



## **Petroleum and Convenience-Store Exposition of Mid-America**

PACE Produced By  
Missouri Petroleum Marketers & Convenience Store Assn. and Petroleum Marketers & Convenience Store Assn. of Kansas

Friday & Saturday • February 27 & 28, 2009  
Branson Convention Center • Branson, Missouri

**ATTENTION:  
This is your PACE 2009  
Exhibitor Information!  
Please respond quickly ...**

Thanks for your interest and on behalf of **MPCA** (Missouri Petroleum Marketers and Convenience Store Association) and **PMCA** (Petroleum Marketers and Convenience Store Association of Kansas), you are invited to participate as an exhibitor at PACE 2009.

This joint Missouri-Kansas regional trade show will lead you to approximately 2,200 attendees and your future business prospects. Sign up today for our 13th annual exposition as we bring you petroleum marketers and convenience store owners and operators from throughout Mid-America.

### **DATE & NEW LOCATION:**

**PACE 2009 will be held February 27 & 28, 2009, at the Branson Convention Center.**

**The show hours for PACE 2009 will be Friday, February 27, from 11 a.m. to 5 p.m. and Saturday, February 28, from 11 a.m. to 3 p.m. Please refer to the SCHEDULE OF EVENTS and please note the Exhibitor Move-In and Move-Out Schedule.**

### **WHAT YOU NEED TO DO:**

Included in this communication is everything you need to reserve your booth space. Just fill out the **Application for Exhibit Space** (*please be sure to complete the booth location choices, as the show floor fills up fast*) and return it by mail with your company check or fax it back with your credit card information. **Full payment must accompany the Application for Exhibit Space.**

**CONFIRMATION OF EXHIBIT SPACE AND SPECIFIC BOOTH ASSIGNMENT WILL BE MADE ONLY UPON RECEIPT OF FULL PAYMENT.**

### **SPONSORSHIP OPPORTUNITIES:**

**To boost your visibility at the trade show, please see the sponsorship opportunities available on the enclosed "Trade Show Sponsorships" form.**

If you have any questions, please call 573.635.7117. Thank you for your consideration and participation. We appreciate your time and support to help make **PACE 2009 the preeminent Mid-America Show!**

### **QUESTIONS?**

**Contact:** **Angie Rickard**  
573.635.7117, ext. 10  
angie@mpca.org

**Karen Antweiler**  
573.635.7117, ext. 12  
karen@mpca.org

**P.S.** Join us for **PACE...the preeminent Mid-America Show** — we've included everything you need to sign up today!

**Non-Exhibiting Vendors Policy:** In an effort to protect the integrity of the show and to ensure the value of exhibit space at PACE, the endorsed policy of the show is as follows: Any non-exhibiting vendor who wishes to attend PACE shall be charged an amount equal to the fee for one booth. Non-exhibiting vendors who do not pay the fee will not be allowed on the trade show floor.



# Exhibiting at PACE of Mid-America

Please read carefully —

## February 27 & 28 2009

BRANSON CONVENTION CENTER  
BRANSON, MISSOURI

### Trade Show Hours

**Friday February 27, 2009**  
11:00 am - 5:00 pm

**Saturday February 28, 2009**  
11:00 am - 3:00 pm

### Trade Show Decor

Aisle carpet: Red  
Drapery: Yellow / White

### Trade Show Theme



is the theme of PACE 2009, the joint regional trade show produced by the Missouri Petroleum Marketers & Convenience Store Assn. (MPCA) and the Petroleum Marketers & Convenience Store Assn. of Kansas (PMCA of KS).

Save the dates and plan to exhibit at our 13th annual trade show to meet with petroleum marketers and convenience store owners and operators from throughout Mid-America!

