WPMA EXPO®

February 16–18, 2027
MGM Grand, Las Vegas

EXHIBITOR INFORMATION KIT

WPMAEXPO®

February 16–18, 2027



PLEASE NOTE: Registering for a booth does NOT automatically register any booth personnel. Please use the link on the *Quick Links* page, (page 3) to register your booth personnel.

The *WPMAEXPO* is a three-day show, and all exhibitors are expected to occupy the booth all three days. Penalties imposed for early tear down.

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QUICK LINKS

For more detailed information refer to the individual pages for each of the vendors listed below.

WPMA.com Register Today

BOOTH PERSONNEL REGISTRATION

Booth Personnel Registrations

ADDITIONAL REGISTRATIONS

Need to register more people than your allotment allows? You can quickly purchase additional registrations online, use your booth number as both username and password when prompted.
Username: (booth number) **Password:** (booth number)
Purchase Additional Registrations

Freeman

FREEMAN SERVICES

Order booth furnishings from Freeman, such as tables, chairs, wastebaskets, backdrops, literature stands, booth labor and more.
Order Freeman Services

FREEMAN QUICK FACTS SHEET

Answers questions regarding shipping dates and shipping addresses.
Freeman Quick Facts

MGM GRAND

MGM EXHIBITOR SERVICES

Order electrical services, hanging signs, cleaning services, audio visual, food and beverage services and more.
Order MGM Exhibitor Services

ATS AMERICAN TRADESHOW SERVICES

LEAD RETRIEVAL

ATS (American Tradeshow Services) offers multiple options for lead retrieval. Choose the one that best fits your needs.
Order Lead Retrieval from ATS

RAINPROTECTION.INSURANCE WHERE YOUR EVENT GETS INSURED

LIABILITY INSURANCE

All exhibiting companies must show proof of insurance of not less than $1,000,000. If you don't have your own insurance with the necessary coverage, order insurance from Rainprotection Insurance for just $99 no matter the size of your booth.
Order Liability Insurance for Only $99

WPMA EXPO Online Booth Map Profile

COMPANY DESCRIPTION AND LOGO

Complete your online booth map profile by sending your company logo and a company description or show promotion (50 words maximum) to Kim White at kimw@wpma.com.
Your logo and description will appear when attendees hover over your booth on the online booth map. Your company logo will also appear on the convention app.
Email Your Company Logo and Description

WPMAEXPO® SCHEDULE OF EVENTS

TRADE SHOW MOVE-IN

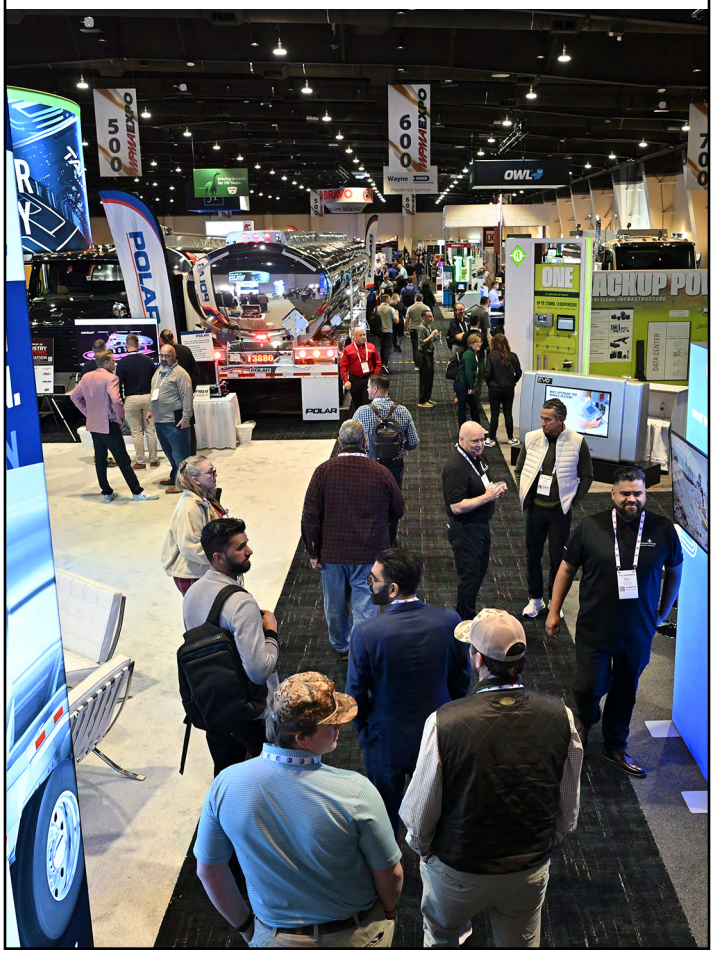
Sunday, February 14 *(Truck set up only—by appointment)*	By Appointment
Monday, February 15	8:00AM–5:00PM
Tuesday, February 16	8:00AM–12:00PM

