

WIPMA

National Convention & Convenience Store Expo



Registration & Program Outline
February 19-21, 2013 • Mirage • Las Vegas, NV

WPMA Convention Schedule-at-a-Glance

TRADE SHOW HOURS

Monday, February 18:	8 a.m. - 5 p.m.	Setup
Tuesday, February 19:	8 a.m. - 12 p.m.	Setup
Tuesday, February 19:	3 - 7 p.m.	Open
Wednesday, February 20:	10:30 a.m. - 3:30 p.m.	Open
Thursday, February 21:	9 a.m. - 12 p.m.	Open

REGISTRATION HOURS

Monday, February 18:	10 a.m. - 5 p.m.
Tuesday, February 19:	8 a.m. - 7 p.m.
Wednesday, February 20:	7 a.m. - 4 p.m.
Thursday, February 21:	7 a.m. - 12 p.m.

EVENTS SCHEDULE

TUESDAY, February 19, 2013

(Monday)	Silent Auction Opens
6:45 a.m.	Buses leave for Scholarship Golf Tournament
8 a.m.	WPMA Scholarship Golf Tournament at TPC Las Vegas
8 a.m. – 9 a.m.	Educational Seminar: <i>Financing & Restructuring Your Balance Sheet</i> – Andy Weber III, Carl Ray Polk & Ellen Galperson Lehto, Principals, Corner Capital
9 a.m. – 10 a.m.	Educational Seminar: <i>Tips & Techniques for iPads in Business</i> – Patrick Godfrey & KC Comadena, Founders, Fog Technologies
10 a.m. - 12 p.m.	Educational Seminar: <i>How to Build a Frontline that Helps Build Your Bottom Line</i> – Mel Kleiman, President, Humetrics
1 - 2 p.m.	Educational Seminar: <i>Up, Down & All Around: Getting Ahead of Fuel Price Volatility in 2013</i> – Tom Kloza, Chief Oil Analyst, OPIS
2 - 3 p.m.	Educational Seminar: <i>Maximizing Profits: Developing a Winning Culture of Risk Management</i> – Jeff Mount, V.P., Director of Operational Support, Federated Insurance
6 - 7 p.m.	Welcome Reception
Evening Open	Suppliers Hospitality

WEDNESDAY, February 20, 2013

6:30 - 7:30 a.m.	Continental Breakfast
7 - 8 a.m.	Cardlock Meetings
7 - 8:30 a.m.	Opening Session: Continental Breakfast
8:30 - 10:30 a.m.	Opening Keynote Session: – Alan K. Simpson, Former U.S. Senator
12 - 1:30 p.m.	Trade Show Buffet Lunch
12 - 2 p.m.	Ladies' Luncheon: <i>Reflections of a Teacher in Space</i> – Barbara Morgan, Retired, NASA
2 - 2:30 p.m.	PMAA: Federal Legislative Update – Dan Gilligan, President, PMAA
2:30 - 3 p.m.	PMAA: Western Regional Meeting
3:30 p.m.	Brand Meetings
Evening Open	Suppliers Hospitality

THURSDAY, February 21, 2013

6:30 - 7:30 a.m.	Coffee and Juice Service
8 - 9 a.m.	Educational Seminar: <i>Understand and Unleash the Power of Body Language</i> – Janine Driver, CEO, Body Language Institute, Washington DC
9 - 10:30 a.m.	Trade Show Buffet Breakfast
11 a.m.	Silent Auction Closes
11:30 a.m.	Raffle and Give-aways on Trade Show Floor

Subject to change: go to www.wpma.com/national-convention for updates.

Invitation From WPMA President Brett Adams



Greetings to all WPMA Marketers, Exhibitors and Associate Members!

It is my privilege to extend you an invitation to our 2013 WPMA Convention and Convenience Store Exposition. Our theme for this year is **“Connect, Communicate, Create the Future.”**

I am excited about our Keynote Speaker, **Alan K. Simpson**, former U.S. Senator and recent Co-chair of the Commission for Fiscal Responsibility and Reform. I look forward to hearing his take on today’s political arena and the economy. We have arranged for top management professionals to address us in our workshops and management sessions, and our Trade Show will be outstanding, as usual. The reception, lunch, and breakfast on the Trade Show floor will allow our attendees and exhibitors extra time to network.

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 Mirage staff members enjoy working with our group, and they diligently strive to provide excellent customer service.

It is our goal to enlighten and entertain our convention participants, and we hope that you have a productive and positive experience at our event. 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 19 - 21!**

Sincerely,

Brett Adams
2012 - 2013 WPMA President



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Join Us!

For the past sixty years, WPMA has brought thousands of petroleum marketers and industry associates from across the nation together for the national WPMA Convention and Convenience Store Expo. The largest annual petroleum marketing convention in the West, the WPMA Convention provides informative educational seminars 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 and network with your market and with others in the petroleum and convenience store industry.

SUPERIOR ROI!

Las Vegas is a central western location with a mild winter climate, where meeting, sharing, or just mingling with other professionals in the petroleum, convenience store, travel convenience, car wash or other energy industries is a bonus. Included in the convention 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 superior

Return On Investment!

2013

WPMA Registration & Program Outline

Subject to Change

Monday, February 18

8 a.m. - 5 p.m.Trade Show Setup

10 a.m.WPMA Scholarship Silent Auction Opens



Support the WPMA Scholarship Foundation!

