

To: All Potential Western Petroleum Marketers Association (WPMA) Exhibitors

From: Judith White – Trade Show Coordinator

Re: WPMA 2012 National Convention

The Western Petroleum Marketers Association (WPMA) is a seven-state trade association for petroleum marketers. Each February we host the WPMA National Convention and Convenience Store Expo at the Mirage Convention Center in Las Vegas, Nevada. Convention attendees benefit from high-quality speakers; informative c-store and management sessions; a large trade show with over 280 exhibitors displaying the latest in petroleum-related technology, convenience store products and services; and exceptional networking opportunities.

Following are seven reasons why exhibitors exhibit year after year at the WPMA National Convention and Convenience Store Expo:

1. **Attendees and exhibitors from all over the United States and Canada will be attending the show!**
2. **Over 3,000 attendees come to the WPMA convention to make business contacts, visit the trade show, find new products or suppliers, and network.**
3. **Over 90% of all convention attendees are very satisfied with the event.**
4. **74% of attendees plan to spend three to six hours on the trade show floor.**
5. **83% of attendees rate the quality and diversity of exhibitors as excellent.**
6. **Over 78% of exhibitors say the cost/value ratio is good to excellent, and they will definitely exhibit in 2012.**
7. **80% of exhibitors say the quality and quantity of attendance at the trade show meets or exceeds their expectations.**

We invite you to exhibit at the 2012 WPMA National Convention and Convenience Store Expo. Exhibit space is \$21 per square foot, with a minimum booth size of 10'x10'. Included are two (2) principal registrations for the first booth purchased and one (1) registration for each additional booth. **Registration includes:**

- **Three-day Trade Show Pass**
- **All Seminars and Speakers**
- **All Food Functions on the Trade Show Floor**
- **Six (6) Complimentary Trade Show Passes** (for exhibitor's customers only)

Booths may be contracted online at [www.wpma.com](http://www.wpma.com), or fax the attached 2012 contract to WPMA at (801) 262-9413.

If you have any questions, please don't hesitate to call me (*Judith*) at (801) 263-9762.



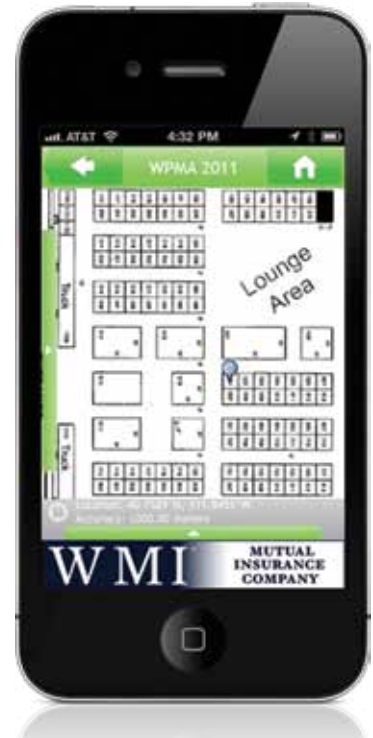
## 2012 Exhibitors

## WPMA App/Internet Advertising

WPMA would like to offer you the opportunity to highlight your company by utilizing special advertising on our Web Page booth map and exhibitor list, and in a WPMA Convention Smart Phone App. WPMA has designed this *Internet advertising* and Smart Phone App to give you more exposure to our members, attendees and visitors to the web page.

At the 2012 National Convention, each attendee will receive a free copy of the *ExpoTec App*, which will give them access to a Digital Exhibitor Directory and maps of the trade show floor and convention facilities. Ensure your customers can find your booth, see your show specials and request more information by signing up for our *Interactive Exhibitor tools* listed below.

Each of these advertising levels will be provided on WPMA's website interactive trade show map as well as on the Smart Phone App.



### APP Level I - Full Digital Directory

Lists your Company Name, Contact Name, Address, Phone & Fax Numbers, E-mail, URL, and Company Logo when your booth is clicked on the WPMA Web page trade show map. This information will also display when your company name is clicked on the Web page exhibitor list. In addition, your company logo will be set up to be a link to your web page.