## SCHEDULE OF EVENTS

# PACE 2009

Day	Date	Event	Event Location
Wednesday	February 25, 2009	9 AM - 10 AM	Transport Move-In BCC (Branson Convention Center)
		1 PM - 5 PM	Large Exhibit Move-In BCC
Thursday	February 26, 2009	8 AM - 5 PM	Exhibitor Move-In BCC
Friday	February 27, 2009	8 AM - 10 AM	Exhibitor Set-Up (Note move-in times below!) BCC
		9 AM - 11 AM	MPCA & PMCA of KS Meetings BCC
		11 AM - 5 PM	Trade Show Open BCC
		6 PM - 8 PM	PACE Hospitality Event BCC
		8 PM - ?	Open for Hospitalitys and Dinners
Saturday	February 28, 2009	9 AM - 11 AM	Seminars BCC
		11 AM - 3 PM	Trade Show Open BCC
		3 PM - 6 PM	Limited Exhibitor Move-Out BCC
		EVENING	Open for Hospitalitys and Dinners
Sunday	March 1, 2009	8 AM - 10 AM	Exhibitor Move-Out BCC

## PACE EXHIBITION DETAILS

### Headquarters Hotel

Hilton Branson Convention Center Hotel • 200 E. Main Street • Branson, Missouri  
Call for reservations: 1-800-HILTONS or 1.417.336.5400

The official headquarters hotel for the PACE show offers easy access to the Branson Convention Center. Be sure to ask for the special PACE group rate. Room block is limited, rate is subject to availability. The discount room rate hotel cut-off date is **Wednesday, February 11, 2009**.

### Exhibit Space Rates & Types

10' x 10' Exhibit Space		Tank / Transports	
Member*	\$ 1100 each	Member*	\$ 1550 each
Non-Member	\$ 1350 each	Non-Member	\$ 1800 each

Each booth includes a 10' x 10' space, with pipe and drape, and one 7" x 44" black on white identification sign to include company name and booth number and four (4) badges. Additional exhibitor badges cost \$75 each. All booth furnishings are the responsibility of the exhibitor. \* Current Members of MPCA or PMCA of KS

### Exhibitor Service Provider PARAMOUNT CONVENTION SERVICES, INC. 314.621.6677

The official PACE exhibit / service contractor will be Paramount Convention Services, Inc. An Exhibitor Service Manual containing information regarding equipment and service order forms will be sent out by Paramount in a separate packet in January 2009. This packet will include advance shipping information as well as information for ordering booth furnishings (carpet, tables, etc.), electrical services and plumbing services.

### Exhibitor Move-In, Move-Out

Move-In:	Wednesday	Feb. 25, 2009	9 am - 10am (Transports ONLY - mandatory move-in.)
			1 pm - 5pm (Large Exhibits - Call for scheduled move-in.)
	Thursday	Feb. 26, 2009	8 am - 5 pm
	Friday*	Feb. 27, 2009	8 am - 9 am
			* Dock access will only be available for one hour. All vehicles must be unloaded and cleared from the facility floor by 9 am.
Move-Out:	Saturday**	Feb. 28, 2009	3:00 pm - 6:00 pm
	Sunday	Mar. 1, 2009	8:00 am - 10:00 am
			** Saturday evening move-out is limited to three hours.

**Empties & Packing Material:** Empty crates and packing materials will be available as soon as practicable for tear-down on Saturday evening after the aisle carpet has been removed. All exhibit material must be removed by 10:00 am Sunday, March 1, 2009.

**Equipment & Machinery:** Skidded or palletized equipment and machinery (i.e. car wash units, gasoline pumps, etc.) will be charged by weight. Please refer to Exhibitor Service Manual for complete details.

### PACE (Petroleum and Convenience-Store Exposition of Mid-America)

205 East Capitol, Suite 200 • Jefferson City, MO 65101 • phone: 573.635.7117 • fax: 573.635.3575





# PACE RULES & REGULATIONS

It is understood and agreed that these Rules and Regulations are a part of the contract between Exhibitor and PACE.

