



■ Plan to exhibit today ...

2012 PACE Show

Please join us...

**FEBRUARY
24 - 25, 2012**

**Kansas City
Convention Center
and Marriott**

**Even
Even
Even**

**BIGGER
BOLDER
BETTER**

Keep watching the web for the latest
in news and information

www.PACEshow.com

PACE 2012

February 24 & 25



PACE SHOW

PETROLEUM AND CONVENIENCE-STORE EXPOSITION
of Mid-America

Kansas City Convention Center, Bartle Hall
Kansas City, Missouri

■ *Got Questions? ...*

We've got answers!

Just give us a call if we can be of any
assistance to you!

Exhibitor Information

Becky Crowley

phone: 573.635.7117, ext. 10

email: becky@mpca.org

Karen Antweiler

phone: 573.635.7117, ext. 12

email: karen@mpca.org

Sponsorship Information

Paige Travis

phone: 402.474.6691

email: ptravis@npcainc.com

Attendee Information

Judy Menke

phone: 785.233.9655

email: jmenke@pmcaofks.org

Headquarters Hotel Information

Marriott Kansas City Downtown

phone: 816.421.6800

Exhibitor Service Provider

Heritage Exposition Services

phone: 314.534.8500

website: www.heritageexpo.com



■ *An Invitation*

To the PACE show you've come to know ...

Even **BIGGER**
Even **BOLDER**
Even **BETTER**



Now brought to you by the petroleum and convenience store associations of

Missouri - **MPCA**

Kansas - **PMCA of KS**

Iowa - **PMCI**

Nebraska - **NPCA**

On behalf of the Petroleum Marketers and Convenience Store Associations of Missouri, Kansas, Iowa and Nebraska, we invite you to join us as an exhibitor at **PACE 2012** to be held February 24 & 25, 2012, in Kansas City, Missouri.

Since 1996, petroleum marketers and convenience store owners and operators have been gathering for the annual **PACESHOW** — which will be “*Even BIGGER, Even BOLDER & Even BETTER*” than ever this year. The synergies of this regional trade show will bring even greater value to our members and suppliers by providing PACE exhibitors with an expanded array of attendees and marketing opportunities.

The centralized Kansas City venue offers both exhibitors and attendees from throughout the Midwest easy access to tremendous networking and business growth opportunities.

Our attendees, comprised of petroleum marketers and convenience store owners and operators influence the allocation and spending of millions of dollars on industry products and services. Our recent survey indicates that 78% of **PACESHOW** attendees are owners, CEO's or management and 86% either recommend or approve purchases for their company.

Your participation at the **PACESHOW** provides you a cost-effective venue for face-to-face sales opportunities with current and potential Missouri, Kansas, Iowa and Nebraska customers.

We encourage you to include the **PACESHOW** in your 2012 marketing plan and look forward to working with you at the show in Kansas City!

PACE 2012

February 24 & 25



PACE SHOW

PETROLEUM AND CONVENIENCE-STORE EXPOSITION
of Mid-America

*Kansas City Convention Center, Bartle Hall
Kansas City, Missouri*

WARNING:

*PLEASE RESPOND TODAY
PACESHOW
EXHIBIT SPACE
WILL FILL QUICKLY!*

PACESHOW

INFORMATION INSIDE:

- 1 ... PACE Contact Information
- 2 ... Invitation to Exhibit at PACE
- 3 ... Trade Show At-a-Glance
- 4 ... Application For Exhibit Space
- 5 ... Exhibit Rules and Regulations
- 6 ... Sponsorship Opportunities
- 7 ... Sponsorship Registration Form
- 8 ... Virtual Directory Registration Form



■ PACESHOW At-a-Glance ...

- **REGISTER TODAY!** Registration is based upon a first-come, first-served basis and space is limited. *(Participating exhibitors from PACE 2011 are given booth choice priority.)*
- **MEET THE DECEMBER 1ST DEADLINE** for your company listing in the PACESHOW Program.
- **GET DIRECT ACCESS TO MORE THAN 2,000 KEY DECISION MAKERS** of the petroleum and convenience store industry, an opportunity that only comes along once a year.
- **IMPROVE AND INCREASE YOUR BUSINESS CONTACTS** with this unique networking opportunity during this two day industry-specific exhibition.
- **SPONSORSHIP INCREASES YOUR EXPOSURE** with exclusive and immediate impact — which attendees notice, remember & appreciate!

PACE EXHIBITION DETAILS

Exhibit Space Rates & Types

| 10' x 10' Exhibit Space | Trucks / Transports | Additional 10' |
|-------------------------|---------------------------|----------------|
| Member* \$ 1450 each | Member* \$ 3250 10x50 | \$ 1015 |
| Non-Member \$ 1750 each | Non-Member \$ 3550 10x50 | \$ 1450 |

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, PMCA of KS, PMCI or NPCA

Exhibitor Move-In, Move-Out

| | | | |
|------------------|------------|---------------|--|
| Move-In: | Wednesday | Feb. 22, 2012 | Mandatory truck move-in. Large Exhibit move-in by special arrangement only. Call Paramount for details. |
| | Thursday | Feb. 23, 2012 | 8 am - 5 pm |
| | Friday* | Feb. 24, 2012 | 8 am - 9 am |
| | | | * Dock access will only be available for one hour. All vehicles must be unloaded & cleared from the facility floor by 9 am. |
| Move-Out: | Saturday** | Feb. 25, 2012 | 2:00 pm - 6:00 pm |
| | | | ** All exhibitors must tear down and move out Saturday evening. |

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 6:00 pm Saturday, Feb. 25, 2012.

