



***Exhibitor
Prospectus***

***WPMA* EXPO**

Mirage, Las Vegas, Nevada

February 22-24, 2022

2022 Exhibiting Guidelines

GENERAL INFORMATION:

Exposition Dates: February 22-24, 2022
Location: **Mirage Events Center**
Las Vegas, Nevada
Hotel: **Mirage** 3400 Las Vegas Boulevard South
Las Vegas, NV 89109
(800) 499-6311
(Do not ship items directly to the hotel. See 2022 Terms & Conditions for shipping information.)

BOOTH SPACE "PRIORITY" CRITERIA:

Booth space assignment for the *WPMAEXPO* Show is based on:

- 1) FIRST PRIORITY for last year's contracted booth space
- 2) MEMBER of WPMA
- 3) NUMBER of consecutive years in the show
- 4) DATE contract was received
- 5) BOOTH preferences

APRIL 15: Contracts due for current exhibitors in order to receive "priority" booth consideration. Contracts received after this date will be assigned on a first-come, first-served basis.

AFTER JUNE 1: All available booths may be contracted on-line at www.wpmaexpo.com.

BOOTH COSTS AND SIZE:

BOOTH PRICE: \$27.00 per square foot (sq').

Full payment is due **November 30, 2021**. No reserved booth spaces will be held after **November 30, 2021** unless paid in full. Any request for booth space after that date must be paid in full for the total amount of the booth space(s) requested.

DEPOSIT: \$500 per 100 sq' (nonrefundable) is required with contract to hold booth space.

BOOTH PRICE INCLUDES: Three (3) full registrations for the first booth and one (1) additional registration for each booth thereafter.

MAXIMUM BOOTH SIZE: None

MINIMUM BOOTH SIZE: 10' x 10' (100 sq'). 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 half of the booth and may not exceed 8' in height.

CANCELLATION: **Less the deposit**, a refund will be made upon written notice of cancellation prior to **November 30, 2021**.

EXHIBIT INFORMATION:

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

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 and booth number (this excludes island booths). The convention hall is carpeted, so carpet rental is optional. Service kits containing order forms for furniture, labor, drayage, electricity and other services will be available online eight weeks prior to the show.

EXHIBIT DISMANTLING: Exhibitors may not dismantle prior to 12 p.m. on Thursday. **ANY EXHIBITOR DISMANTLING BEFORE 12 P.M. COULD BE FINED \$500.**

All exhibits must be dismantled and packed by 5 p.m., Thursday, February 24, 2022.

EXHIBIT SETUP:

Monday, February 21, 2022 8 a.m. - 5 p.m.

Tuesday, February 22, 2022 7 - 11 a.m.

EXHIBIT HOURS:

Tuesday, February 22, 2022 12 - 4 p.m.

Wednesday, February 23, 2022 10 a.m. - 3:30 p.m.

Thursday, February 24, 2022 9 a.m. - 12 p.m.

EXHIBITOR POLICIES:

SUITCASING POLICY:

In an effort to protect the integrity of the show and to ensure the value of Booth Space at the *WPMAEXPO*, the endorsed policy of the show is as follows: Any non-exhibiting vendor who wishes to attend the *WPMAEXPO* shall pay the non-exhibiting fee of \$2,500 per person. Non-exhibiting vendors who do not pay the fee will **NOT be allowed to attend ANY convention events**.

Only contracted exhibitors are permitted to promote their company, products or services at the *WPMAEXPO*. 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. Any suitcasers should be reported to the WPMA Show Management.

MEDIA POLICY:

ONLY WPMA AUTHORIZED MEDIA and WPMA representatives may be granted permission to capture audio, video and photographic content presented at the *WPMAEXPO*. Authorized images or audio obtained at the *WPMAEXPO* may not be sold or repackaged for commercial use. All media authorization must be acquired **90 days** before the event. No exceptions.

NO RECORDINGS (audio, video, or photographic) may be made of the *WPMAEXPO* keynote session, educational sessions, workshops, management sessions and / or evening events.

CONFLICTING EVENT POLICY:

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

MINOR POLICY:

DURING SET UP and tear down, **NO ONE** under 16 years of age will be allowed on the exposition floor.

DURING REGULAR trade show hours, children under 16 must be accompanied by a registered, responsible adult.

