.

Exhibit Space Rate

Rate is \$19 per square foot. No reserved booth space will be held unless paid in full by **November 30, 2010**.

Booth Price Includes:

- Two (2) full registrations for the first booth and one (1) additional registration for each booth thereafter.
- Booth drape

- One (1) 7"x44" Sign
- Expo program listing
- 24-hour security

Deposit: \$500 per 100 sq. ft (nonrefundable) to hold booth space.

Exhibit Services

The Freeman Company will provide back and side drapes for each exhibitor, and one 7" x 44" sign containing the exhibitor's name, city, state, and booth number. The Convention hall is carpeted. Service kits containing order forms for furniture, labor, drayage, electricity and other services will be available online eight weeks prior to the show.

Guest Policy

As a reminder, all children under 16 years of age must register and must be accompanied on the exposition floor by a registered, responsible adult. **It shall be the responsibility of the parent/guardian to supervise their children at all times.** During set up and tear down, no one under 16 years of age will be allowed on the exposition floor.

"Suitcasing" Policy

Only contracted exhibitors are permitted to promote their company, products or services at the Western Petroleum Marketers Convention & Convenience Store Expo. Unless a marketing opportunity has been contracted by the exhibitor, (i.e. sponsorship showcase, exhibitor-presented seminar), all company promotion and product sampling must occur within the contracted booth space. This includes, but is not limited to "roaming" characters, handing out flyers, approaching exhibitor booths to sell products, leaving and/or distributing product information in public spaces and/or show floor aisles.

Attendees "Suitcasing" will be asked to forfeit their badge and leave the show. Please report any violations you may observe to Show Management immediately.

"As a small businessperson, you have no greater LEVERAGE than the truth."

– John Greenleaf Whittier, American Poet (1807-1892)

CONVENTION CONTENT POLICY

- Only authorized media and Western Petroleum Marketers Association representatives may be granted permission to capture audio, video and photographic content presented at the Western Petroleum Marketers Convention and Expo. All media authorization must be acquired **90 days** before the event. No exceptions.
- Images or audio obtained at Western Petroleum Marketers Convention & Expo may not be sold or repackaged for commercial use.
- No recordings (audio, video, or photographic) may be made of Western Petroleum Marketers Convention & Expo General Session, educational sessions, workshops, management sessions and evening events.

"Give me a LEVER long enough and I could move the world."

– Archimedes (287 BC – 212 BC)
Greek mathematician, physicist, engineer, inventor, and astronomer.

Leveraging
Our
Strengths

Leveraging Our Strengths

Annual National Convention & Convenience Store Expo **WPMA**
WESTERN PETROLEUM MARKETERS ASSOCIATION
Celebrating 58 Years of Service

Golf Sponsorship Form



WPMA
SCHOLARSHIP FOUNDATION



LAS VEGAS

Tuesday, February 22
- Golf at **TPC Las Vegas**
Golf Club 8:00 a.m.
four-person scramble

LOGO ITEMS
MUST BE COMMITTED
BY
JANUARY 14, 2011

- GOLF PLATINUM** \$5,000
 - Banner on display at the golf course with your company name and logo
 - Signs on each of the golf carts
 - Your company logo flown on a pin flag
 - Your company name listed in the WPMA Convention Expo Program as a Platinum Sponsor
- BEVERAGE CART** \$2,000
- GOLF BREAKFAST** \$1,500
- GOLF BALLS** \$1,500
(WITH YOUR IMPRINTED LOGO) - 36 DOZ.
- MAGNETIC DIVOT REPAIR & BALL MARKER** \$1,500
- GOLF TOWELS** \$1,500
(WITH YOUR EMBROIDERED LOGO) - QTY. 144
- GOLF HATS** \$1,500
(WITH YOUR EMBROIDERED LOGO) - QTY. 144
- GOLF HOLE-IN-ONE** \$800
- BRONZE (HOLE SPONSOR)** \$350
 - Sign with your company name located at one tee on the golf course
 - Your company name listed in the WPMA Convention Expo Program as a Bronze Sponsor
- GOLF PRIZES** \$100

WPMA GOLF SPONSORSHIP FORM

Please print, sign, make checks payable to WPMA SCHOLARSHIP FOUNDATION and return to:

Western Petroleum Marketers Association
PO Box 571500
Murray, Utah 84157-1500
• Fax: (801) 262-9413
• Web site: www.wpma.com

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

X

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

Name: _____
Address: _____
City: _____ State: _____ ZIP: _____
E-mail: _____
Fax: (_____) _____ Phone: (_____) _____

Payment Method:

- Check Enclosed: or Invoice me at above address in: (Month) _____ before convention (Year) 2010 / 2011
or Charge My: MasterCard Visa American Express Discover

Account # _____ Exp. Date _____ Signature _____ Date _____

Mark a sponsorship commitment box below. Please send your company logo to the WPMA office by **January 14, 2011** for sponsorship promotion.