TRADE SHOW HOURS

Tuesday, February 16	2:00–6:00PM
Wednesday, February 17	10:00AM–3:30PM
Thursday, February 18	9:00AM–12:00PM

TRADE SHOW MOVE-OUT

Thursday, February 18	12:00–5:00PM



MONDAY, February 15

8:00AM–5:00PM	Trade Show set up
12:00–5:00PM	Registration OPEN
5:30–7PM	Doug Alexander Memorial Scholarship Reception *Ticket Required*

TUESDAY, February 16

7:00AM–6:00PM	Registration OPEN
8:00AM–12:00PM	Trade Show set up
8:30AM	Scholarship Golf Tournament *at the Arroyo Golf Club*
8:00AM–12:00PM	Educational Sessions
2:00–6:00PM	Trade Show
5:00–6:00PM	Welcome Reception

WEDNESDAY, February 17

7:00AM	Cardlock Meeting
7:00AM–3:30PM	Registration OPEN
8:30–10:00AM	Keynote Session—Adam Carolla
10:00AM–3:30PM	Trade Show with Buffet Lunch
12:00–2:00PM	Ladies Luncheon—Sarah Wells *Ticket Required*
3:30PM	Brand Meetings
Evening Open	Suppliers Hospitality

THURSDAY, February 18

8:00AM–12:00PM	Registration OPEN
8:00–9:00AM	Closing Speaker—Jeb Bush
9AM–12:00PM	Trade Show with Buffet Breakfast
11:00AM	Silent Auction Closes

SUBJECT TO CHANGE



WPMAEXPO® BADGE REGISTRATION

Each 10' x 10' booth comes with three full registrations, with one additional registration included for every additional 10' x 10' booth space. *For example, a 10' x 20' booth provides four registrations.* However, please note that registering for a booth does not automatically register your booth workers. **Each team member must be registered to receive their personalized badge and access to the event.** Any additional booth workers beyond the allotted registrations must be registered separately at an additional cost.

The registrations included with the booth purchase are full registrations and provide access to key activities such as the keynote address by Adam Carolla, the Tuesday educational sessions, the Thursday presentation by Jeb Bush, the trade show floor for all three days including the three food events on the show floor: Tuesday Welcome Reception, Wednesday lunch and Thursday breakfast.

It's crucial for exhibitors to complete the registration process for all booth workers in advance. This will ensure a smooth entry and participation in the events.

REGISTER BOOTH PERSONNEL







ADDITIONAL BOOTH PERSONNEL REGISTRATION

If you need to register additional booth personnel, beyond your allotted amount, you can easily do so online. During the registration process, use your booth number as both the username and password when prompted.

Username: *(your booth number)* **Password:** *(your booth number)*

If you have distributors or affiliates needing to register, please share this username and password with them to assist in their registration.

REGISTER ADDITIONAL PERSONNEL



Freeman: Official Service Contractor for WPMAEXPO

Freeman is the official service contractor for *WPMAEXPO*, providing a wide range of event services, including booth setup, furniture rentals, signage, material handling, and more. They are your go-to resource to ensure your exhibit setup runs smoothly.