WPMAEXPO

February 22-24, 2022 • Contract for Booth Space

IMPORTANT INFORMATION:

- Thoroughly review *WPMAEXPO* Terms & Conditions and the Exhibit Rules and Regulations from the IAEE Guidelines. Both are available at www.wpmaexpo.com, under Policies.
- Contracts received before November 30, 2021 require a \$500 non-refundable deposit per booth.
- Contracts received after November 30, 2021 require 100% payment.
- Exhibits will not be permitted to be installed unless all obligations to WPMA are paid in full.
- Includes three principal registrations for the first booth purchased and one registration for each additional booth purchased thereafter.

WPMAEXPO MATERIALS INFORMATION:

For publication. Print exactly how you would like all information to appear in *WPMAEXPO* materials. WPMA is not liable for any misprints or misrepresentations made in *WPMAEXPO* publications.

Company: _____

Person to be listed in show materials: _____

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 information on Exhibitor Service Materials.

Company: _____

Contact person for show correspondence: _____

Address: _____

City: _____

State: _____ ZIP: _____

Phone: _____ Fax: _____

E-mail: _____

FOR OFFICE USE ONLY

Date Received _____ Member _____ Nonmember _____ WPMA Acct # _____ Booth(s) Assigned _____

BOOTH SELECTION:

Booth number preferences:

1st _____ 2nd _____ 3rd _____

4th _____ 5th _____ 6th _____

Please list your major competitors: _____

Every effort is made for placement away from competitors, but is not guaranteed.

RESERVE BOOTH SPACE:

_____ X \$2,700 = \$ _____
Total number of booths Total Booth Amount

LESS BOOTH DEPOSIT (non-refundable)

_____ X \$500 = amount to reserve booth space \$ _____
Total number of booths Deposit due at time of Contract

Payment BALANCE due **November 30, 2021** \$ _____

PUSH NOTIFICATION:

Tuesday Wednesday Thursday @ \$500/day
 All Three (3) Days @ \$1,000 \$ _____

CONTRACT SIGNATURE:

By signing this contract, I acknowledge that I have read, understood and accepted the 2022 WPMA Terms and Conditions, and agree to abide and be bound by the terms and conditions contained therein. Further, by signing this "contract" I affirm that I have legal authority to bind the Company and agree that I and all personnel present in the Exhibit at all times will abide and be bound by the *WPMAEXPO* Terms and Conditions. This is a legally binding contract; please read before signing.

EXHIBITOR:

Authorized Signature _____ Date _____

WPMA:

Authorized Signature _____ Date _____

METHOD OF PAYMENT FOR ABOVE TOTAL:

GRAND TOTAL (A) or CONTRACT BOOTH DEPOSIT (B)

Check Enclosed (Please make checks payable to: WPMA)

or Charge my: American Express Discover MasterCard Visa

Acct# _____ Exp. Date _____

Authorized Signature _____

Title _____

Mail to: WPMA, P. O. Box 571500, Murray, Utah 84157-1500
Phone: (801) 263-9762 • Fax: (801) 262-9413 • www.wpmaexpo.com

WPMA EXPO: 2022 Terms & Conditions

1. **EXHIBITS:** WPMA reserves the right to determine the eligibility of any company for inclusion in the WPMA EXPO. WPMA reserves the right to rescind this contract and remove the Exhibitor from the WPMA EXPO site for violating the WPMA EXPO Terms and Conditions or for any other reason.
2. **BOOTH SPACE:** Cost \$2,700 for each 10' X 10' booth. We understand the assignment of booth spaces is based on the following "PRIORITY" criteria:
 - 1) FIRST PRIORITY for last year's contracted booth space
 - 2) MEMBER of Western Petroleum Marketers Association (WPMA)
 - 3) NUMBER of consecutive years in the show
 - 4) DATE Contract was received
 - 5) BOOTH preferencesIf your desired booth space is unavailable, you will be assigned the nearest booth available to the space you request. If WPMA must reassign a booth for any reason, you will be promptly notified.
3. **CANCELLATION:** A refund will be made upon written notice of cancellation before **November 30, 2021, less the deposit.** All terms and conditions contained herein are integral parts of this agreement.
4. **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.
5. **EXHIBIT SIZE:** Trade Show Exhibitors must conform to International Association of Exhibitions and Events (IAEE) Guidelines. All exhibit items (including carpet) 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. Island booths (any size booth exposed to aisles on all four sides) that are opting for carpet rental, must order carpet to fit the booth specifications exactly. (e.g., 20' x 20' booth must order 20' x 20' carpet.)
6. **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 WPMA and Freeman.
7. **AGE LIMIT:** During set up and tear down, **NO ONE** under 16 years of age will be allowed on the exposition floor. During regular trade show hours, children under 16 must be accompanied by a registered, responsible adult.
8. **MEDIA POLICY:**

Only WPMA authorized media and WPMA representatives may be granted permission to capture audio, video and photographic content presented at the WPMA EXPO. Authorized images or audio obtained at the WPMA EXPO may not be sold or repackaged for commercial use. All media authorization must be acquired 90 days before the event. No exceptions.