You will also have the following information and services available on the ExpoTec Smart Phone App:

- **Free Listing Information**
- **Company Logo**
- **E-mail Address**
- **ExpoTec Exhibitor Interactive**
- **Request Information** (Customer information is e-mailed to you upon their request)
- **Show Special** (Full page advertisement to display information about your company)
- **Booth Locator** (Displays a pin over your booth on the Show Floor so customers can easily find you)

The price for this service is **\$200**

### APP Level II - Simple Digital Directory

Lists your Company Name, Contact Name, Address, Phone & Fax Numbers and E-mail when your booth is clicked on the WPMA Web page trade show map. This information will also display when your company name is clicked on the Web page exhibitor list, and will be provided on the ExpoTec App for Smart Phones.

The price for this service is **\$150**

### APP Level III - Basic Digital Directory

Lists your Company Name, Contact Name, and Phone Number when your booth is clicked on the WPMA Web page trade show map. This information will also display when your company name is clicked on the Web page exhibitor list, and will be provided on the ExpoTec App for Smart Phones.

The price for this service is **\$100**

The advertising of your company's information will remain active on our Web page until **May 2012**. If you have any questions please call Judith White at (888) 252-5550. You may sign up for these advertising opportunities on the attached "2012 Contract for Exhibitor Space" form.



<b>FOR OFFICE USE ONLY</b>	Date Received _____
WPMA Acct # _____	Member _____ Nonmember _____
Booth(s) Assigned _____	

# 2012 Contract for Exhibit Space

## WPMA National Convention & Convenience Store Expo

### IMPORTANT INFORMATION:

- Thoroughly review Exhibit Rules and Regulations along with this form.
- Contracts received **before November 30** require \$500 non-refundable deposit per booth.
- Contracts received **after November 30** require 100% payment.
- Exhibits will not be permitted to be installed unless all obligations to WPMA are paid in full.
- Includes two principal registrations for the first booth purchased and one registration for each additional booth purchased thereafter.

### WPMA CONVENTION MATERIALS INFORMATION:

Print exactly as it should appear in the National WPMA Convention and Convenience Store Expo Program.

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

Person to be listed in show program: \_\_\_\_\_

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

City: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website (URL): \_\_\_\_\_

Type of business: \_\_\_\_\_

### TRADE SHOW CONTACT:

Not intended for publication, but for all future correspondence, including booth confirmation and Exhibitor Services Material.

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

Contact person for show materials: \_\_\_\_\_

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

City: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website (URL): \_\_\_\_\_

### BOOTH SELECTION:

Our booth number preferences are (see enclosed floor plan):

1<sup>st</sup> \_\_\_\_\_ 2<sup>nd</sup> \_\_\_\_\_ 3<sup>rd</sup> \_\_\_\_\_

4<sup>th</sup> \_\_\_\_\_ 5<sup>th</sup> \_\_\_\_\_ 6<sup>th</sup> \_\_\_\_\_

Please list your major competitors: \_\_\_\_\_

### TOTAL # OF BOOTH(S)

_____ X \$2,100 =	\$ _____
Total number of booths	Total booth cost

### DEPOSIT AMOUNT (non-refundable)

_____ X \$500 =	\$ _____
Total number of booths	Total booth deposit

**BALANCE** \$ \_\_\_\_\_  
*Due November 30, 2011*

### WPMA APP/INTERNET ADVERTISING - (Select One)

(See enclosed brochure for details)

<b>Level I</b>	\$200 =	\$ _____
<b>Level II</b>	\$150 =	\$ _____
<b>Level III</b>	\$100 =	\$ _____

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

By signing this application, you acknowledge that you have read, understood and accepted the 2012 WPMA Terms and Conditions, and agree to abide and be bound by the terms and conditions contained therein.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_

### METHOD OF PAYMENT:

MasterCard  Visa  American Express  Discover

Acct # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

**Check Enclosed.** Please make checks payable to:  
**Western Petroleum Marketers Association**  
Mail to: WPMA, P. O. Box 571500, Murray, Utah 84157-1500

Phone: (801) 263-9762 • Fax: (801) 262-9413 • [www.wpma.com](http://www.wpma.com)