Below is a link to the Freeman Online Ordering Portal where you can place orders for your booth services and materials. **The Discount Price Deadline is January 18, 2027.**

Please note:

- You will need to create your own username and password to access the Freeman portal.
- Once logged in, you'll be able to browse available services, place orders, and manage your booth needs conveniently online.

We encourage you to set up your account early to familiarize yourself with the available options and deadlines. For online ordering portal assistance or questions, contact Freeman customer support at **888-508-5054**.

ACCESS ONLINE PORTAL

QUESTIONS? FREEMAN QUICK FACTS

Be sure to review the Freeman **Quick Facts** document. This helpful guide answers common questions about booth setup, shipping deadlines, and other key details to ensure a seamless experience.

FREEMAN QUICK FACTS

MATERIAL HANDLING

Exhibitors may:

- As an exhibitor you may "hand carry" material. Hand carry is defined as small items such as cartons and packages that an exhibitor is able to carry. Click here for more details.
- Any mechanical assistance is limited to a small dolly.
- The assistance of any motorized device or pallet jack is not permitted.
- When exhibitors choose to "hand carry" they may not access designated material handling areas.
- Must use specified exhibitor hand carry areas or main entrance of the facility.

For more information see the Freeman Material Handling guidelines here.



MGM GRAND EXHIBITOR SERVICES

MGM Grand Exhibitor Services provides the following services:

- **Electrical Services:** Power your booth efficiently with options for standard outlets, specialty circuits, and advanced electrical configurations.
- **Food & Beverage:** Contact the MGM Grand for food and beverage services as well as sampling information.
- **Internet & Telecom:** Stay connected with reliable high-speed internet and phone line setups tailored to your needs. *Public wi-fi is available.*
- **Audio-Visual Support:** Highlight your brand with state-of-the-art AV equipment, including monitors, sound systems, and projectors.
- **Cleaning Services:** Order vacuuming services for your booth.
- **Rigging:** Rigging for aerial signage is reserved for 400 square feet booths and larger.

The MGM Grand will send you a unique username and password to order exhibitor services. If you have not received this information, please call MGM Grand Exhibitor Services at the number below.

Early ordering is encouraged to guarantee availability and preferred pricing. Advanced ordering rate ends **January 26, 2027**.

For questions or assistance, contact **MGM Grand Exhibitor Services** at **702-322-5330** or toll free at 877-847-7007.

EXHIBITOR SERVICES

Food Sampling Guidelines

MGM Grand Conference Center guidelines for the sampling of prepared food are as follows:

- Samples are limited to manufactured, processed or distributed products only
- Food samples are limited to one (1) ounce
- Beverage samples are limited to two (2) ounces
- Items used as traffic promoters must be purchased through MGM Grand
- Alcoholic beverages: Per current Union regulations all alcoholic beverages must be served by a MGMRI Bartender. Corkage and gratuity fees may apply

Sales on Trade Show Floor

Exhibitors are strictly prohibited from selling cash-and-carry products directly from their booth on the show floor, as this violates Nevada State business licensing and tax regulations.



AMERICAN TRADESHOW SERVICES—LEAD RETRIEVAL

Lead Retrieval by ATS: What Exhibitors Need to Know

ATS (American Trade Show Services) offers exhibitors a streamlined solution for capturing valuable leads at *WPMAEXPO*. With their lead retrieval options, you can quickly scan attendee badges to capture key data, eliminating the need for manual entry. The system allows for adding custom qualifiers and notes, which can help you track the quality of each lead. ATS provides handheld scanners for on-the-floor use, a mobile app compatible with iOS and Android, and a real-time dashboard for monitoring and exporting leads throughout the event.

On-site rentals may be available, but quantities are limited, so it's best to book early. Once the event concludes, leads can be easily downloaded in formats like CSV or Excel for follow-up. ATS offers pre-configured devices and mobile apps for easy setup, along with live support both before and during the event.