The WPMA Convention offers several opportunities for you to support the WPMA Scholarship Foundation:

- Silent Auction donations and/or purchases
- Scholarship Open Golf Tournament registration
- Raffle Ticket purchase
- Cash donations to the Scholarship Foundation

Your participation in the Silent Auction, golf tournament, and raffle helps the WPMA Scholarship Foundation receive the revenue required to award eight \$4,000 scholarships annually to students from each of the WPMA states and the associate members. See page 15 for additional opportunities to support the Scholarship Foundation.

Connect • Communicate • Help Create The Future!

10 a.m. - 5 p.m.Registration Open

Tuesday, February 19

8 a.m. - 12 p.m.Trade Show Setup

8 a.m. - 7 p.m.Registration Open

8 a.m.WPMA Scholarship Golf Tournament with Continental Breakfast



LAS VEGAS

ONLY \$225 per Golfer!

Once again TPC Las Vegas Golf Club is the course for the WPMA Scholarship Open.

Discover what architects Bobby Weed and Raymond Floyd call "Desert Elegance" at the home of professional golf in Las Vegas. Your chance to get up close to the unparalleled experiences of the PGA TOUR.

The WPMA Scholarship Golf Tournament is a four-person SCRAMBLE, and is limited to the **first 144 golf registrants**. *Foursomes fill quickly!* Please register for the golf tournament on page 11. If you do not have a foursome, we will assign one for you. Golf buses leave for the TPC Golf Course at 6:45 a.m., from the north entrance of the Mirage.

8 - 9 a.m. Educational Seminar

Financing & Restructuring Your Balance Sheet



**Andy Weber III
Carl Ray Polk
Ellen Galperson Lehto**

Principals, Corner Capital

Please join the principals of Corner Capital's Energy Team for an in-depth discussion on financing and restructuring your balance sheet – from "rightsizing" your leverage to creating room for your next acquisition. Discussion cases will apply to retailers and wholesalers, providing current insight into the capital markets and lenders' appetite for credit. You will leave with the knowledge to help position your company and capital structure in our increasingly competitive industry.



Energy. Capital. Advisory.

9 - 10 a.m. Educational Seminar

Tips & Techniques for iPads in Business



**Patrick Godfrey
KC Comadena**

Founders, Fog Technologies

Patrick Godfrey and KC Comadena are founders of Fog Technologies, a company specializing in mobile app solutions. They work with clients from Fortune 500 companies to local businesses, helping each to effectively integrate their vision.

One of the products they have developed is the WPMA EXPO App for smart devices, a revolutionary new app being used at the WPMA Convention and Convenience Store Expo. By bringing all the benefits and advantages of interactive technology together with event handouts, schedules and information, the WPMA EXPO App will enhance your convention experience.



Patrick and KC will lead a workshop on using iPads for more than browsing the Internet or watching videos. The Fog Technologies team will show you their favorite apps for getting work done, cover tips and techniques for effective use, and talk about avoiding pitfalls when deploying iPads at your workplace.

10 - 12 p.m. Educational Seminar

How to Build a Frontline that Helps Build Your Bottom Line



Mel Kleiman

President, Humetrics

The Convenience Store and Petroleum Marketing business is like almost no other business. You truly are only as good as the people you have working for you, for the quality of your employees determines the true quality of your services. That is why there is no more important managerial skill than the ability to recruit, select, and retain great people. This session delivers practical, proven tools, tips, and techniques you can put to immediate use to build and retain a frontline staff that boosts profitability, increases customer satisfaction, and makes going to work more enjoyable for everyone.



1 - 2 p.m. Educational Seminar

Up, Down and All Around: Getting Ahead of Fuel Price Volatility in 2013



Tom Kloza

Chief Oil Analyst, OPIS

How should we interpret the "tea leaves" for gasoline and diesel prices in 2013? How might futures and spot prices for light fuels differ markedly from the bipolar performance that was rendered in 2012? OPIS Chief Oil Analyst Tom Kloza presides over a staff that monitors seven of the largest bulk refined products' markets in the country, and accurately predicted that 2012 would not bring \$5 gal gasoline, but instead, would resemble 2011 pricing. In his inimitable irreverent style, he'll tell you what the oil shale revolution means to downstream product pricing



continued on page 6

Up, Down and All Around: Getting Ahead of Fuel Price Volatility in 2013 with Tom Kloza *continued*

across the country. Tom will also take a look at why some global trends may not translate into substantial changes for U.S. fuels. Some special focus will be devoted to an analysis of why the futures' market can be a miserably inaccurate barometer for what may happen on the West Coast, the Rockies, or even the U.S. Southwest, and you'll find out why the outlook for diesel is distinctly separate from the outlook for gasoline or U.S. crude.

2-3 p.m. **Educational Seminar**

Maximizing Profits: Developing a Winning Culture of Risk Management



Jeff Mount

Vice President, Director of Operational Support, Federated Insurance

Profit margins in the petroleum industry have always been thin. But have you really looked at all the contributing factors to increasing your bottom line? Jeff Mount, Director of Marketing for Federated Insurance will review how a winning culture of risk management can help you maximize your profits. If you have insurance claims in your business, there most likely is a solution to preventing these claims from happening. Best practice procedures for driving, workers compensation, and property exposures are just part of the message. Jeff will also spend a considerable amount of time with the most important part of developing this culture ... methods on how to get winning people into your business. You'll want to attend this seminar!

