Exhibitor Prospectus

February 16 - 18, 2027

MGM Grand, Las Vegas, Nevada

WPMA EXPO

Booths may be contracted online
at **www.wpmaexpo.com**

WPMAEXPO SCHEDULE-*at-a-Glance*

TRADE SHOW SET UP

8:00 a.m. – 5:00 p.m.	**Monday,** February 15
8:00 a.m. – 12:00 p.m.	**Tuesday,** February 16

TRADE SHOW HOURS

2:00 p.m. – 6:00 p.m.	**Tuesday,** February 16
10:00 a.m. – 3:30 p.m.	**Wednesday,** February 17
9:00 a.m. – 12:00 p.m.	**Thursday,** February 18

REGISTRATION HOURS

12:00 p.m. – 5:00 p.m.	**Monday,** February 15
7:00 a.m. – 6:00 p.m.	**Tuesday,** February 16
7:00 a.m. – 3:30 p.m.	**Wednesday,** February 17
8:00 a.m. – 12:00 p.m.	**Thursday,** February 18

MONDAY, February 15

8 a.m. - 5 p.m. ..... Trade Show set up
12 - 5 p.m. ..... **Registration OPEN**
5:30 -7 p.m. ..... **Doug Alexander Memorial Scholarship Reception**
Ticket Required

TUESDAY, February 16

8 a.m. - 12 p.m. ..... Trade Show set up
7 a.m. - 6 p.m. ..... **Registration OPEN**
8 a.m. ..... **Scholarship Golf Tournament** *at the Arroyo Golf Club*
8 a.m. - 12 p.m. ..... **EDUCATIONAL SESSIONS**
2 - 6 p.m. ..... **TRADE SHOW**
5-6 p.m. ..... **Welcome Reception**

WEDNESDAY, February 17

7 a.m. ..... **Cardlock Meeting**
7 a.m. - 3:30 p.m. ..... **Registration OPEN**
8:30 - 10 a.m. ..... **KEYNOTE SESSION**
10 a.m. - 3:30 p.m. ..... **TRADE SHOW** with Buffet Lunch
12 - 2 p.m. ..... **Ladies' Luncheon** *Ticket Required*
3:30 p.m. ..... Brand Meetings
Evening Open ..... Suppliers Hospitality

THURSDAY, February 18

8 a.m. - 12 p.m. ..... **Registration OPEN**
8 - 9 a.m. ..... **EDUCATIONAL SESSION**
9 a.m. - 12 p.m. ..... **TRADE SHOW** with Buffet Breakfast
11 a.m. ..... **SILENT AUCTION CLOSES**

Subject to change



Aloha WPMA O'hana

My name is Annie Marszal, owner of Lahaina Petroleum in Hawaii. I am honored to serve as the President of the Western Petroleum Marketers Association (WPMA) and proud to be the first female President in WPMA's 73-year history.

My path to this role took an unexpected turn when I was diagnosed with Hodgkin's lymphoma in 2025 and postponed my presidency to focus on treatment. One year later, I am grateful to share that I am in full remission. This experience strengthened my appreciation for resilience, community, and the opportunity to serve. I am especially thankful to the WPMA Executive Committee for extending their leadership roles to allow me to return in 2026.

Since 1953, WPMA has represented petroleum marketers and convenience retailers across eight western states, supporting members through advocacy, education, networking, and industry collaboration.

On behalf of the WPMA Board of Directors, I invite you to join us at the ***2027 WPMAEXPO***, February 16–18 at the MGM Grand in Las Vegas. The Expo continues to be the premier industry event in the West, bringing together marketers, retailers, suppliers, and industry leaders for valuable networking, education, and business opportunities.

Whether you are a longtime exhibitor or attending for the first time, we look forward to welcoming you and helping you build meaningful connections that strengthen our industry.

Mahalo,

Annie Marszal

Owner, Lahaina Petroleum
2026-27 President,
Western Petroleum Marketers Association

BUSINESS *Gets Done Here*





Why **EXHIBIT** at the *WPMAEXPO?*

• DECISION-MAKERS
on the Trade Show Floor

Connect face-to-face with petroleum marketers, retailers, distributors, and industry leaders who make purchasing decisions and influence buying across the industry.