# WPMA National Convention & Convenience Store Expo

## Rules & Regulations

- EXHIBITS:** WPMA reserves the right to determine the eligibility of any company for inclusion in the WPMA National Convention and Convenience Store Expo.
- EXHIBIT SPACE:** Cost \$2,100 for each 10' X 10' booth. We understand the assignment of exhibit spaces is based on the following "priority" criteria:
  - Member of Western Petroleum Marketers Association (WPMA)
  - First priority for last year's contracted booth space
  - Number of consecutive years in the show
  - Date Contract was received
  - Booth preferencesIf your desired exhibit space is unavailable, you will be assigned the nearest booth available to the space you request. If the Association must reassign a booth for any reason, you will be promptly notified.
- CANCELLATION:** A refund will be made upon written notice of cancellation before November 30, 2011, less the deposit. All terms and conditions contained herein are integral parts of this agreement.
- NO-SHOWS:** All booths must be set up by 12 p.m., Tuesday, the first day of the show. Any booth not set up by this time will be considered a No-Show. Booth and payment will be forfeited and WPMA will reassign the booth unless prior arrangements have been made.
- EXHIBIT SIZE:** Trade Show Exhibitors must conform with International Association of Exhibitions and Events (IAEE) Guidelines. All exhibit items must be contained within the booth space assigned. Any item higher than the side drapes (4') must be contained in the back 4' of the booth and may not exceed 8' in height. Any exceptions must be cleared with WPMA.
- LIGHTING AND HEATING:** WPMA may restrict the use of irregular lighting effects. Exhibits that use heat (as in cooking), generate smells or any unusual activity or display must receive clearance from Freeman and Freeman.
- AGE LIMIT ON EXPOSITION FLOOR:** All children under 16 years of age must register and be accompanied on the exposition floor by a registered, responsible adult. During set up and tear down, no one under 16 years of age will be allowed on the exposition floor.
- MEDIA 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 & Convenience Store Expo may not be sold or repackaged for commercial use.
  - No recordings (audio, video, or photographic) may be made of Western Petroleum Marketers Convention & Convenience Store Expo General Session, educational sessions, workshops, management sessions and/or evening events.
- VEHICLES AND CAR WASHES:** Must be ready to MOVE-IN at 9 a.m., Sunday prior to trade show opening.
- VEHICLES ON DISPLAY:** Must have fuel filler caps locked or sealed to prevent escape of vapors and to avoid tampering. Batteries must be disconnected. Auxiliary batteries not connected to engine starting system may be left connected. External chargers are recommended for demonstration purposes.

**PLEASE NOTE: FUEL TANK LEVEL MUST BE LESS THAN 1/4 OF A TANK ON ANY MOTORIZED VEHICLE.**
- EXHIBIT SIGNS, DRAPES:** Freeman will furnish back and side drapes for each exhibitor and one 7"X44" sign containing the exhibitor's name, city, state and exhibit number. These items are included in the booth space price listed previously.
- EXHIBIT SERVICES:** For procurement of additional exhibit space equipment, as well as any special equipment desired by exhibitors, the Convention management has designated Freeman, 6555 West Sunset Road, Las Vegas, NV 89118, Phone: (702) 579-1700, Fax: (469) 621-5604. Contact Exhibitor Services Department at (702) 579-1700, or access the Freeman Exhibitor Service Manual through a link provided on the WPMA website: [www.wpma.com/national-convention](http://www.wpma.com/national-convention).
- SHIPPING INSTRUCTIONS:** The hotel cannot accept and store large shipments of exhibit material in advance of the show. Consign all such material for receipt and storage to FREEMAN. They will deliver for you on setup days. They will arrange to remove empty crates, store them during the show and return them on the dismantling day. Setup days will be:

Monday, February 20, 2012, from 8 a.m. to 5 p.m. and Tuesday, February 21, 2012 from 8 a.m. to 12 p.m.

Dismantling day will be after 12 p.m., Thursday, February 23, 2012. All exhibits must be packed by 5 p.m. on Thursday, February 23, 2012.