3 - 7 p.m. **Trade Show Open**

6 - 7 p.m. **Welcome Reception**

Evening Open **Suppliers Hospitality**

Wednesday, February 20

6:30 - 7:30 a.m. *Continental Breakfast*

7 a.m. - 4 p.m. *Registration Open*

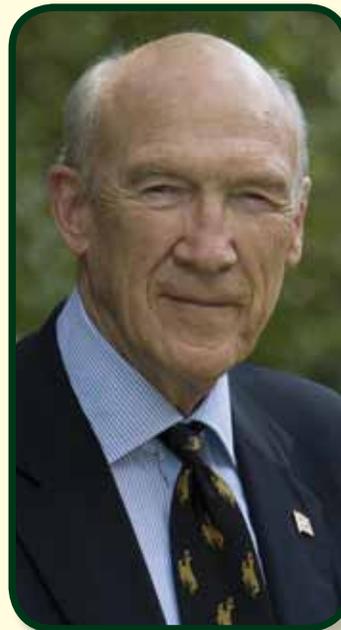
7 - 8 a.m. *Cardlock Meetings*

7 - 8:30 a.m. *Opening Session Continental Breakfast*

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

Alan K. Simpson

Former U.S. Senator



Alan K. Simpson is a native of Cody, Wyoming, and is a third generation lawyer in the Simpson family. He is also the Co-chair of National Commission on Fiscal Responsibility and Reform, and a Co-chair of Americans for Campaign Reform. After serving for a short time as Wyoming Assistant Attorney General, Simpson joined his father, Milward L. Simpson in the law firm of Simpson, Kepler and Simpson in his hometown of Cody. He practiced law there for the next 18 years, and was very active in civic, community and state activities. He served ten years as City Attorney.

In 1978, Simpson was elected to the United States Senate. After a successful first term, he was re-elected in 1984 and then again in 1990 to a third term. Following his first term in the Senate, Simpson was elected by his peers to the position of the Assistant Majority Leader in 1984—and served Majority Leader Bob Dole in that capacity until 1994. He completed his final term on January 3, 1997.

From January of 1997 until June of 2000, Simpson was a visiting lecturer and the director of the Institute of Politics at Harvard University's John F. Kennedy School of Government. In 2000 he returned to his Alma Mater, the University of Wyoming, as a Visiting Lecturer in the Political Science Department. He served as one of the ten bipartisan members on the respected Iraq Study Group chaired by Lee Hamilton (Dem.) and Jim Baker (Rep.), and he recently co-chaired the National Commission on Fiscal Responsibility and Reform with Erskine Bowles.

10:30 a.m. - 3:30 p.m. Trade Show Open
with Buffet Lunch (12 - 1:30 p.m.)

12 - 2 p.m. Ladies' Luncheon
Reflections of a Teacher in Space



Barbara R. Morgan

Retired, NASA

Barbara R. Morgan is best known as a public elementary school teacher who trained with the Challenger Space Shuttle crew as the back-up for Teacher in Space Christa McAuliffe, and later launched as a NASA astronaut to the International Space Station on the Space Shuttle Endeavour. She is now Distinguished Educator in Residence at Boise State University.

Join WPMA's first lady Mary Frances Adams at the 2013 Ladies' Luncheon, where Barbara Morgan will tell the stories and share the lessons she learned as a teacher and an astronaut.

2-2:30 p.m. **PMAA: Federal Legislative Update**



Dan Gilligan

President, PMAA

Dan Gilligan has served as PMAA President since 1998. Prior to joining PMAA, his diverse career as a lobbyist and association executive spanned 22 years. As President of PMAA, Dan presides over a national federation of 48 state and regional trade associations that collectively represents 8,000 independent petroleum marketing companies on matters pending before the U.S. Congress and the federal regulatory agencies.

Dan will be giving attendees the latest update on the issues and regulations facing the petroleum industry today.

2:30 - 3:00 p.m. **PMAA: Western Regional Meeting**

3:30 p.m. Brand Meetings

Evening Open *Suppliers Hospitality*

Thursday, February 21

7 a.m. Coffee and Juice Service

7 a.m. - 12 p.m. Registration Open

8 - 9 a.m. Educational Seminar
Understand and Unleash the Power of Body Language



Janine Driver

CEO, Body Language Institute, Washington DC

Janine Driver is the CEO of the Body Language Institute, an exclusive certification program that provides companies the fastest way to save time and make money. She is also an international trainer and keynote speaker who playfully provides salespeople, professionals, and executives with cutting-edge, scientifically-based communication tools on how to win new business, increase sales, improve selection of salespeople, and generate a significant return on investment.

Janine spent over fifteen-years as a federal law enforcement officer investigating skinheads, firearms traffickers, and fanatical survivalists. While in the field, to stay alive, Janine needed to size people up quickly - in less than seven-seconds. Over the past decade, Janine has taught her cunning people skills to the ATF, FBI, CIA, DIA, International Association of Chiefs of Police (IACP), and to over 60,000 federal, state, and local law enforcement officers, lawyers, and judges.

You may not work with skinheads, but you are doing something every single day, where the outcome is just as deadly. If you misread others or send a non-verbal message that doesn't match your intent, deals are lost, profitability is destroyed, and lives are shattered. But when you get it right, that's where money is made, reputations are born, and business grows. Come and learn from Janine how to understand and unleash the power of body language.

9 a.m. - 12 p.m. Trade Show Open
with Buffet Breakfast (9 - 10:30 a.m.)