• EXHIBITOR-FRIENDLY
Trade Show Hours

Maximize booth traffic without exhausting your team through a schedule intentionally designed to encourage attendee engagement throughout the show, including the Welcome Reception on Tuesday evening, lunch on Wednesday, and breakfast on Thursday hosted on the trade show floor.

• STRENGTHEN EXISTING
Customer Relationships

Meet current customers in person, reinforce partnerships, and maintain visibility with the people who already do business with your company.

• GENERATE NEW
Business Opportunities

Introduce your products and services to qualified attendees actively seeking new technologies, suppliers, equipment, and solutions.

• A SHOW DESIGNED
for Exhibitor Success

The *WPMAEXPO* prioritizes exhibitor experience through strong attendee engagement, networking-focused scheduling, and a trade show floor that encourages interaction.

See what is included with your booth on page 5

For **more exhibitor info** go to

www.wpmaexpo.com

Download ...

2027 Trade Show Map

2027 Contract for Booth Space

2027 Exhibiting Guidelines

2027 Terms & Conditions

2026 Trade Show Exhibitor List



1. **EXHIBITS:** WPMA reserves the right to determine the eligibility of any company for inclusion in the *WPMAEXPO*. WPMA reserves the right to rescind this contract and remove the Exhibitor from the *WPMAEXPO* site for violating the *WPMAEXPO* Terms and Conditions or for any other reason.

2. **BOOTH SPACE:** **Cost $3,000** for each 10´ X 10´ booth, or $30 per square foot.

3. **CANCELLATION:** A refund will be made upon written notice of cancellation before **November 30, 2026, less the deposit**. All terms and conditions contained herein are integral parts of this agreement. All deposits are NON-REFUNDABLE.

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. **THIS IS A THREE-DAY SHOW:** **ANY EXHIBITOR DISMANTLING PRIOR TO CLOSE OF TRADE SHOW MAY BE FINED $500, AND WILL BE PENALIZED PRIORITY POINTS.**

6. **EXHIBIT SIZE:** Trade Show Exhibitors must conform to International Association of Exhibitions and Events (IAEE) **-line-of-sight** 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.)

7 **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.

8. **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.

9. **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.

10. **VEHICLES AND CAR WASHES:** Must be ready to MOVE-IN at 6 a.m., Sunday prior to trade show opening.

11. **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.

12. **EXHIBIT SIGNS, DRAPES:** Each 10'x10' booth will be set up with 8' high back drape and 4' high side drape. Booths 300 sq. ft. or less will received an identification sign. Booths larger than 300 sq. ft. may receive an identification sign upon request.

13. **EXHIBIT SERVICES:** For procurement of additional booth space furnishing, as well as any special equipment desired by exhibitors, the *WPMAEXPO* management has designated Freeman as contract service provider. Access the Exhibitor Service Manual through a link provided on the WPMA Website: **www.wpmaexpo.com** after **December 1st.**

14. **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. Please see exhibitor kit for details.

15. **ELECTRICAL SERVICE:** A link to the Exhibitor Service Manual is provided on the WPMA Website: **www.wpmaexpo.com** after **December 1st.**

16. **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.

17. **NO CASH & CARRY SALES.** All exhibitors are not allowed to sell cash-and-carry products from their booth on the trade show floor.

18. **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.

19. **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 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 *WPMAEXPO* 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.

20. **PROTECTION OF EVENT PROPERTY:** No 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 event property accidentally or otherwise, the exhibitor will be responsible for the full cost of repairs.

21. **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.

22. **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, host hotel and Freeman must be named as additional insureds on all policies. The Certificate of Insurance must cover Sunday, February 14, 2027 through Friday, February 19, 2027 and must be received no later than Friday, January 29, 2027.

23. **24-HOUR PERIMETER GUARD SERVICE** will be provided.