\$25,000 EXCLUSIVE: Presidential Sponsorship*

- Opportunity to Meet with our Convention Keynote Speaker, **Dennis Miller** for a Special Photo Session prior to his Keynote Address
- Preference for Hospitality Suites and Meeting Space
- One 10' X 10' Trade Show Booth Space
- Recognition, Presentation, and Opportunity to address the audience during the Opening Session on Wednesday
- Badge Lanyards Imprinted with your Company Logo for WPMA Convention and all WPMA State Conventions for the year
- Six Principal Convention Registrations
- Full-page Color Ad in the Expo Program
- Oversized Banner Hung at the Entrance of the Trade Show
- Includes all Key Benefits

\$20,000 Premier Sponsorship*

- Prominent Signage on Trade Show Floor
- Preference for Hospitality Suites and Meeting Space
- Four Principal Convention Registrations
- Full-page Color Ad in the Convention Expo Program
- Includes all Key Benefits

\$12,000 Event Sponsorship*

- Prominent Signage on Trade Show Floor above all lounge areas
- Two Principal Convention Registrations
- Half-page Color Ad in the Convention Expo Program
- Includes all Key Benefits

\$10,000 Diamond Sponsorship*

- Half-page Color Ad in the Convention Expo Program
- Includes all Key Benefits

\$\$ Additional Sponsorships

- Call Gene Inglesby or Jamie Wood at (801) 263-9762 or toll-free (888) 252-5550 for more details.

***ALL TOP SPONSORSHIPS KEY Benefits:**

- Recognition during the Keynote Opening Session on Wednesday
- Your brand/company logo or name on overhead screen prior to the Keynote Opening Session
- Two oversized banners hung in the trade show area, provided by Sponsor
- Listing on all convention sponsor signage and in the on-site Convention Expo Program
- Meeting room provided with refreshments on Wednesday at 3:30 p.m.
- Hospitality room provided on Tuesday or Wednesday evening
- Banner ad on home page of WPMA's Web site, with 24 hours / 7 days a week (24/7) media exposure

\$7,000 Emerald

- Recognition as a Convention Sponsor
- Wednesday Continental Breakfast Sponsor
- Two banners hung in the trade show area, provided by Sponsor
- Signage in the Convention Hall
- Listing in the Convention Expo Program as an Emerald Sponsor

\$3,500 Ruby

- Recognition as a Convention Sponsor
- Ladies' Luncheon Sponsor
- Two banners hung in the trade show area, provided by Sponsor
- Signage in the Convention Hall
- Listing in the Convention Expo Program as a Ruby Sponsor

\$2,500 Sapphire

- Two banners hung in the trade show area, provided by Sponsor
- Listing in the Convention Expo Program as a Sapphire Sponsor

SPONSORSHIP COMMITMENT FORM

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

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

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

Name: _____
Address: _____
City: _____ State: _____ ZIP: _____
E-mail: _____
Fax: (____) _____ Phone: (____) _____

Check Enclosed: or Invoice me at above address in: (Month) _____ before convention (Year) 2010 / 2011
or Charge My: MasterCard Visa American Express Discover

Account # _____ Exp. Date _____ Signature _____ Date _____

THANK YOU EARLY TOP SPONSORS





WPMA
SCHOLARSHIP FOUNDATION

Annual National Convention
& Convenience Store Expo Celebrating 58 Years of Service

Scholarship Donation Form

Levels of Donation

\$25,000 or more

✦ **Corporate Member**

– Donation in lump sum or accumulated (includes 2 tickets to **Premier Donors Reception**)

\$10,000 or more

✦ **Lifetime Column Club Member**

– Donation in lump sum or accumulated

* Charter Column Club members who have already donated \$1,000 to the Column Club would need to donate \$9,000 more in order to become a Lifetime Column Club member.

(includes 2 tickets to **Premier Donors Reception**)

\$1,000+ / year

✦ **Sustaining Charter Column Club Member**

– continuing support for Charter Column Club Member (includes 2 tickets to **Premier Donors Reception**)

\$1,000+ / year

✦ **Platinum Level**

(includes 2 tickets to **Premier Donors Reception**)

\$500-\$999 / year

Gold Level

\$250-\$499 / year

Silver Level

\$100-\$249 / year

Century Level

Yes, I would like to support the Scholarship Foundation

Please accept my contribution to the Scholarship Foundation as indicated in box checked on left side column of this page.

✦ An elite **Premier Donors Reception** will be held **Monday, February 21**, to honor all those who have donated at the \$1,000 Platinum Level or above. Reminiscent of WPMA President's Receptions of years gone by, this lavish reception will be attended by WPMA members, exhibitors, board members and past presidents. Your donation of \$1,000 or more entitles you to two tickets to this first-class reception, and your donation is entirely tax deductible!