11 a.m. WPMA Scholarship Foundation: **Silent Auction Closes**

11:30 a.m. Raffle and Give-aways on Trade Show Floor

WPMA Trade Show Exhibitors as of September 21, 2012

COMPANY Booth Numbers

A	
ADD Systems	306
AIR-serv Group LLC	902
ANS Distributing	405
Abilis Energy	1113
Acquisition & Refinance Capital	205
Advantage Earth Products/ Foley Associates	609
Afton Chemical Corporation	1120
Air-Valet	1109
Airgas Specialty Products	1219
Anthony International	1320
Ascentium Capital LLC	817
Aztech Software Inc	1110
B	
BMT	1405
Belanger Inc	926
Bennett Pump Company	519
Bestworth-Rommel Inc	402
Betts Industries Inc	202

Blend Your Own Ethanol Campaign	1114
Blendco Systems LLC	303
Blue Rhino Propane	1606
Blue Sky DEF	1507
Borrego Springs Bank	203
Brenner Tank-Walker Group Holdings	214
Brenntag	924
Brugg Pipesystems LLC	1300
Burger King Corp	906

C	
C7 Works	1608
CFN	814-815
CGRS Inc	1016
CMi Solutions	1108
CSP Business Media	213
Calcraft Corporation	1622
California Fuel Cell Partnership	1007-1008
Cardlock Vending Inc	1021
Carolina Products Inc	1210

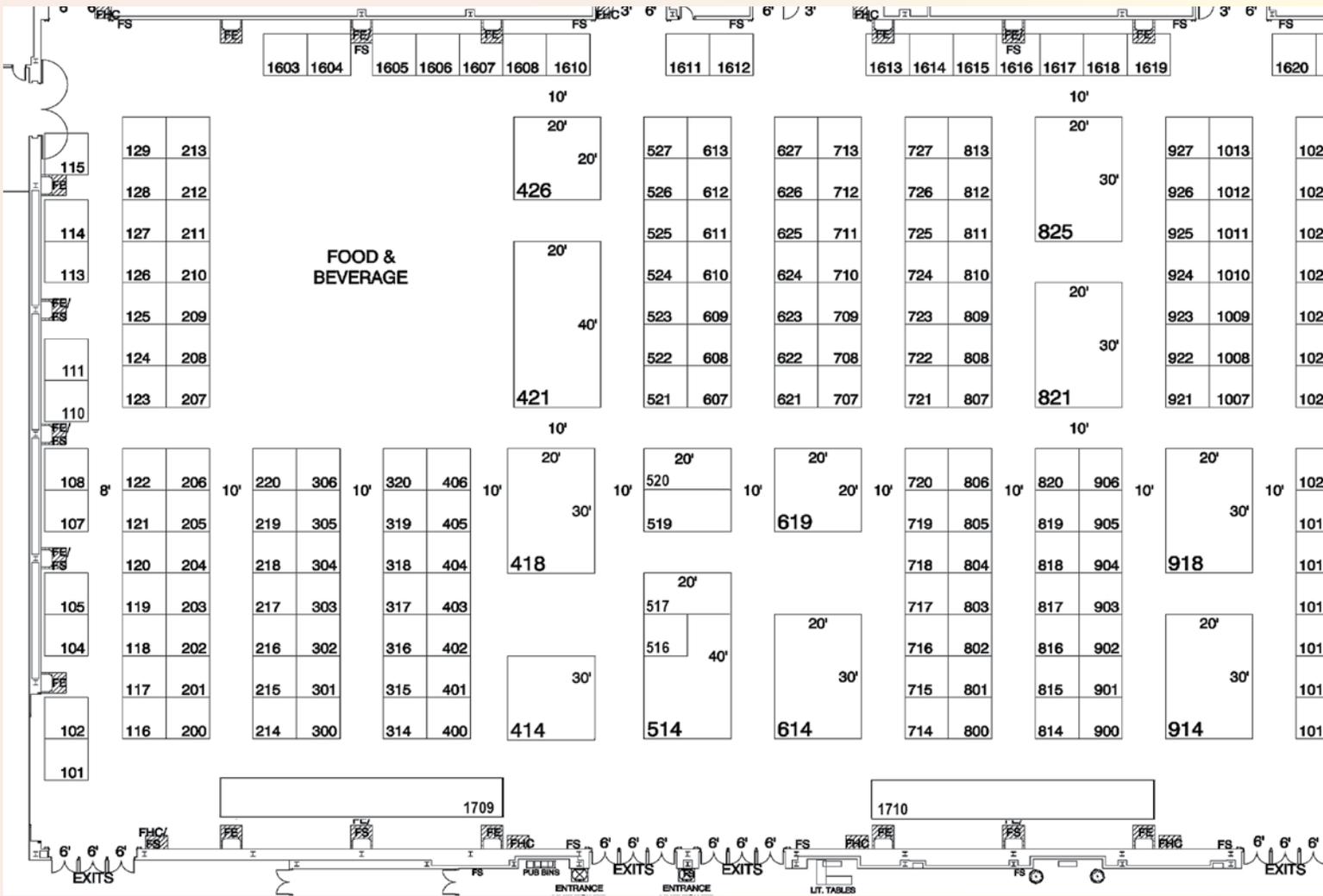
Catlow Inc	806
Central Illinois Manufacturing Co	804
Circle K Franchise	1100-1101
Civacon/Knappco	516
Clay & Bailey Manufacturing Co	715
Commercial Foodservice Repair Inc	107
CompX Security Products	1015
Compatible Technology & Security	1303
Concept Communications Co	707
Container Technology Inc	1620
Containment Solutions Inc	607
Core-Mark International	721
Cree Inc	927
Cummins Allison Corp	1607

D	
D&H/United Pump Supply	810
DM2 Software Inc	1019-1020
Daktronics Inc	1616

Day N' Night Bites	1611-1612
Deli Express	713
Dexsil Corporation	727
DoubleTrac by OmegaFlex	1421
Dualite Sales & Service Inc	1406