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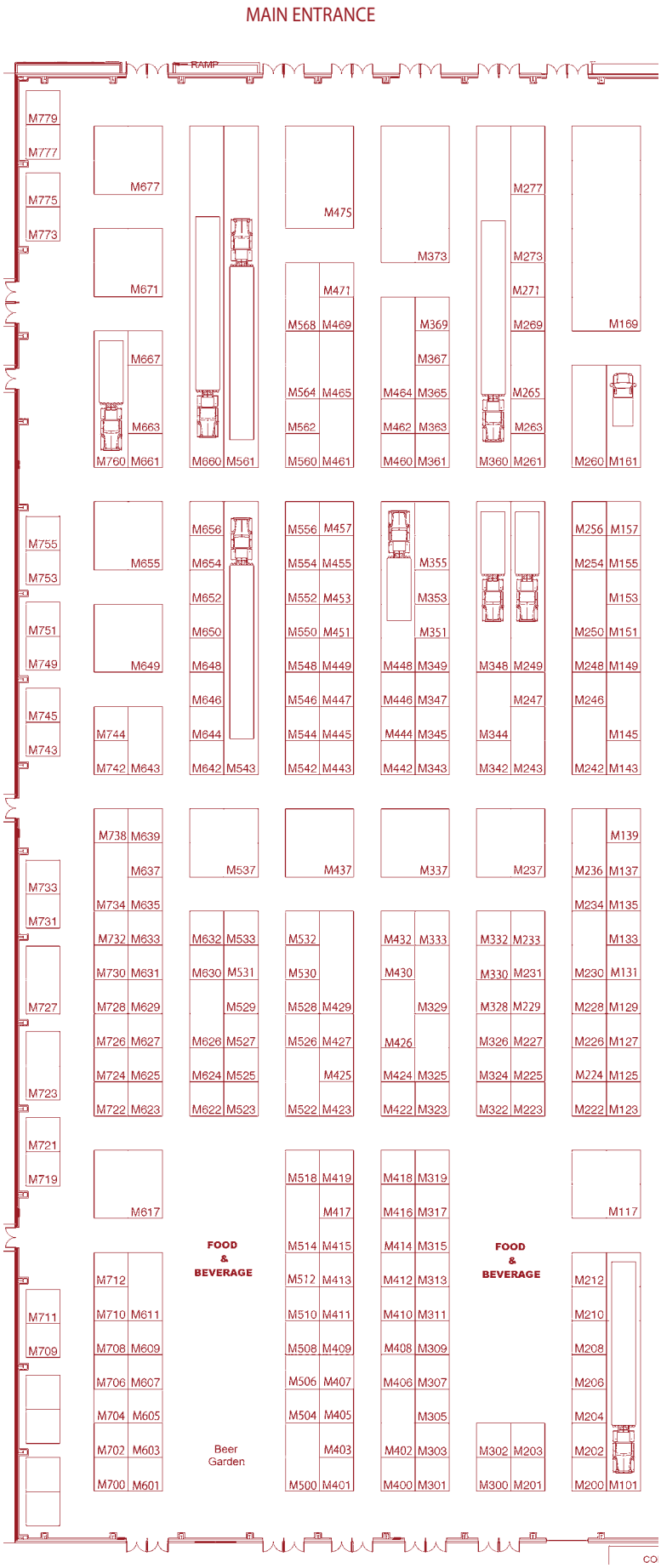


Booth Cost: $30 per square foot

10 x 10 .....$3,000

10 x 20 .....$6,000

20 x 20 .....$12,000

Contracts received before November 1, 2026 require a $500 non-refundable deposit per 10 x 10 booth (100 square feet).

Contracts received after November 1, 2026 require full payment.

Booth Rental Fees Include:

- 8' back drapes and 4' side rail drapes
- Exhibit hall carpet (optional carpet rental should you want to have a different color than what is provided.)
- One ID sign which includes booth number and company name
- Electronic Exhibitor Service Kit
- In-hall security during exhibit hours
- Three booth personnel passes for every 10 x 10 booth, one additional pass for every additional 10 x 10 booth purchased. (Example: a 20 x 20 booth includes six (6) passes). These passes are full registration passes that grant access to both Tuesday and Thursday educational sessions and the keynote speaker. That's a $1,950 value.
- Inclusion in the Exhibitor List on the convention app, including booth number, company description, contact name, address, and phone. (The APP is the ONLY place we list contact information publicly and not on our website, which only includes company name and booth number.)
- Access to the Networking Lounge (location/hours provided on site)

Items NOT included in the exhibit fee:

- Booth furnishings (rentals available through Freeman)
- Booth cleaning services (available through MGM)
- Lead Retrieval System (available through ATS)
- Electrical/internet/phone services (available through MGM)
- Installation/dismantling services (available through Freeman)
- Materials handling (available through Freeman)
- Participation List (available for purchase through WPMA following the show)

WPMAEXPO MORE EXPOSURE ...