It is further understood and agreed by and between the parties hereto that additional Rules and Regulations established by PACE for the conduct of the exposition may be set forth in the future, and that the exhibiting company, its agents, employees and representatives agree to abide by all PACE Rules and Regulations.

Provisions not covered are subject to the decisions of show management.

## ■ TERMS, CANCELLATION & REFUND POLICY

**PAYMENT IN FULL MUST ACCOMPANY APPLICATION FOR EXHIBIT SPACE. CONFIRMATION OF EXHIBIT SPACE AND BOOTH ASSIGNMENT WILL BE MADE ONLY UPON RECEIPT OF FULL PAYMENT. EXHIBIT SPACE AND BOOTH ASSIGNMENT WILL BE MADE SOLELY BY PACE EXHIBIT MANAGEMENT.**

**ALL CANCELLATIONS MUST BE SUBMITTED IN WRITING TO PACE. NO CANCELLATIONS WILL BE ACCEPTED BY TELEPHONE. CANCELLATIONS RECEIVED, IN WRITING, BEFORE DECEMBER 1, 2008, WILL RECEIVE A FULL REFUND. CANCELLATIONS RECEIVED AFTER DECEMBER 1, 2008, WILL NOT BE REFUNDED.**

## ■ INSURANCE & LIABILITY

**ALL EXHIBITORS MUST FURNISH PACE WITH A CERTIFICATE OF LIABILITY INSURANCE THAT IS VALID FOR THE DURATION OF THE EXPOSITION.** PACE will not be responsible for the safety of exhibits from theft, damage by fire, accident, vandalism or any other losses. Exhibitor assumes full responsibility and hereby agrees to protect, indemnify, defend, and hold harmless the Missouri Petroleum Marketers and Convenience Store Association, The Petroleum Marketers and Convenience Store Association of Kansas, and their employees and agents against all claims and/or losses arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or any part thereof.

Exhibitor acknowledges that PACE and the Branson Convention Center, do not maintain insurance covering Exhibitor's property or injury to persons, and that it is the sole responsibility of the Exhibitor to obtain liability, business interruption, property damage, and other necessary insurance covering such losses by Exhibitor.

All property of Exhibitor is understood to remain under his custody and control, in transit to and from or within the confines of the hall. Neither PACE, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of Exhibitor from theft, damage by fire, accident, vandalism or other causes, and the Exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the Exhibitor.

## ■ ALCOHOLIC BEVERAGES & FOOD

Any and all vendors serving alcoholic beverages or food samples must contact the Branson Convention Center at 417.243.7006 prior to the exhibition regarding Rules and Regulations stipulated by the Branson Convention Center, Liquor Control Board, Health Department and/or State of Missouri.

## ■ EXHIBIT SPACE

Exhibit space rental includes a 10' x 10' space, with pipe and drape, and a 7" x 44" one-line, black on white identification sign to include company name and booth number and four (4) exhibitor badges. Should it be necessary for an Exhibitor to extend above the 8-foot back wall, permission must be obtained in writing from PACE Management.

## ■ EXHIBIT SERVICE CONTRACTOR

The official exhibit service contractor for PACE is PARAMOUNT CONVENTION SERVICES, 314.621.6677. This firm will maintain a service desk in the exhibit area and will provide assistance upon receipt of purchase orders. An Exhibitor Service Manual containing a set of order forms and information will be emailed to each exhibitor in January, 2009.

## ■ ELECTRICITY, WATER & JANITORIAL SERVICE

Arrangements for electrical service and water requirements must be made through the Exhibitor's Service Manual. Exhibitors are responsible for sweeping of booth carpet and trash removal/porter service.

These janitorial services may be ordered on the forms sent with the Exhibitor Service Manual. Sweeping of aisle carpet will be provided by PACE.