Yes, I would like to donate to the Silent Auction

You are donating to a very worthy cause — the education of our future leaders. Your donation is tax deductible and your company will also receive name recognition and exposure! Your name will be listed:

- In the 2011 Convention Program**
- On scholarship signage at the convention**
- In the Silent Auction brochure that is distributed in all convention attendee packets (if donation is received before **February 1, 2011**)**
- On a sign next to the item in the Silent Auction**
- In the 2011 Post Convention *Western Petroleum Marketers News (WPM News)* Magazine**

1. Item to be donated: _____

2. Description of item (details for silent auction brochure - style, make, etc.):

3. Approximate market/retail value of item: _____

Name of Donor: _____

Company Name: _____

Please list donation by: **Company name** or **Individual's name**

Address: _____

City: _____ **State:** _____ **ZIP:** _____

Enclosed is a check in the amount of: \$ _____

or Please charge my credit card: \$ _____

Credit Card: Mastercard Visa Discover American Express

Card # _____ Exp Date _____

Signature _____

Please mail form to: WPMA Scholarship Foundation - PO Box 571500, Murray UT 84157-1500, or
FAX form to: 801-262-9413

A receipt acknowledging your contribution will be mailed.

2011 WPMA — National Convention Registration

2011 WPMA CONVENTION & EXPO REGISTRATION

WESTERN PETROLEUM MARKETERS ASSOCIATION

Mirage Convention Center, Las Vegas, NV **February 22-24**

(Please print)

Company _____ Name _____

2nd Registrant [mark if spouse] _____ 3rd Registrant [mark if spouse] _____

4th Registrant [mark if spouse] _____ 5th Registrant [mark if spouse] _____

Address _____ City _____ State _____ ZIP Code _____

Phone (____) _____ Fax (____) _____ E-mail* _____

* Remove e-mail from exhibitor mailing

ORGANIZATION AFFILIATION: Petroleum Supplier Trade Show Exhibitor Petroleum Marketer/C-Store Operator Other _____

REQUEST: I will require special accommodations for a disability. Attached is a statement regarding my disability-related needs.



FULL REGISTRATION (includes all events except Golf)

Before 1/14/11

After 1/14/11

Principal Registrant	\$435.00	\$560.00
Spouse Registrant	\$380.00	\$455.00
Additional Registrant(s)	\$380.00	\$455.00

DAILY REGISTRATION (does NOT include Golf)

Tuesday, February 22	Day Pass — Includes All Tuesday Events (except golf) \$170.00
Workshop	1:00 to 2:00 p.m. Speaker: ICA - Kelly Maria
	2:00 to 3:00 p.m. Speaker: NACS - Michael Davis
Trade Show	3:00 to 7:00 p.m.
Welcome Reception	6:00 to 7:00 p.m. - On Trade Show Floor
Wednesday, February 23	Day Pass — Includes All Wednesday Events and Lunch \$245.00
Continental Breakfast &	7:00 to 8:30 a.m.
Opening Session	8:30 to 10:30 a.m. Keynote: Dennis Miller \$ 75.00
Trade Show (includes Buffet Lunch)	10:30 a.m. to 3:30 p.m. \$170.00
Ladies' Luncheon	12:00 to 2:00 p.m. Speaker: Natalie Marti \$ 60.00
Thursday, February 24	Day Pass — Includes All Thursday Events \$195.00
Coffee & Juice Break	6:30 to 8:00 a.m.
Management Session	7:00 to 8:00 a.m. Speakers: PMAA - Dan Gilligan, Federated Insurance - Mike Kerr
Management Session	8:00 to 9:00 a.m. "How National Health Care Impacts Your Business"
Trade Show	9:00 a.m. to 12:00 p.m. \$100.00
Breakfast Buffet (on Trade Show Floor)	9:00 to 10:00 a.m.

THREE-DAY Trade Show Pass (includes all events on Trade Show Floor) **\$225.00**

WPMA SCHOLARSHIP FOUNDATION: RAFFLE & GOLF REGISTRATION (Does not include convention registration)

CRUISE RAFFLE — Cruise Package (Valued at \$7,500) Sponsored by NPM&CSA \$100.00 X _____ ticket(s) = _____

Raffle Ticket Holder: Name(s) _____ Contact # _____

Tuesday, February 22 - Golf at TPC Las Vegas Golf Club (limited to 144 golfers) 8:00 a.m. four-person scramble *Per Golfer*

Foursome Request:

1. _____ 2. _____
3. _____ 4. _____

Golf	\$225.00	_____
Golf without Convention Registration	\$285.00	_____



Benefits WPMA Scholarship Foundation

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Mirage Room Reservations: 1-800-499-6311 or 702-791-7444 • Room rate: \$145. Make your reservations before **November 15, 2010** for early bird rate. • Make Convention & Expo checks payable to WPMA, mail with forms to: Western Petroleum Marketers Association, P.O. Box 571500, Murray, Utah 84157-1500 or • Fax with charge info to 801-262-9413 • Call with questions to 801-263-WPMA (9762) or Toll-free 1-888-252-5550 • Save time – register on-line at www.wpma.com.

Cancellation Policy: Notice of Cancellations for refund must be received in the WPMA office in writing by January 28, 2011. After that date, no refunds will be issued. A cancellation fee of 25% will be charged on all refunds. Refunds will be sent out after the conclusion of the convention.

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Mirage Convention Center, Las Vegas, Nevada

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