No recordings (audio, video, or photographic) may be made of the WPMA EXPO Keynote session, educational sessions, workshops, management sessions and / or evening events.
9. **VEHICLES AND CAR WASHES:** Must be ready to MOVE-IN at 7 a.m., Sunday prior to trade show opening.
10. **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.
11. **EXHIBIT SIGNS, DRAPES:** Freeman will furnish back and side drapes for each exhibitor and one 7" X 44" sign containing the exhibitor's name and exhibit number (except island booths).
12. **EXHIBIT SERVICES:** For procurement of additional booth space equipment, as well as any special equipment desired by exhibitors, the WPMA EXPO management has designated Freeman as contract service provider. **Contact Exhibitor Services Department at (702) 579-1700, or access the Freeman Exhibitor Service Manual through a link provided on the WPMA Website: www.wpmaexpo.com.**
13. **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 21, 2022, from 8 a.m. to 5 p.m. and Tuesday, February 22, 2022, from 7 to 11 a.m.

Dismantling day will be after 12 p.m., Thursday, February 24, 2022. All exhibits must be packed by 5 p.m. on Thursday, February 24, 2022.

ANY EXHIBITOR DISMANTLING PRIOR TO 12 p.m. MAY BE FINED \$500. All shipments should be fully prepaid along with bills of lading, scheduled to arrive before February 7, 2022, to ensure arrival prior to the show, and consigned as follows:

WPMA EXPO, Exhibiting Company Name _____
Booth # _____, C/O FREEMAN, 6675 West Sunset Road (215 & Rainbow), Las Vegas, NV 89118
14. **ELECTRICAL SERVICE:** A link to Mirage Exhibitor Services is provided on the WPMA EXPO Website: www.wpmaexpo.com, or mirageexhibitorservices.com for those exhibitors needing electrical services. Do not call the hotel for electrical service in your booth.
15. **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.
16. **EXHIBITORS WILL BE IN FULL COMPLIANCE WITH ALL CITY OF LAS VEGAS FIRE PREVENTION BUREAU REGULATIONS INCLUDING:**
 - a. **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.
 - b. **Table coverings** are required to be flame-retardant treated unless they lie on the tabletop with no overhang.
 - c. **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, etc., are absolutely prohibited.
 - d. **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.
17. **LIABILITY:** WPMA 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 WPMA 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 WPMA from all such costs and expenses including reasonable attorney's fees.

WPMA 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 WPMA EXPO or event center. WPMA 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.
18. **PROTECTION OF HOTEL PROPERTY:** No scotch tape, paste, thumbtacks, 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.
19. **THE EXHIBITOR SIGNATURE** hereby agrees to protect, defend and indemnify WPMA 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.
20. **INSURANCE:** All exhibiting companies must show proof of insurance for General Liability, Workers' Compensation Liability and Business Automobile Liability and must provide WPMA with a current Certificate of Insurance with limits of not less than the following: \$1,000,000 General Liability, \$100,000 Workers' Compensation, and \$1,000,000 Business Automobile Liability. The WPMA, the Mirage Hotel, and Freeman must be named as additional insureds on all policies. The Certificate of Insurance must cover Sunday, February 20, 2022 through Friday, February 25, 2022 and must be received no later than Friday, February 4, 2022.
21. **24-HOUR GUARD SERVICE** will be provided.

More Exposure Opportunities in 2022

WPMAEXPO APP

Included with the purchase of booth space is exposure in the WPMAEXPO APP. The App provides your company maximum exposure with the following information available to attendees:



- **Contact Information**
- **Company Logo**
- **Show Specials/ Company Description**
- **Booth Locator**
- **Hyperlink to your website (URL)**
- **Push Notifications**
Cost: \$500 per day or \$1000 for all three days. Notification(s) are limited to 135 characters including spaces. Push Notifications are for Exhibitors or \$3500+ Sponsors only.

If you have any questions please call Kim White at (888) 252-5550 or (801) 263-9762 or e-mail kimw@wpma.com.