## ■ SHIPPING INSTRUCTIONS / MATERIAL HANDLING

It is the responsibility of the exhibitor to arrange for shipment of exhibit materials. Storage space is available for advance shipment through PARAMOUNT CONVENTION SERVICES, INC. Please call 314.621.6677 to make arrangements. Shipping instructions will be provided in your Exhibitor Service Manual.

## ■ INSTALLATION

Installation may begin at the earliest hour and day announced for such purposes in the management's latest advisory letter or brochure. All exhibits must be erected and completely arranged by the hour and date officially announced for the opening of the exhibition or for the official inspection by PACE Management officials.

Goods and material received after the opening of the exhibition must be delivered to the booth and arranged at times other than the official exposition hours.

## ■ DISMANTLING

**GOODS AND MATERIALS USED IN ANY EXHIBIT SHALL NOT BE REMOVED FROM THE EXHIBIT UNTIL THE EXPOSITION HAS OFFICIALLY CLOSED.** Any exception to this rule must have the approval of the management or its representative.

The deadline for clearance of all materials from the exhibit hall will be strictly enforced. It is the sole responsibility of each Exhibitor to have material packed and cleared for shipment by the Move-out deadline of 10:00 a.m., Sunday, March 1, 2009.

The management hereby reserves the right, with no liability whatsoever for damage, spoilage or loss, to dismantle, dispose of, store or clear from the premises any display materials, goods, property or merchandise of an Exhibitor who has failed to comply with this dismantling requirement, or order such work or removal to be done at the sole expense of the Exhibitor.

## ■ SALES

Sales of items from booths are prohibited. However, orders may be taken for future shipment. Show specials are encouraged.

## ■ CONDUCTING EXHIBITS

Exhibits must be manned during all times the exposition is open. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other Exhibitors. Interviews, demonstrations, distribution of literature, samples and detailing should take place inside booth in order to avoid infringement of the rights and privileges of other Exhibitors. No music shall be played during trade show hours unless fees to ASCAP/BMI have been fulfilled by Exhibitor.

## ■ SUBLETTING SPACE

No Exhibitor may sublet or share his space without prior written consent of PACE. No Exhibitor may permit the solicitation of business by others within his space.

## ■ NO SHOWS

Exhibitors who do not claim their booth by official opening time of the exposition shall forfeit all rights to the exhibit space and all monies paid to date will be forfeited and retained by PACE. The booth space reverts back to PACE.

## ■ NO SMOKING POLICY

The Branson Convention Center is a non-smoking facility.

## ■ OTHER REGULATIONS

By signing the exhibit space application the Exhibitor agrees to abide by all PACE Rules and Regulations and decisions of the management.

## ■ EMAIL & FAX CONSENT

I understand that by providing my contact information, including my mailing address, email address, telephone number, and fax number, I hereby consent to receive communications sent by or on behalf of the Missouri Petroleum Marketers and Convenience Store Association (MPCA) and/or PACE and its subsidiaries and affiliates via any means including regular mail, email, telephone or fax. I understand this information will be published in a trade show directory and that MPCA and PACE will NOT share my address, email, telephone, or fax with other organizations.

# Trade Show Sponsorship . . . . .



PACE has a 13 year history as a highly successful trade show event. Each year the Missouri Petroleum Marketers and Convenience Store Association (MPCA) and the Petroleum and Convenience Store Association of Kansas (PMCA of KS) bring together approximately 2,200 petroleum marketing and convenience store industry attendees and exhibitors.

This preeminent Midwest exposition provides an atmosphere which is large enough to attract key industry leaders, yet small enough to allow you to connect with them and efficiently conduct your business. This event also offers a unique opportunity for your company to participate as a Special Event Sponsor.