**ANY EXHIBITOR DISMANTLING PRIOR TO 12 p.m. WILL BE FINED \$500.** All shipments should be fully prepaid along with bills of lading, scheduled to arrive before February 14, 2012, to ensure arrival prior to the show, and consigned as follows:

**Western Petroleum Marketers Convention & Convenience Store Expo**, Exhibiting Company Name \_\_\_\_\_ Booth # \_\_\_\_\_, C/O FREEMAN, 6675 West Sunset Road (215 & Rainbow), Las Vegas, NV 89118
- ELECTRICAL SERVICE:** A link to Mirage Technical Services Department is provided on the WPMA website: [www.wpma.com/national-convention](http://www.wpma.com/national-convention), for those exhibitors needing electrical services. **Do not call the hotel for electrical service in your booth.**
- NON-ASSIGNMENT:** Exhibitor agrees that this contract and any booth assigned to exhibitor may not be assigned or transferred to another exhibitor. All exhibitors must have a signed written contract with WPMA to utilize booth space.
- TRADE EXPOSITION TENTATIVE SCHEDULE:**

Setup Monday, February 20, 8 a.m.-5 p.m. and Tuesday, February 21, 8 a.m.-12 p.m.

Trade Expo Tuesday, February 21, 3 p.m.-7 p.m.

Trade Expo Wednesday, February 22, 10:30 a.m. - 3:30 p.m.

Trade Expo Thursday, February 23, 9 a.m.-12 p.m.
- EXHIBITORS WILL BE IN FULL COMPLIANCE WITH ALL CITY OF LAS VEGAS FIRE PREVENTION BUREAU REGULATIONS INCLUDING:**
  - All decorations, drapes, curtains, backdrop, bunting, paper, cardboard, plastic, straw, leaves, hay, moss and similar materials shall be flame-retardant when subjected to the Nevada Standard Test procedure.
  - Table coverings are required to be flame-retardant treated unless they lie on the table top with no overhang.
  - Materials that are not flame retardant and cannot be properly treated to make them fire-retardant, such as oil cloth, tar paper, sisal paper, nylon, orlon, certain plastics, and etc., are absolutely prohibited.
  - The use of open flame of any sort, or the use of heat producing devices, compressed gasses, flammable liquids, hazardous materials, or mechanical devices with exposed moving parts are closely regulated and are to be used only after written permission for such usage is obtained from the Nevada Fire Prevention Bureau.
- LIABILITY:** The Western Petroleum Marketers Association shall not be responsible for any loss, damage or injury that may occur to the exhibitor contracted. The exhibitor releases and agrees to protect, defend, indemnify and hold the Western Petroleum Marketers Association harmless from any loss, damage or injury that may occur to the exhibitor or any of its agents or employees or any third person arising out of or connected with the exhibitor's participation in this contract or the trade show exhibitions.

Exhibitor agrees to pay all of its own costs and expenses incurred in producing and setting up the exhibition including, but not limited to, those items listed in paragraphs 5 and 6 of this agreement and all labor costs. Exhibitor shall indemnify, protect, and hold completely harmless the Western Petroleum Marketers Association from all such costs and expenses including reasonable attorney's fees.

The Western Petroleum Marketers Association shall not be held liable in case of any act of God, strike, act of war, insurrection, riots or any other circumstances that would prohibit or restrict the working of the convention or trade center. The Western Petroleum Marketers Association shall not be held liable for any fire, theft, vandalism or destruction of any property belonging to exhibitor. Exhibitor shall obtain its own insurance for all such happenings.
- PROTECTION OF HOTEL PROPERTY:** No scotch tape, paste, thumb tacks, nails or other methods may be used to affix signs or posters to the wall. If any signs or posters are leaned on the walls, they must be properly padded so as not to cause damage. If any damage is caused to the hotel property accidentally or otherwise, the exhibitor will be responsible for the full cost of repairs.

The Association reserves the right to reject applications for booth space and to restrict the manner in which products are displayed so as to prevent undue noise, objectionable odors, offensive display materials, interference with other booths, congestion, etc.

The exhibitor signature hereby agrees to protect, defend and indemnify Western Petroleum Marketers Association from all liability, claims, suits, damages, costs and attorney fees arising out of or resulting from exhibitor use of music, logos, printed materials, trade names and any infringement thereof by the exhibitor.
- INSURANCE:** Exhibitors must carry their own fire and theft insurance.
- 24-HOUR GUARD SERVICE** will be provided.