E	
eGlobal	1124
ESCO Services Inc	200
Eaton Sales & Service	720
Ecolab	801
Electraled Inc	611
Emco Wheaton Retail	1220
Energi Insurance Services Inc	1515

F	
FACTOR - WR Hess Company	215
FLEX-ING Inc	314-315
FPPF Chemical Company Inc	1426
Federal Heath Sign Company	1420
Federal Process Corporation	1604
Federated Insurance	714



COMPANYBooth Numbers

FireStream WorldWide Inc 1424
 First Financial
 Capital LLC..... 208-209
 Fiscal Systems Inc..... 520
 FleetCor Tech c/o Mannatec..... 805
 FormaShape..... 1127
 Fuelmaster/Syn-Tech
 Systems Inc..... 1119
 FutureMedia Displays..... 1521

G

GPI-Great Plains
 Industries..... 526-527
 GreatAmerica
 Financial Services 1022

H

Heil Trailer International..... 1709
 Hopkins Appraisal Services..... 206
 Howes Lubricator Products 320
 Husky Corporation..... 722

I
 IRPCO LLC..... 710
 Innospec Fuel Specialties..... 522

J

Jones-Blair Paint Company..... 1427
 Jordan Technologies Inc..... 1027

K

KOST USA Inc..... 816
 KSS Fuels..... 803
 Keesee Tank Company Inc..... 800
 Kustom Kanopies Inc..... 521

L

LSI Industries Inc..... 523-524
 Lane Supply Inc..... 802
 Leotek Electronics USA Corp 101

M

MID:COM..... 901
 Madison Industries 1107
 Mansfield Oil Company 922
 Mark VII Equipment Inc..... 300

McLane Company Inc..... 622
 Medi-Rub Corporation 1112
 MidContinental Chemical Co..... 610
 Modern Welding
 Company of CA..... 718
 Monitor Inc..... 608
 Morgan Stanley
 Smith Barney..... 1018
 Morrison Bros Co..... 1623

N

NOV Fiber
 Glass Systems..... 400-401
 Noble Roman's Inc 1121
 Northwest Pump & Equipment ... 914
 Nupi Americas Inc..... 903

O

OILCO Liquid
 Handling Systems..... 525
 OMNTEC Manufacturing Inc 1306
 OPIS/AXXIS 1103
 OPW Fueling Components..... 514

P Q

PAR Products
 division of KMCO..... 621
 PDQ Manufacturing..... 517
 PERS..... 904
 PMOCO-The Spirit Brand..... 216
 PMP Corporation 1014
 Pacific Pride Services LLC 717
 Pacific Truck Tank Inc..... 900
 Patriot Capital Corp 1305
 Petro Clear/Champion Labs 404
 Petro Computer Systems 719
 Petroleum Card Services..... 317-318
 Petroleum Parts Inc..... 627
 Petroleum RX LLC..... 403
 Petrosoft Inc 1102
 Power Integrity Corporation..... 1422
 Power Service Products Inc 220
 Pro-Lite Inc..... 1619
 Propel Fuels Inc..... 1423
 Pure Power LLC 1212

R

RCI Technologies..... 623
 RDM Industrial Electronics Inc ... 813
 Red River Software 1206
 Renewable Energy
 Group Inc..... 1115
 Rovanco Piping Systems..... 1105
 Ryko Solutions Inc..... 619

S

S Bravo Systems Inc..... 301-302
 SMARTank..... 1624-1629
 Schaeffer Manufacturing 1425

Schneider Electric..... 305
 Seneca Tank..... 116
 Separation By Design..... 925
 Series2K..... 819
 Service Station
 Computer Systems Inc 612-613
 SignResource..... 1213
 Sinclair Oil Corporation..... 820
 Skyline Electronic
 Pricing Solutions..... 1613
 SloanLED 1214
 Source North America Corp..... 708
 Sunshine Electronic Display..... 414

T

TOPS
 Equipment Company..... 210-211
 Tank Tech Inc..... 207
 The Pinnacle Corporation..... 818
 Total Control Systems..... 1200
 TouchStar 1605
 Treasure Valley Coffee Inc..... 1106