As in the past, there will be many different sponsorship opportunities at PACE (*see attached for details*). In particular, we would like to ask for your support of the following:

## **PACE 2009 HOSPITALITY EVENT**

**This is a fantastic opportunity! This sponsorship allows your company to participate at a "premium level" and includes:**

- **Recognition as a host of the PACE 2009 Hospitality Event**
- **Verbal recognition during the Opening Session**
- **Company Signage on the PACE 2009 Entrance Unit**
- **Company Listing in the PACE 2009 Program as a Hospitality Event Sponsor**
- **Pre- and Post- Event recognition in MPCA and PMCA of KS association communications**

If you are interested in participating as a sponsor of the hospitality event, or in any other sponsorship opportunity this year, please review and complete the attached PACE 2009 Event Sponsorship form. We hope that we can count on you for your support at this exciting industry event.



205 East Capitol Avenue, Suite 200 • Jefferson City, Missouri 65101

Phone: PMCA of KS - 785.233.9655 or MPCA - 573.635.7117

Fax: 573.635.3575

# Trade Show Sponsorship . . . . .



**Friday & Saturday  
February 27 & 28, 2009  
Branson Convention Center • Branson, Missouri**

## PACE 2009 Event Sponsorship

Please take advantage of this opportunity as soon as possible so that we can publicize your involvement.

For more information on these opportunities or to customize a package for your company, please call 785.233.9655 or 573.635.7117.

**PRINT DEADLINES:** For inclusion in the PACE 2009 Program is 12/01/08.

Please indicate specific sponsorship desired below:

SPECIAL EVENTS	SUGGESTED AMOUNT	AMOUNT
[ All PACE Trade Show Sponsorships entitle your company to on-site, and pre- and post-show publicity. ]		
<input type="checkbox"/> <b>PACE 2009 HOSPITALITY EVENT SPONSORSHIP</b> <i>Friday, February 27th at the Branson Convention Center</i> <b>Sponsorship Levels =</b>	Super Premium \$ 3,500 ..... Premium \$ 1,750 ..... Super \$ 1,000 .....	_____
This is a fantastic opportunity! Sponsorship allows your company to participate at a "premium level" and includes: <ul style="list-style-type: none"> <li>• Recognition as a host of the PACE 2009 Hospitality Event</li> <li>• Verbal recognition during the Opening Education Sessions</li> <li>• Company Signage on the PACE 2009 Entrance Unit</li> <li>• Company Listing in the PACE 2009 Program as a Hospitality Event Sponsor</li> <li>• Pre- and Post- Event recognition in MPCA and PMCA of KS association communications</li> </ul>		
<input type="checkbox"/> <b>PACE 2009 SURVEY SPONSOR</b> (exclusive) .....	\$ 1,000 .....	_____
This is a one-of-a-kind opportunity! Sponsorship allows your company survey questions to be cross-tabulated with the PACE trade show demographic information collected from attendees at the show.		
<input type="checkbox"/> <b>ATTENDEE GRAND PRIZE</b> (exclusive) .....	FEDERATED INSURANCE .....	_____
This is a one-of-a-kind opportunity! Sponsorship allows your company to place the Grand Prize Drawing Box in your booth. In addition, the prize drawing on Saturday afternoon will be conducted from your booth.		
<input type="checkbox"/> <b>OPENING SESSION / SEMINAR SPEAKER</b> <i>Saturday, February 28th at the Branson Convention Center</i> <b>Sponsorships (4)</b> .....	\$ 900 .....	_____
This is a fantastic opportunity! Sponsorship allows your company special recognition at the Opening Seminars.		
<input type="checkbox"/> <b>SPECIAL EVENT OR FEATURE</b> .....	\$ _____ .....	_____
Let us know if there is something you would like to sponsor.		
<input type="checkbox"/> <b>GENERAL PACE SPONSORSHIP</b> .....	\$ 500 .....	_____
Used for various expenses including badge holders, lanyards, etc.		

Full Company Name: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Method of Payment:  Check      Make checks payable to PACE      Total \$ \_\_\_\_\_

Credit Card      Check one:  Mastercard     VISA

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Exp. Date: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_



Please return to MPCA