WPMA
SCHOLARSHIP FOUNDATION

WPMA SCHOLARSHIP FOUNDATION SUPPORT

- **GOLF TOURNAMENT** on Tuesday, February 22, Sponsorships are available for hole, breakfast, beverage cart and logo items.
- **SILENT AUCTION** – donors receive recognition on signage and in the auction area.
- **OTHER DONATIONS**

For more specific details on the WPMA Scholarship Foundation and annual scholarship awards, go to www.wpma.com/scholarship or contact Kathy Michaelis at kathym@wpma.com.

WPMAEXPO PROGRAM

ADVERTISING

The WPMAEXPO Program offers a long shelf-life and delivers your advertising message in a high-quality, full-color format. Advertising in the WPMAEXPO Program is even more important because of its exclusive distribution at the WPMAEXPO.

- Deadline for advertising space contract.....Jan. 1, 2022
- Deadline for advertising materials.....Jan. 3, 2022

Ad Sizes, Rates & Specs

- Premium Back Cover position = 20% additional
Inside Front or Inside Back Covers = 10% additional

For additional information or to book your advertisement, contact Jan Roothoff at: Tel: (801) 263-WPMA (9762), Toll-free: 1-888-252-5550, Fax: (801) 262-9413
E-mail: janr@wpma.com

ELITE EXHIBITORS

Purchasing 6+ Booths

- **Highlighted on the WPMAEXPO APP**
- **A Daily Custom Push Alert** (Total 3)
 - Message sent by the WPMAEXPO APP (135-character limit)
- **Banner Ad on WPMA home webpage**

BE A SPONSOR

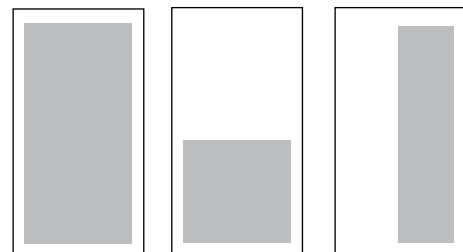
WPMA invites you to be a sponsor of the WPMAEXPO

There are several levels of sponsorship. Each one receives special benefits and recognition, with the top levels receiving the most benefits, including booth space and meeting room availability. Sponsorships range in price between \$1,000 and \$30,000. We are open to your ideas for a tailored sponsorship that meets your needs.

For more specific details on sponsorships go to www.wpmaexpo.com/sponsorships or contact Jamie Wood at jamiew@wpma.com.

Our petroleum suppliers, exhibitors, advertisers and associate members are valuable to the success of our association. Thank you for your consideration and continued support of our convention.