U

USALCO LTD 406
 Unitec Electronics..... 725

V

Vaporless Manufacturing Inc 624
 Veeder-Root Company..... 614
 VeriFone 723

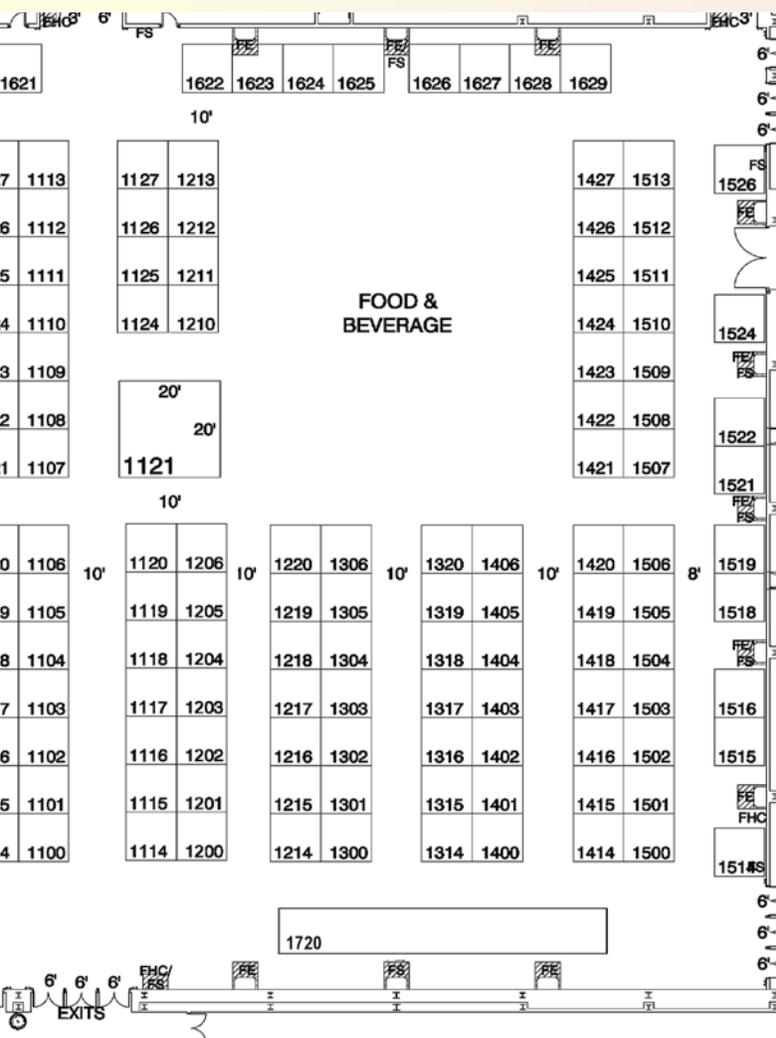
W

WMI Mutual Insurance
 & WMI TPA..... 716
 Wayne, A GE Energy Business ... 418
 Werts Welding & Tank Service..... 201
 WorldPay..... 1017

X Y Z

Xerxes Corp..... 807-808

Please scan the quick code with your smart device for current map of Exhibitors or go to www.wpma.com/national-convention/booth-registration.



\$7,500 Value WPMA RAFFLE

\$100

per Ticket

(Raffle limited
to 300 tickets)

Winning ticket
will be drawn
during the
2013 WPMA
Convention/Expo
Mirage, Las Vegas, NV

Thursday,
February 21, 2013

Sponsored by
NPM&CSA

(Do not need
to be present to win)

Hotel Reservations *Mirage*

Attendees may call the hotel directly or go to www.wpma.com/national-convention and click on the Mirage link. You will receive room confirmation from the hotel. If you call, ask for the WPMA rate and reserve your room for the discount rate of **\$155** before **November 15, 2012** for single or double occupancy. Call the Mirage at 1-800-499-6311.

"Suitcasing" Policy

Only contracted exhibitors are permitted to promote their company, products or services at the WPMA Convention and 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.

Media Policy

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

Two Give-aways
valued at
\$500 each!

**Thursday,
Feb. 21**



On Trade Show Floor
(must be present to win)

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.

Conflicting Event Policy

Events that conflict with WPMA's Convention and Convenience Store trade show hours will not be permitted. Conflicting events include, but are not limited to hospitality suites, group functions, and private golf tournaments. Additionally, there shall be no conflicting golf tournaments permitted during the WPMA Scholarship Foundation Golf Tournament.

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.

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.

Remember the last day to pre-register is **January 25, 2013**. Register **before January 11, 2013** and **Save \$125 on principle** and \$75 on additional registrants.

Exclusive Expo Program

Advertising in the WPMA Convention and Convenience Store Expo Program ensures that your customers find you first at the Show. The Expo Program is distributed exclusively at the 2013 Convention and Trade Show events. An opportunity for excellent exposure! This unique Expo publication offers a long shelf life after the show and delivers your advertising message in a high-quality, full-color magazine format.

For additional information or to book your advertisement space contact **Jan Roothoff** at 801-263-WPMA (9762), Toll-free 1-888-252-5550, Fax 801-262-9413, E-mail janr@wpma.com or download a media kit or contract on-line at www.wpma.com/advertising



National Convention & Convenience Store Expo REGISTRATION February 19-21, 2013

Mirage Convention Center, Las Vegas, NV

(REGPROG OCT)

(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**) Save \$125 on principle by registering **Before 01/11/13** **After 01/11/13**

Principal Registrant	\$445.00 _____	\$570.00 _____
Spouse Registrant	\$390.00 _____	\$465.00 _____
Additional Registrant(s)	\$390.00 _____	\$465.00 _____

DAILY REGISTRATION (does **not** include golf)

Tuesday, February 19 Day Pass — Includes All Tuesday Events (except Golf) \$175.00 _____

Educational Seminars 8:00 a.m. to 12:00 p.m.
1:00 to 3:00 p.m.

Trade Show 3:00 to 7:00 p.m.

Welcome Reception 6:00 to 7:00 p.m. - On Trade Show Floor

Wednesday, February 20 Day Pass — Includes All Wednesday Events and Lunch \$255.00 _____

Opening Session 8:30 to 10:30 a.m. **Keynote: Alan Simpson** – Former U.S. Senator from Wyoming \$ 85.00 _____

Trade Show Only (includes Buffet Lunch) 10:30 a.m. to 3:30 p.m. \$180.00 _____

Ladies' Luncheon 12:00 p.m. **Barbara Morgan** – Retired, NASA \$ 70.00 _____

Thursday, February 21 Day Pass — Includes All Thursday Events \$205.00 _____

Educational Seminar 8:00 to 9:00 a.m. **Janine Driver** – Body Language Institute

Trade Show Only (includes Buffet Breakfast) 9:00 a.m. to 12:00 p.m. \$100.00 _____

THREE-DAY: Trade Show Pass (includes all events on **Trade Show Floor**) \$235.00 _____

