

More Exposure Opportunities in 2016

BE A SPONSOR

WPMA invites you to be a sponsor of the WPMA EXPO

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.wpma.com/national-convention/sponsorships or contact Jamie Wood at jamiw@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.

WPMA EXPO APP



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

- Contact Information
- Company Logo
- Show Specials
- Booth Locator
- Hyperlink to your website (URL)

Your company information will remain active on our web page until **May 2017**. If you have any questions please call Kim White at (888) 252-5550 or (801) 263-9762 or e-mail at kimw@wpma.com.

WPMA EXPO PROGRAM

Advertising

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

- Deadline for advertising space contract.....Jan. 1, 2016
- Deadline for advertising materials.....Jan. 4, 2016

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) 327-9345
E-mail: janr@wpma.com

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

WPMA SCHOLARSHIP FOUNDATION

Donation Options

- **GOLF TOURNAMENT** on Tuesday early start before the WPMA EXPO.
- **SILENT AUCTION** donation, and/or a winning bid.
- **CASH DONATION.** Those who donate \$1,000 or more to the foundation this coming year will receive an invitation for two to the 2016 Premier Donors Reception.

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

2016 EXHIBITING GUIDELINES

GENERAL INFORMATION:

Exposition Dates: February 16-18, 2016
Location: **Mirage Event 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 booth contract for shipping information.)

EXHIBIT SPACE "PRIORITY" CRITERIA:

Booth space assignment for the WPMA EXPO 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 16: 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 online at www.wpma.com/national-convention.

BOOTH COSTS AND SIZE:

Booth Price: \$24.00 per square foot (sq').

Full payment is due November 30, 2015. No reserved booth spaces will be held after November 30, 2015 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: Two (2) 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, 2015.

EXHIBIT INFORMATION:

Trade Show Exhibitors must conform with 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, 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.

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 18, 2016.

EXHIBIT SETUP:

Monday, February 15, 2016 8 a.m. - 5 p.m.
Tuesday, February 16, 2016 8 a.m. - 12 p.m.

EXHIBIT HOURS:

Tuesday, February 16, 2016 3 p.m. - 7 p.m.
Wednesday, February 17, 2016 10 a.m. - 3:30 p.m.
Thursday, February 18, 2016 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 exhibit space at WPMA EXPO, the endorsed policy of the show is as follows: Any non-exhibiting vendor who wishes to attend the WPMA EXPO shall pay the non-exhibiting fee of \$1,500 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 WPMA EXPO. 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 EXPO Show Management.

Media Policy:

Only authorized media and WPMA EXPO representatives may be granted permission to capture audio, video and photographic content presented at the WPMA EXPO. All media authorization must be acquired **90 days** before the event. No exceptions.

Images or audio obtained at the WPMA EXPO may not be sold or repackaged for commercial use.

No recordings (audio, video, or photographic) may be made of WPMA EXPO Keynote Session, educational sessions, workshops, management sessions and/or evening events.

Conflicting Event Policy:

Events that conflict with WPMA EXPO 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:

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.

FOR OFFICE USE ONLY Date Received _____

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

WPMA EXPO

2016 Contract for Exhibit Space

IMPORTANT INFORMATION:

- Thoroughly review Exhibit Rules and Regulations along with this form.
- Contracts received before November 30, 2015 require a \$500 non-refundable deposit per booth.
- Contracts received after November 30, 2015 require 100% payment.
- Exhibits will not be permitted to be installed unless all obligations to WPMA are paid in full.
- Includes two principal registrations for the first booth purchased and one registration for each additional booth purchased thereafter.

WPMA EXPO MATERIALS INFORMATION:

For publication. Print exactly how you would like all information to appear in the National WPMA EXPO Program.

Company: _____

Person to be listed in show program: _____

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 materials: _____

Address: _____

City: _____

State: _____ ZIP: _____

Phone: _____ Fax: _____

E-mail: _____

Website(URL): _____

BOOTH SELECTION:

Our booth number preferences are (see floor plan inside the prospectus cover):

1st _____ 2nd _____ 3rd _____

4th _____ 5th _____ 6th _____

Please list your major competitors: _____

RESERVE BOOTH SPACE:

(A) _____ X \$2,400 = total booth amount owed \$ _____
Total number of booths Total Booth Amount

WPMA EXPO APP / INTERNET ADVERTISING - Included with Booth

(B) LESS BOOTH DEPOSIT (non-refundable)

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

(A) – minus contract booth deposit (B) = payment BALANCE (C)

(C) BALANCE \$ _____
payment Balance due **November 30, 2015**

CONTRACT SIGNATURE:

By signing this application, you acknowledge that you have read, understood and accepted the 2016 WPMA Terms and Conditions, and agree to abide and be bound by the terms and conditions contained therein. For terms and conditions go to www.wpma.com/national-convention/prospectus.