FC = Full color ad

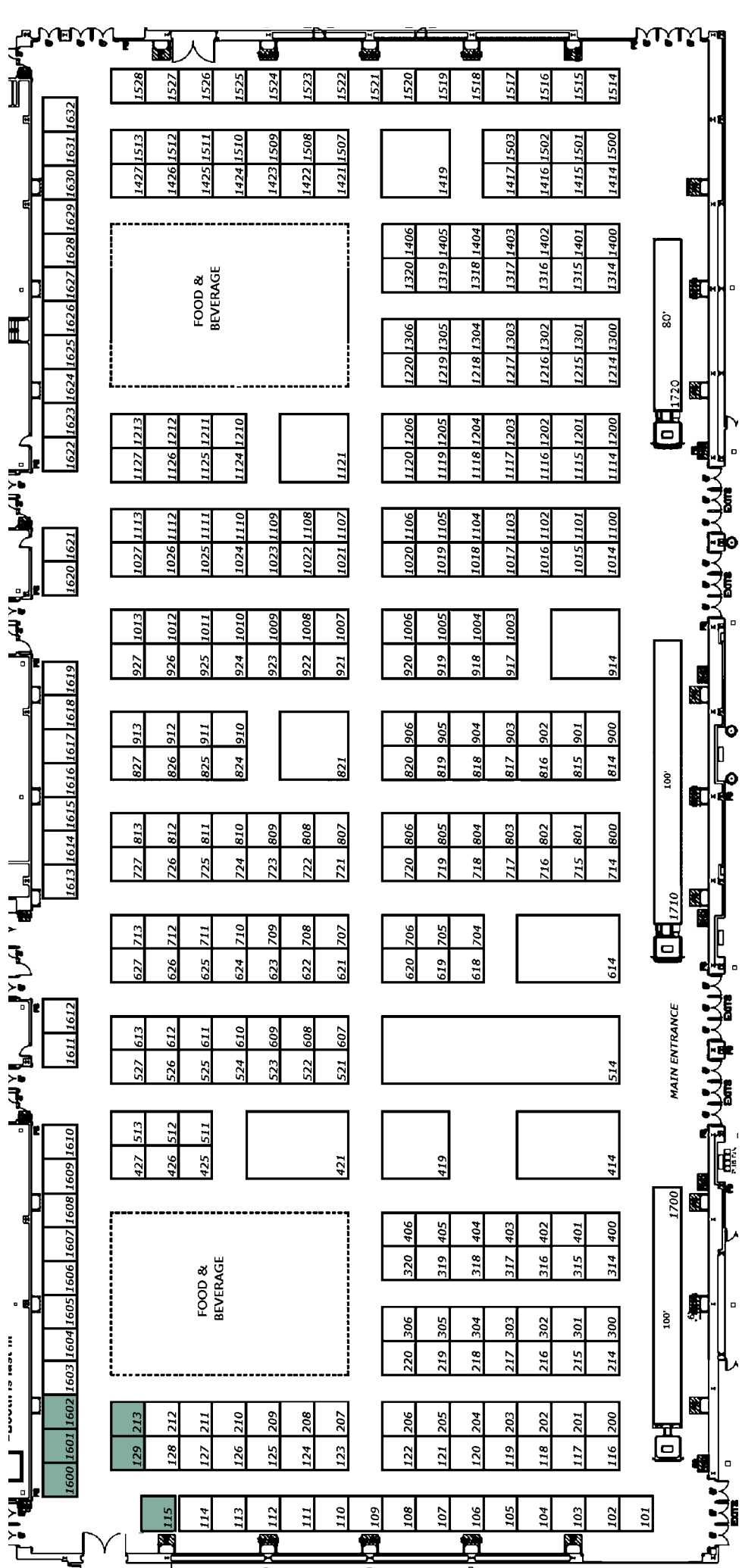


Full 1 Page
3.5"X7.5"
w/bleed
4.75"x8.75"
FC \$1,220

1/2 Page Horizontal
3.5"X3.625"
FC \$980

1/2 Page Vertical
1.625"X7.5"
FC \$980

Have ideas or suggestions to make our show better? Please feel free to give us a call or drop us an e-mail.



2022

WPMA EXPO

Exhibitor Prospectus Mirage Exhibit Hall

This exhibit map is for reference only. Please look for the actual 2022 booth map with registration information online at www.wpmaexpo.com after **JUNE 1st**.

Office:
4388 South Riverboat Rd.
Suite 380
Salt Lake City, Utah 84123

Mail:
PO Box 571500
Murray, Utah 84157-1500

Tel: (801) 263-WPMA (9762)
Fax: (801) 262-9413



Kim White
Trade Show Coordinator

kimw@wpma.com
www.wpma.com
www.wpmaexpo.com

visit www.wpmaexpo.com for the latest convention news and event updates

= Booth must be last in
2022 booth map subject to change.

WPMA EXPO

• One Team • One Mission • One Goal



WHO ARE WE?

WPMAEXPO

is a national convention and trade show for a great network of petroleum marketers/oil jobbers, distributors, wholesalers and convenience store owners, along with the companies that support them throughout the United States and Canada.

Our mission is to assist members in increasing their business effectiveness and profitability.

Where can I find more information on Booth Space?

Please see page 2 of this 2022

PROSPECTUS for detailed information on booth costs and sizes, or check online at

www.wpmaexpo.com
after June 1st.

See You in **FESTIVE** Las Vegas!



#wpmaexpo2022

WPMAEXPO

February 22-24, 2022

Join Us!

EVERY FEBRUARY WPMA HOSTS a national convention and convenience store exposition. In 2022 the *WPMAEXPO* takes center stage at the Mirage Events Center in Las Vegas, Nevada. During the convention, the *WPMAEXPO* brings together the necessary resources petroleum marketers and convenience store owners require, while presenting unmatched networking opportunities.

Why You Need to Exhibit at *WPMAEXPO*!

TOP THREE REASONS TO EXHIBIT:

1. Key Trade Show Attendees
2. Exhibitor-friendly Trade Show Hours
3. Non-opposed Trade Show Hours

Who will you reach?

- **You will connect** with more than 3,000 attendees from the United States and Canada searching for new products or suppliers.

What does the booth registration include?

- **THREE (3) Complimentary booth personnel registrations** for the first booth and one (1) additional registration for each booth thereafter.
 - Admission to all seminars and speeches
 - All food functions on the trade show floor

Booths may be contracted online at www.wpmaexpo.com after **June 1, 2021**, or FAX the 2022 contract found on page 3 to WPMA at (801) 262-9413.

If you have any questions please do not hesitate to contact Kim White at (801) 263-9762.