WPMA SCHOLARSHIP FOUNDATION FUNDRAISERS (Does not include convention registration)

CASH Contribution (Please check box to list donation from Company or Individual) \$100.00 _____

SCHOLARSHIP RAFFLE — Value of \$7,500 Sponsored by NPM&CSA \$100.00 X _____ ticket(s) = _____

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

GOLF at TPC Las Vegas Golf Club (limited to 144 golfers) 8:00 a.m. four-person scramble **Tuesday, February 19**

Benefits WPMA Scholarship Foundation

Foursome Request:

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

Per Golfer

Golf \$225.00 _____

Golf without Convention Registration \$285.00 _____



WPMA

GRAND TOTAL \$ _____

CHECK ENCLOSED or CHARGE MY: MasterCard Visa American Express Discover

Account # _____ Exp. Date _____ Signature _____

Mirage Room Reservations: 1-800-499-6311 or 702-791-7444 • Room rate: \$155 before **November 15, 2012** for the early rate. • Make Convention and Expo checks payable to WPMA, mail with forms to: WPMA, P.O. Box 571500, Murray, Utah 84157-1500 or • Fax 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. **LAST DAY TO PREREGISTER IS JANUARY 25, 2013**

Cancellation Policy: Notice of Cancellations for refund must be received in the WPMA office in writing by **January 25, 2013**. 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.

WPMA Convention & Expo Sponsorships

KEY BENEFITS TO TOP SPONSORS:

- **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
- **Hospitality room** provided on Tuesday or Wednesday evening
- **Listing on all convention sponsor signage** and in the Convention Expo Program
- **Meeting room** provided with refreshments on Wednesday at 3:30 p.m.
- **Banner ad** on home page of WPMA Website (www.wpma.com), a 24/7 media exposure (*banner ad is due at time of commitment and will be displayed through June 15, 2013*)

\$25,000 EXCLUSIVE: **PRESIDENTIAL Sponsorship**

- Opportunity to Meet with our Convention **Keynote Alan Simpson** 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
- Six Principal Convention Registrations
- Full-page Color Ad in the Convention Expo Program (*Ad due before Jan. 1*). A \$1,220 Value
- Oversized Banner Hung at the entrance of the Trade Show
- Complimentary Company Logo to be displayed on the Load and Home Screens of the WPMA App, as well as mention of your company when the App is promoted. **A \$5,000 value****
- [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 (*Ad due before Jan. 1*). A \$1,220 Value
- Complimentary Company Logo will be displayed on WPMA App pages, and will be viewed each time these pages are accessed.
- Also includes two unique WPMA App rotating banner advertisements for the duration of the show. **A \$3,000 value****
- [Includes all Key Benefits](#)

\$12,000 **EVENT Sponsorship**

- Prominent Signage on Trade Show Floor above lounge areas
- Two Principal Convention Registrations
- Half-page Color Ad in the Convention Expo Program (*Ad due before Jan. 1*). A \$980 Value
- Complimentary WPMA App rotating banner advertisement displayed throughout the duration of the show. WPMA App banner ads are hyperlinked to full-screen ads, which can also be directed to your company's website. **A \$2,500 value****
- [Includes all Key Benefits](#)

\$10,000 **DIAMOND Sponsorship**

- Half-page Color Ad in the Convention Expo Program (*Ad due before January 1, 2013*). A \$980 Value
- [Includes all Key Benefits](#)

\$7,000 **Emerald Sponsorship**

- 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 Sponsorship**

- 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 Sponsorship**

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

\$1,500 **Internet Café and Charging Stations Sponsorship**

- Your company name on sign by Internet Café and Charging Stations

**Complimentary sponsorship benefit for 2013 Convention only

Thank you for your sponsorship, please check a sponsorship commitment box below and send your company logo to the WPMA office for promotion and recognition.
COMMIT NOW and **WPMA will invoice you later**

2013 SPONSOR COMMITMENT FORM

X

(Print Company Name) would like to participate with sponsorship as ✓ checked on side.

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

E-mail: _____

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

\$25,000 or more
PRESIDENTIAL

\$20,000 or more
PREMIER

\$12,000 or more
EVENT

\$10,000 or more
DIAMOND

\$7,000 or more
Emerald

\$3,500 or more
Ruby

\$2,500 or more
Sapphire

\$1,500 or more
Café & Stations

Method of Payment:

Check Enclosed: or

INVOICE ME at above address: before convention

(Month) _____ (Year) **2012 / 2013**

or **Charge My:** American Express Discover MasterCard Visa

Account # _____ Exp. Date _____

Signature _____ Date _____

• Please make checks **payable** to **WPMA** and return to: PO Box 571500, Murray, Utah 84157-1500

• Fax: (801) 262-9413 • Call: (801) 263-(WPMA) 9762 • Website: www.wpma.com/national-convention

WPMA Scholarship Donation Information

DONATION LEVELS ✦ An elite **Premier Donors Reception** will be held **Monday, February 18**, to honor all those who have donated at the \$1,000 Platinum Level or above during the past year. Your tax deductible donation of \$1,000 or more entitles you to two tickets to this first-class reception!

\$25,000 CORPORATE MEMBER Level

- ✦ Listing on WPMA Scholarship Foundation donor signs and with scholarship donor recognitions.

\$10,000 LIFETIME

Column Club Member Level

- ✦ Listing on WPMA Scholarship Foundation donor signs and with scholarship donor recognitions.