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.wpma.com/national-convention

WPMA National Convention & Convenience Store Expo

2016 Terms & Conditions

1. **EXHIBITS:** WPMA reserves the right to determine the eligibility of any company for inclusion in the WPMA National Convention and Convenience Store Expo.

2. **EXHIBIT SPACE:** Cost \$2,400 for each 10' X 10' booth. We understand the assignment of exhibit spaces is based on the following "PRIORITY" criteria:

- 1) Member of Western Petroleum Marketers Association (WPMA)
- 2) First priority for last year's contracted booth space
- 3) Number of consecutive years in the show
- 4) Date Contract was received
- 5) Booth preferences

If your desired exhibit space is unavailable, you will be assigned the nearest booth available to the space you request. If the Association 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, 2015, 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 with International Association of Exhibitions and Events (IAEE) Guidelines. 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 4' of the booth and may not exceed 8' in height. Any exceptions must be cleared with WPMA.

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:** All children under 16 years of age must register and be accompanied on the exposition floor by a registered, responsible adult. During set up and tear down, no one under 16 years of age will be allowed on the exposition floor.

8. **MEDIA POLICY:**

• **Only authorized media** and WPMA representatives may be granted permission to capture audio, video and photographic content presented at the Western Petroleum Marketers Convention and Convenience Store Expo. All media authorization must be acquired 90 days before the event. No exceptions.

• **Images or audio** obtained at Western Petroleum Marketers Convention & Convenience Store Expo may not be sold or repackaged for commercial use.

• **No recordings** (audio, video, or photographic) may be made of Western Petroleum Marketers Convention & Convenience Store Expo General Session, educational sessions, workshops, management sessions and / or evening events.

9. **VEHICLES AND CAR WASHES:** Must be ready to MOVE-IN at 9 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, city, state and exhibit number. These items are included in the booth space price listed previously.

12. **EXHIBIT SERVICES:** For procurement of additional exhibit space equipment, as well as any special equipment desired by exhibitors, the Convention management has designated Freeman, 6555 West Sunset Road, Las Vegas, NV 89118, Phone: (702) 579-1700, Fax: (469) 621-5604. Contact Exhibitor Services Department at (702) 579-1700, or access the Freeman Exhibitor Service Manual through a link provided on the WPMA Website: www.wpma.com/national-convention.

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 15, 2016, from 8 a.m. to 5 p.m. and Tuesday, February 16, 2016 from 8 a.m. to 12 p.m.

Dismantling day will be after 12 p.m., Thursday, February 18, 2016. All exhibits must be packed by 5 p.m. on Thursday, February 18, 2016.

ANY EXHIBITOR DISMANTLING PRIOR TO 12 p.m. MAY BE FINED \$500. All shipments should be fully pre-paid along with bills of lading, scheduled to arrive before February 11, 2016, to ensure arrival prior to the show, and consigned as follows:

Western Petroleum Marketers Convention & Convenience Store 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 Website: www.wpma.com/national-convention, or go to 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. **TRADE EXPOSITION TENTATIVE SCHEDULE:**

Setup Monday, February 15, 2016: 8 a.m.-5 p.m. and Tuesday, February 16, 2016: 8 a.m.-12 p.m.

Trade Expo Tuesday, February 16, 2016: 3 p.m.-7 p.m.

Trade Expo Wednesday, February 17, 2016: 10 a.m. - 3:30 p.m.

Trade Expo Thursday, February 18, 2016: 9 a.m.-12 p.m.

17. **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 table top 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.

18. **LIABILITY:** The 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 the 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 the WPMA from all such costs and expenses including reasonable attorney's fees.

The 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 convention or trade center. The 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.

19. **PROTECTION OF HOTEL PROPERTY:** No scotch tape, paste, thumb tacks, 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.

The Association reserves the right to reject applications for booth space and to restrict the manner in which products are displayed so as to prevent undue noise, objectionable odors, offensive display materials, interference with other booths, congestion, etc.

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:** Exhibitors must carry their own fire and theft insurance.

21. **24-HOUR GUARD SERVICE** will be provided.

WPMA EXPO

WPMA CONTACT INFORMATION

Phone: (801) 263-9762 • Fax: (801) 262-9413
www.wpma.com/national-convention