Annual National Convention & Convenience Store Expo

Leveraging Our Strengths

Opening Session
Keynote Speaker: Dennis Miller

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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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

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

It is an honor and a 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 outstanding, 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.
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.

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.

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.

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.

Leveraging Our Strengths

February 22-24, 2011 • Mirage • Las Vegas, NV
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.”
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!

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)

Management Session
“How National Health Care Impacts Your Business”
2011 Exhibitors
as of October 27, 2010

A
ADD Systems
A-1-R-Serv Group LLC
ANS Distributing
Acquisition & Refinance Capital
Advanced GeoEnvironmental
Air1 by Yara North America
American Equipment Finance LLC
Ameron International FPG
Arco Ampm
Aucterus LLC
Aztech Software Inc

B
ADD Systems
Air1 by Yara North America
American Equipment Finance LLC
Ameron International FPG
Arco Ampm
Aucterus LLC
Aztech Software Inc

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Air1 by Yara North America
American Equipment Finance LLC
Ameron International FPG
Arco Ampm
Aucterus LLC
Aztech Software Inc

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Ameron International FPG
Arco Ampm
Aucterus LLC
Aztech Software Inc

=Booth must be last in - first out
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:**

- 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.

**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.

**“As a small businessperson, you have no greater LEVERAGE than the truth.”**

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

**“Give me a LEVER long enough and I could move the world.”**

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

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 ______

LOGO ITEMS
MUST BE COMMITTED
BY
JANUARY 14, 2011

Golf Sponsorship Form

☐ 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

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

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

WPMA Scholarships
Celebrating 58 Years of Service
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

Charge My:  □ MasterCard  □ Visa  □ American Express  □ Discover

Account # ________________________________________ Exp. Date __________ Signature_______________________________ Date _________

Thank you EARLY TOP SPONSORS

FEDERATED INSURANCE  HOLLY CORPORATION  Sinclair
ALON  U.S.A  Chevron  ConocoPhillips
ExxonMobil  Shell  TESORO  VALERO
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: $______________

☐ 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.
**WPMA Scholarship Foundation: Raffle & Golf Registration**

**Before 1/14/11**

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

**After 1/14/11**

| Principal Registrant | $450.00 | $575.00 |
| Spouse Registrant | $400.00 | $475.00 |
| Additional Registrant(s) | $400.00 | $475.00 |

**Foursome Request:**

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- **DAY 1:**
  - **Wednesday, February 23**
    - **Trade Show (includes Buffet Lunch):**
      - **Trade Show:**
        - 3:00 to 7:00 p.m.
      - **Welcome Reception:**
        - 6:00 to 7:00 p.m. - On Trade Show Floor
    - **Day Pass — Includes All Thursday Events: $195.00**
      - **Management Session:**
        - 7:00 to 8:00 a.m.
        - **Speakers:**
          - PMAA - Dan Gilligan,
          - Federated Insurance - Mike Kerr
      - **Coffee & Juice Break:**
        - 6:30 to 8:00 a.m.
    - **1:00 to 2:00 p.m. Speaker: ICA - Kelly Maria**
    - **Trade Show:**
      - 2:00 to 3:00 p.m.
      - **Speaker: NACS - Michael Davis**
    - **Opening Session:**
      - 8:30 to 10:30 a.m.
      - **Keynote:**
        - Dennis Miller
    - **Trade Show:**
      - 10:30 a.m. to 3:30 p.m.
      - **Speaker:**
        - Natalie Marti
    - **Ladies’ Luncheon:**
      - 12:00 to 2:00 p.m.
      - **Speaker:**
        - Natalie Marti

- **DAY 2:**
  - **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
      - **Trade Show:**
        - 3:00 to 7:00 p.m.
      - **Welcome Reception:**
        - 6:00 to 7:00 p.m. - On Trade Show Floor
    - **Trade Show:**
      - 2:00 to 3:00 p.m.
      - **Speaker:**
        - NACS - Michael Davis
    - **Opening Session:**
      - 7:00 to 8:30 a.m.
      - **Keynote:**
        - Dennis Miller
    - **Trade Show:**
      - 10:30 a.m. to 3:30 p.m.
      - **Speaker:**
        - Natalie Marti
    - **Ladies’ Luncheon:**
      - 12:00 to 2:00 p.m.
      - **Speaker:**
        - Natalie Marti

- **DAY 3:**
  - **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.
        - **Speaker:**
          - Michael Davis
      - **Breakfast Buffet (on Trade Show Floor):**
        - 9:00 to 10:00 a.m.

**Cruise Package**

- **Sponsored by NPM&CSA**
- **Value:** $7,500
- **Per Golfer:**
  - **Golf:** $225.00
  - **Golf without Convention Registration:** $285.00

**WPMA Scholarship Foundation**

- **Foursome Request:**
  - **Golf at TPC Las Vegas Golf Club**
  - (limited to 144 golfers)
  - 8:00 a.m. four-person scramble

**GRAND TOTAL $______**

- **Check Enclosed** or **Charge My:**
  - **MasterCard**
  - **Visa**
  - **American Express**
  - **Discover**

**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
  - **Fax with charge info to 801-262-9413**
  - **Call with questions to 801-263-WPMA (9762)**
  - **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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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