\$1,000 ✦ SUSTAINING CHARTER

Column Club Member *

- ✦ Listing on donor signs and with donor recognitions throughout year of donation.
- ✦ 2 tickets to **Premier Donors Reception**

\$1,000 ✦ PLATINUM Level

- ✦ Listing on donor signs and with donor recognitions throughout year of donation.
- ✦ 2 tickets to **Premier Donors Reception**

* CHARTER Column Club Members as of close in 2007.

\$500-\$999 GOLD Level

- ✦ Listing on donor signs and with donor recognitions throughout year of donation.

\$250-\$499 SILVER Level

- ✦ Listing on donor signs and with donor recognitions throughout year of donation.

\$100-\$249 CENTURY Level

- ✦ Listing on donor signs and with donor recognitions throughout year of donation.

SILENT AUCTION

Please support the WPMA Scholarship Program by donating generously to the Scholarship Foundation Silent Auction. Your company will receive name recognition and exposure! Your name will be listed:

- ✦ In the 2013 Convention Program
- ✦ On scholarship signage at the WPMA convention and Expo
- ✦ In the Silent Auction brochure that is distributed in all convention attendee packets (if donation is received before February 1)

- ✦ On Silent Auction sign next to the item donated
- ✦ In the 2013 Post Convention *WPM News Magazine*

The WPMA Scholarship Foundation has been designated a 501 (c) (3) charitable foundation by the Internal Revenue Service. Donations are tax deductible.

GOLF SPONSORSHIP

The proceeds from the Scholarship Golf Tournament are donated to the WPMA Scholarship Foundation, to help finance eight \$4,000 scholarships awarded each April to graduating high school seniors who are the sons and daughters of full-time employees of WPMA member and associate member companies.

\$5,000 GOLF PLATINUM

- ✦ Sign displayed 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

\$2,000 BEVERAGE CART

- ✦ Sign on beverage cart

\$1,500 GOLF BREAKFAST

- ✦ Sign in breakfast area

\$1,500 GOLF BALLS

- (with your imprinted logo)
- 36 doz.

\$1,500 MAGNETIC DIVOT REPAIR & BALL MARKER

- (with your company name or logo) - qty. 144

\$1,500 GOLF TOWELS

- (with your embroidered logo)
- qty. 144

\$1,500 GOLF HATS

- (with your embroidered logo)
- qty. 144

\$800 GOLF HOLE-IN-ONE

- ✦ \$10,000 Hole-in-One Sponsor
- ✦ Sign at tee-box

\$350 BRONZE (HOLE SPONSOR)

- ✦ Sign with your company name located at one tee on the golf course

\$100 GOLF PRIZES

- ✦ Cash contributions go toward all golf awards and prizes

— All of the above golf sponsors are listed with company name in the WPMA Convention and Expo Program.

LOGO ITEMS MUST BE COMMITTED BY JANUARY 11, 2013

I would like to support the Scholarship Foundation

Please accept my contribution to the Scholarship Foundation as indicated in box checked below.

Includes **Two Tickets to Premier Donors Reception**

\$25,000 or more CORPORATE MEMBER Level

\$500-\$999 /year GOLD Level

\$10,000 or more LIFETIME Column Club Member Level

\$250-\$499 /year SILVER Level

\$1,000 /year SUSTAINING CHARTER Column Club Member

\$100-\$249 /year CENTURY Level

\$1,000 /year PLATINUM Level

I would like to donate to the Silent Auction \$_____ CASH directly to the Scholarship Foundation

An item for the Silent Auction (if box is checked please fill in 1-3)

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

1. Item to be donated: _____

3. Approximate market/retail value of item: _____

I would like to be a Golf Sponsor

\$5,000 GOLF PLATINUM

\$1,500 MAGNETIC DIVOT REPAIR & BALL MARKER

\$800 GOLF HOLE-IN-ONE

\$2,000 BEVERAGE CART

\$1,500 GOLF TOWELS

\$350 BRONZE (HOLE SPONSOR)

\$1,500 GOLF BREAKFAST

\$1,500 GOLF HATS

\$100 GOLF PRIZES

\$1,500 GOLF BALLS

SCHOLARSHIP COMMITMENT FORM



WPMA
SCHOLARSHIP FOUNDATION

Please print, sign, make checks payable to **WPMA SCHOLARSHIP FOUNDATION** and return to:
WPMA, PO Box 571500
Murray, Utah 84157-1500

Fax: (801) 262-9413
Website: www.wpma.com

X

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

Name: _____
(Please check box if individual name is to be listed instead of company name in Silent Auction brochure and/or on signs)

Address: _____

City: _____ State: _____ ZIP: _____

E-mail: _____

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

Check Enclosed: or **Invoice me** (before convention) **at above address**

in: (Month) _____ (Year) **2012 / 2013**

or **Charge My**: American Express Discover MasterCard Visa

Account # _____ Exp. Date _____ Signature _____ Date _____

Questions on Sponsorships contact **Jamie Wood** at (801) 263-9762, toll-free at (888) 252-5550 or jamiew@wpma.com.

Thank You WPMA Early TOP Sponsors

WPMA, PO Box 571500, Murray, UT 84157-1500

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Presidential



Event



Diamond



WPMA

National Convention & Convenience Store Expo

EASY TO REGISTER!

- by mail: PO Box 571500,
Murray, UT 84157-1500

- by fax: (801) 262-9413

- on-line: [www.wpma.com/
national-convention](http://www.wpma.com/national-convention)

or for more information call
(801) 263-WPMA (9762)

Download the free ScanLife app and scan
this quick code with your smart device!



www.wpma.com/national-convention

Call 1-888-252-5550 with questions on convention events