For assistance, contact **ATS Customer Support** at **985-809-0600** or via email at exhibitorsalesteam@american-tradeshow.com.

ATS LEAD RETRIEVAL

RAINPROTECTION LIABILITY INSURANCE

If you do not have insurance, or you would rather not use your own insurance, (similar to renting a car – so that claims would not be filed against your policy), we have set up a program with Rainprotection Insurance so, you can purchase compliant insurance instantly online.

Benefits of using this program:

- No Deductible – unlike your corporate policy, Rainprotection's policy has no deductible. Should there be a claim, you will have no out of pocket costs and your future rates will not go up since you would not need to submit a claim on your policy.
- Coverage for exhibitors who do not have an existing policy.
- Coverage for international exhibitors whose insurance will not cover them in the U.S.A.
- Easy and inexpensive to purchase instantly online.
- Submitted to show management for you - Once purchased, they automatically receive a copy.

Click the link below to purchase your Liability Insurance for **$99** (Plus any applicable taxes)

LIABILITY INSURANCE

BOOTH DISPLAY GUIDELINES

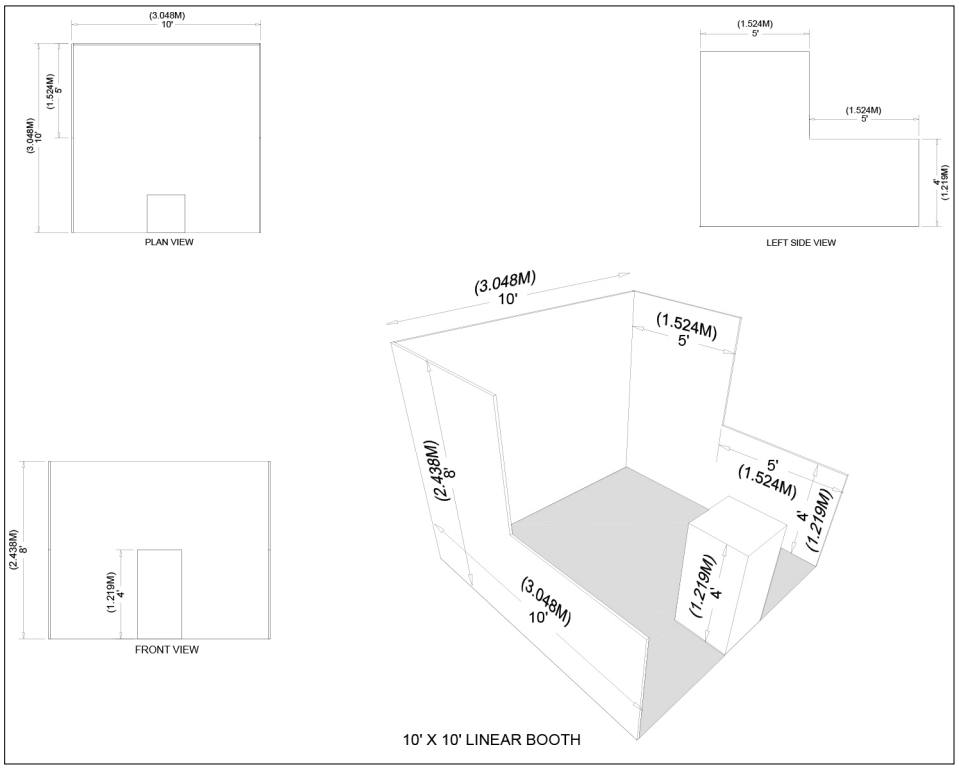
LINE OF SIGHT STYLE

Line-of-Sight display rules provide restrictions on certain areas of booths to allow attendees to view neighboring booths in their line of sight as they walk the floor. There are a variety of booth types, and each one is addressed in the official Booth Display Guidelines available online. The most common booth guidelines are listed below.