WPMAEXPO APP

A listing in the **WPMAEXPO APP** is included with the purchase of booth space.

The App provides your company the following information available to attendees:

- ***Contact Information***
- ***Company Logo***
- ***Show Specials/Company Description***
- ***Booth Locator***

For Maximum Exposure

Purchase Push Notifications

A Push Notification is a brief, attention grabbing message sent directly to attendees' mobile devices via our Event APP. This is an effective way to drive traffic to your booth, promote special offers, or announce product launches during the show.

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 Sapphire Sponsors and above.

Contact Kim White at kimw@wpma.com with questions.

WPMA SCHOLARSHIP FOUNDATION SUPPORT

WPMA SCHOLARSHIP FOUNDATION

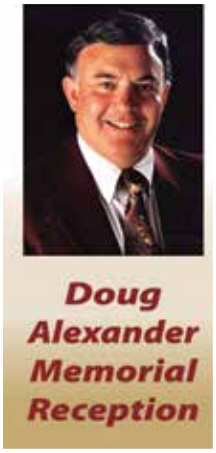
- **GOLF TOURNAMENT**
  Sponsorships are available for hole, breakfast, beverage cart and logo items.



- **SILENT AUCTION** – donors receive recognition on signage and in the auction area.



- **DOUG ALEXANDER MEMORIAL SCHOLARSHIP RECEPTION** – pays tribute to donors who share Doug's unwavering commitment to the Foundation. As a special thank you, donors who contribute $1,000 or more annually to the Scholarship Foundation receive an exclusive invitation for two to this distinguished event, hosted before the *WPMAEXPO* by the WPMA President.



For more specific details on the WPMA Scholarship Foundation donations contact Emily Perry at scholarship@wpma.com.

Opportunities in 2027



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 pricing to fit every budget. We are open to your ideas for a tailored sponsorship that meets your needs.

Contact Jamie Wood at *jamiew@wpma.com* with questions.

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.



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*.

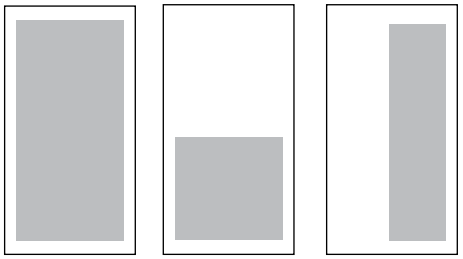
- Deadline for advertising space contract.....Jan. 1, 2027
- Deadline for advertising materials.....Jan. 2, 2027

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 Kim White at: Tel: *(801) 263-WPMA (9762)*, Toll-free: *1-888-252-5550*, E-mail: *kimw@wpma.com*

FC = Full color ad



Full 1 Page	**1/2 Page Horizontal**	**1/2 Page Vertical**
3.5"X7.5"	3.5"X3.625"	1.625"X7.5"
w/bleed	FC $1,200	FC $1,200
4.75"x8.75"		
FC $1,500		



WPMAEXPO

What People are saying ...

"Everyone we visited with was very upbeat. Attendance numbers seemed to be good. Scheduling of all the meetings and Trade Show hours was good! Excellent venue for us to participate in!"

"It was my first time attending the WPMAEXPO, and it turned out to be a great experience. The event was well organized and very well attended."

"I loved the trade show floor, food, networking and beer. Very well attended and worth having a booth!"

over **97%**
were Satisfied with their overall experience.

over **73%**
said Networking was their most valuable aspect.

over **96%**
enjoyed the Welcome Reception on the Trade Show Floor.

89%
rated the exhibit hall experience as satisfying

WPMAEXPO

Look for more details at www.wpmaexpo.com

at the MGM Grand

Come Join Us

February 16-18, 2027