



WPMA Chief Executive Officer (CEO)
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Success of the

The success of the WPMAEXPO

can be evaluated based on various factors, including attendance numbers, participant satisfaction, exhibitor feedback, educational value, networking opportunities, and overall impact on the industry. However, historically, the WPMAEXPO has been well-regarded within the petroleum marketing and convenience store industries for attracting professionals from across the country, opportunities to learn about new technologies and trends, and the ability to network with industry peers. If you're looking for recent feedback or statistics on the convention, check the WPMA website or industry publications for updates.

ATTENDEES and **EXHIBITORS** play crucial roles in making the WPMAEXPO successful:



1. ATTENDANCE: The number and quality of attendees contribute significantly to the success of the convention. Attendees, including petroleum marketers, convenience store owners, industry professionals, and suppliers

bring diverse perspectives and expertise to the event. Their presence creates opportunities for networking, knowledge sharing, and business development.



2. ENGAGEMENT: Active participation from attendees enhances the overall experience. Engaged attendees attend sessions, interact with exhibitors, ask questions, and contribute to discussions. Their enthusiasm fosters a dynamic and vibrant atmosphere, driving the exchange of ideas and fostering innovation.

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3. FEEDBACK AND INPUT: Attendees provide valuable feedback and input through surveys, evaluations, and direct

communication. Their insights help us organizers understand what worked well and what areas can be improved. Incorporating attendee feedback into future conventions ensures that the event continues to meet the needs and expectations of participants.



4. NETWORKING OPPORTUNITIES:

Attendees value networking opportunities to connect with industry peers, potential

partners, and suppliers. Facilitating meaningful connections through networking events, receptions, and social activities enhances the overall value of the convention.



5. EXHIBITORS: Exhibitors showcase their products, services, and innovations, contributing to the richness and diversity of the event. Their presence offers

attendees access to the latest industry trends, technologies, and solutions. Exhibitors also benefit from the opportunity to engage directly with potential customers, gather market intelligence, and build relationships.



6. EXHIBITOR SATISFACTION: The success of the convention is also measured by exhibitor satisfaction. Positive feedback

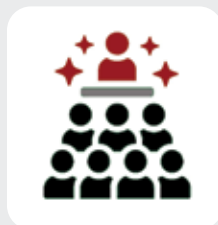
WPMA EXPO

from exhibitors indicates that the event provided a conducive environment for business development, lead generation, and brand exposure. Meeting exhibitors' needs and exceeding their expectations encourages their continued participation and support.

IN SUMMARY, the active involvement of attendees and exhibitors is instrumental in making the *WPMAEXPO* successful. Their engagement, feedback, and contributions contribute to the overall impact and effectiveness of the event.

Now let's talk about **SPONSORSHIPS** and how they can be mutually beneficial for both sponsors and the association hosting the event like the *WPMAEXPO*:

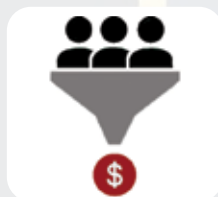
1. INCREASED VISIBILITY: Sponsors gain increased visibility and exposure among the target audience of the convention. Their branding appears on promotional materials, signage, websites, and social media platforms associated with the event. This heightened visibility can lead to greater brand recognition and awareness within the industry.



2. NETWORK BUILDING: Sponsorship often comes with perks such as exclusive access to networking events, VIP lounges, or private meetings with key industry players. These opportunities enable sponsors to forge valuable connections, build relationships, and explore potential business collaborations.



3. LEAD GENERATION: Sponsors can generate leads by engaging directly with attendees at their sponsored booths or sessions. By showcasing their products, services, and innovations, sponsors can attract potential customers and partners, initiating meaningful conversations and cultivating new business opportunities.



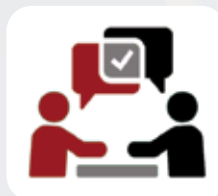
4. THOUGHT LEADERSHIP: Sponsoring educational sessions, workshops, or panel discussions allows sponsors to demonstrate their expertise and thought leadership within the industry. By sharing insights, best practices, and case studies, sponsors can position themselves as trusted authorities and valuable resources for attendees.



5. ASSOCIATION SUPPORT: Sponsorship revenue provides vital financial support to the association. This funding helps cover event expenses, venue costs, speaker fees, marketing efforts, and other operational costs associated with organizing a successful convention. In turn, the association can deliver a high-quality event experience for attendees and exhibitors.



6. CUSTOMIZED PACKAGES: WPMA can offer customizable sponsorship packages tailored to the specific needs and objectives of sponsors. These packages may include a range of benefits such as logo placement, speaking opportunities, exhibit space, advertising opportunities, and attendee engagement initiatives. By providing flexibility and options, the *WPMAEXPO* can attract sponsors of varying sizes and budgets.



7. COMMUNITY ENGAGEMENT: Sponsors demonstrate their commitment to the industry and support for the association by investing in sponsorship opportunities. This level of involvement fosters a sense of community and collaboration within the industry, strengthening relationships between sponsors, attendees, exhibitors, and the association.



OVERALL, sponsorships create a win-win situation where sponsors gain valuable exposure, networking opportunities, and business benefits, while the association receives crucial financial support and delivers a successful event experience for all stakeholders.