LINEAR BOOTH

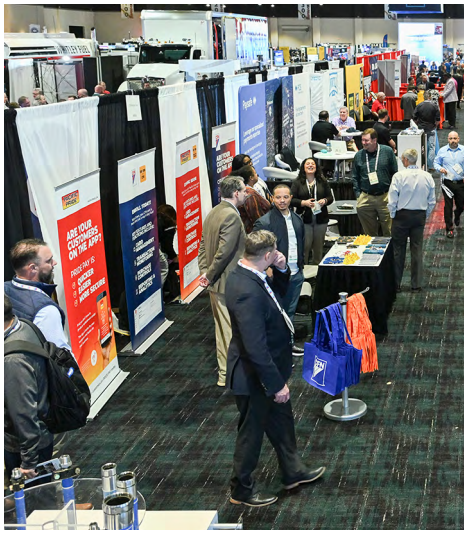
The ability to have products or services easily seen by attendees as they walk the aisles is essential to all exhibitors, and that is the basis for including a Linear Booth Line-of-Sight setback rule. Linear Booths, also called "in-line" booths, are generally arranged in a straight line and have neighboring exhibitors on their immediate right and left, leaving only one side exposed to the aisle.

Dimensions
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of 10ft has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly 10ft wide and 10ft deep, i.e. 10ft by 10ft. A maximum back wall height limitation of 8ft is specified to prevent display materials from imposing on neighboring exhibits behind the back wall.



Use of Space
Regardless of the number of Linear Booths utilized, e.g. 10ft by 20ft, 10ft by 30ft, 10ft by 40ft, etc., display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more Linear Booths are used in combination as a single exhibit space, the 4ft height limitation is applied only to that portion of exhibit space which is within 10ft of an adjoining booth.

For more detailed information click here.







Freeman: Shipping Information

Freeman begins receiving **advanced shipments January 11 through February 4, 2027**. Anything received after February 4 will have an additional after deadline charge. Contact the advance warehouse at **888-508-5054**.

Warehouse shipping information

Warehouse shipping address:

Exhibiting Company Name / Booth Number
WPMAEXPO
C/O Freeman
6675 W Sunset Rd
Las Vegas, NV 89118
USA

- Ship early to avoid delays and save money.
- Freeman will accept crated, boxed or skidded material beginning January 11, 2027 at the warehouse address.
- Material arriving after February 4, 2027 will be received at the warehouse with an additional after deadline charge.
- Please note that the Freeman Warehouse does not accept uncrated freight (loose, pad-wrapped material and/or unskidded machinery), COD shipments, hazardous materials, freight requiring refrigerated or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108"H x 93"W.
- Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 7:00AM–2:30PM.
- Certified weight tickets must accompany all shipments.
- If required, provide your carrier with this phone number: (888) 508-5054.

Freeman begins receiving **show site shipments on February 15**.

Show site shipping information

Show site shipping address:

Exhibiting Company Name / Booth Number
WPMAEXPO
MGM Grand Conference Center
4701 Koval Ln
Las Vegas, NV 89109
USA

- Freeman will receive shipments at the exhibit facility beginning February 15, 2027.
- Shipments arriving before this date may be refused by the facility.
- Any charges incurred for early freight accepted by the facility will be the responsibility of the exhibitor.
- Certified weight tickets must accompany all shipments.
- Ensure your driver has the following information to expedite unloading and delivery to your booth: Show Name, Exhibitor Name, Booth #.
- If required, provide your carrier with this phone number: (888) 508-5054.

Click here for access to shipping labels.

AIRPORT TRANSPORTATION–LASXPRESS SERVICE

Share Ride Shuttle and Luxury Car Service are available for attendees of *WPMAEXPO* 2027.

LASxpress is a FAST AND EFFICIENT airport transportation service committed to providing you a convenient stress-free experience priced as low as $18.

LASxpress offers:

- Advance reservations on a secure website 24/7/365
- Preprinted boarding passes eliminates frustration of securing transportation onsite—avoiding long taxi lines
- Significant Savings vs. Taxi Fare
- Priority Boarding
- On-site Airport Staff

Click here to make your reservation.



WPMAEXPO MOBILE APP

Maximize your *WPMAEXPO* experience with the official convention app, your ultimate event companion! Access the full schedule, speaker bios, explore exhibitor profiles, navigate the trade show floor, and receive real-time updates—all at your fingertips.

Download the *WPMAEXPO* App and get ready for an unforgettable experience.

Download on the App Store

Available on IOS platform

GET IT ON Google Play

Available on Google Play

COMPANY DESCRIPTION AND LOGO

Complete your online booth map profile by sending your company logo and a company description or show promotion (50 words maximum) to Kim White at kimw@wpma.com.

Your logo and description will appear when attendees hover over your booth on the online booth map. Your company logo will also appear on the convention app.



WPMAEXPO® EXHIBITOR APPOINTED CONTRACTOR FORM (EAC)

Should you utilize the services of any Exhibitor Appointed Contractors ("EAC"), the following requirements must be in compliance.

- *WPMA* must be notified of all contractors working in the exhibit hall. Complete the Notice of Intent (see page 13) and return no later than **Friday, January 29, 2027**. Email to kimw@wpma.com or fax to 801-262-9413.
- All EAC's (including production 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 MGM Grand 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. Failure to do so will prevent said EAC's from gaining access to the show floor.
- The EAC shall be prepared to show evidence that it has valid authorization from the Exhibitor for services. The EAC may not solicit business on the exhibit floor.
- The EAC must confine its operations to the exhibit area of its clients. No service desks, storage areas or other work facilities will be located anywhere in the building. The show aisles and public space are not a part of the Exhibitor's booth space.
- The EAC must comply with local labor agreements and practices and may not commit any acts that could lead to work stoppages, strikes or labor problems.
- Exhibitors are liable for restoring their exhibit area to its original condition (i.e. free of tapes and other remnants of use).
- The EAC must adhere to the move-in and move-out schedules. Exhibitors will be responsible for any additional expenses incurred by *WPMA* should deadlines not be met.
- All personnel, under the employment of EAC's, must be registered and badged by show management and obtain Temporary Workers Badges. Badges will not be issued until insurance requirements are met. (No one will be allowed on the show floor without the proper conference badges.)
- It is the responsibility of the exhibiting company to ensure that each EAC adheres to all official rules and regulations of the Conference as set forth by *WPMA*.

Notice of Intent to Use
Exhibitor Appointed Contractors Form

- Please complete this form if your company plans to utilize the services of any independent contractors other than Freeman, the official general service contractor designated by *WPMA*.
- For multiple contractors, duplicate this form as necessary.
- Inform all independent contractors that they must send a current Certificate of Insurance no later than Friday, January 29, 2027 or they will not be permitted to service your exhibit.
- Ensure that each exhibitor appointed contractor clearly indicates their company name on the Certificate of Insurance.
- Certificates may be faxed to 801-262-9413 or emailed to kimw@wpma.com.
- It is the responsibility of the exhibiting company to ensure that each independent contractor adheres to all official rules and regulations of the Conference as set forth by *WPMA*.

Exhibiting Company Name: _____ Booth Number: _____

Submitted by: _____ Date: _____

Phone: _____ Email: _____

Exhibitor Appointed Contractor Name: _____

Address of Contractor: _____

City: _____ State: _____ Zip: _____

EAC Supervisor Onsite: _____

Phone: _____ Fax: _____ E-mail: _____

Type of service to be performed: _____

_____

Fax or email completed forms to 801-262-9413 or kimw@wpma.com

WPMA, PO BOX 571500, Murray, UT 84157-1500

Deadline for Submission **Friday, January 29, 2027**



Western Petroleum Marketers Association

PO Box 571500
Salt Lake City, Utah 84157-1500

P 801.263.9762
F 801.262.9413
info@wpma.com