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.

Exhibitor Service Provider

The official PACE Service Provider is **Heritage Exposition Services**, 314.534.8500, visit online at www.heritageexpo.com. This firm will maintain a service desk in the exhibit area and will provide assistance upon receipt of purchase orders. In December, 2011 an Exhibitor Service Manual containing a set of order forms will be available on PACESHOW.com and a notice will be emailed to each exhibitor.

PACE 2012

February 24 & 25



PACE SHOW

PETROLEUM AND CONVENIENCE-STORE EXPOSITION
of Mid-America

Kansas City Convention Center, Bartle Hall
Kansas City, Missouri

SCHEDULE OF EVENTS

Wednesday February 22, 2012

TO BE DETERMINED Mandatory Truck Move-In
Large Exhibit Move-In By
Special Arrangement ONLY

Thursday February 23, 2012

8 AM - 5 PM Exhibitor - Move-In
3 PM - 5 PM Brand Meetings

Friday February 24, 2012

8 AM - 10 AM Exhibitor - Set-Up *(NOTE MOVE-IN TIMES)*
9 AM - 11 AM Association Board Meetings
11 AM - 5 PM Trade Show Open
5 PM - 6:30 PM PACE Hospitality Event
EVENING Hospitalities & Dinners

Saturday February 25, 2012

9 AM - 10 AM Opening Seminar
10 AM - 2 PM Trade Show Open
2 PM - 6 PM Exhibitor - Move-Out
Exhibitors must completely tear down and move out on Saturday

PACE HOTEL INFORMATION

Headquarters Hotel

Marriott Kansas City Downtown
200 West 12th Street • Kansas City, Missouri

For reservations call 1.816.421.6800
or online via PACESHOW.com

The official headquarters hotel for the PACE show offers easy access to the Kansas City Convention Center. Be sure to ask for the special PACE group rate. Room block is limited, rate is subject to availability. The hotel cut-off date for the discount room rate is **Friday, February 10, 2012.**

APPLICATION FOR EXHIBIT SPACE

Trade Show produced by the Petroleum Marketers & Convenience Store Associations of
Missouri - **MPCA** • Kansas - **PMCA of KS** • Iowa - **PMCI** • Nebraska - **NPCA**



February 24 & 25, 2012 • Kansas City Convention Center, Bartle Hall • Kansas City, Missouri

Application for exhibit space at PACE 2012 expresses and demonstrates the applicant's willingness to abide by all accompanying exhibit Rules and Regulations (see reverse side or attached), as well as such additional Rules and Regulations as PACE Exhibit Management deems necessary to the success of the Exposition. This application, including all Rules & Regulations and attachments, will become a legally binding contract when countersigned by PACE Exhibit Management.

TERMS: 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. Checks should be made payable to PACE.

(PLEASE TYPE OR PRINT)

Main Contact: _____
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____
 Website: _____

Administrative Contact: Name & contact information to receive Exhibitor Service Manual - *will be emailed in January, 2012 (if other than above).*

Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email (to send exhibitor packet): _____

Directory Listing: Name & contact information to be listed in printed Program and online Virtual Directory (if other than above).
Must be registered to exhibit by 12/01/11 for inclusion in printed PACE 2012 Program.

Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____
 Email: _____

Product / Services Category Listings

Please check the categories that apply to your company's products and services. This information is used to compile the trade show program and the online virtual directory.

- BEVERAGES** [beverage programs / beverage products / ice]
- EQUIPMENT** [canopies / carwash / c-store / petroleum / security / signs]
- FOODSERVICE** [candy & snacks / equipment / foodservice programs]
- FUEL SALES** [additives & chemicals / alternative fuels / refiner / supplier / propane]
- MERCHANDISE** [magazines / novelties / pre-paid cards / videos]
- SERVICES** [environmental / financial / insurance / software / real estate]
- TOBACCO** [traditional products / electronic]
- TRANSPORT** [trucks / trailers / service]
- OTHER** [gov't agency / lottery / industry organization]

EXH2012

Exhibit Rental Includes:

Booth rental includes a 10' x 10' space, with pipe and drape, one 7"x44" black on white ID sign to include company name and booth number and four (4) badges. Additional badges are available at a cost of \$75 each.

All booth furnishings are the responsibility of the exhibitor.

Exhibit Space Rates / Types:

Membership: Indicate your membership below, check all that apply:

- MPCA PMCA of KS PMCI NPCA NON-MEMBER

| | MEMBER PRICE | NON-MEMBER PRICE |
|-----------------------------|--------------|------------------|
| 10' x 10' Exhibit Space | \$ 1450 each | \$ 1750 each |
| Truck / Transport (10x50) | \$ 3250 each | \$ 3550 each |
| Add'l 10' Truck / Transport | \$ 1015 each | \$ 1450 each |

Exhibit Space Requested:

Space requested. Please indicate choices in order of preference:

1st: _____ 2nd: _____ 3rd: _____ 4th: _____

Total Purchase

| Type of Exhibit Space | Quantity | Price Each | Sub-Total |
|---|----------|------------|-----------|
| Virtual Directory Listing ... contact information and a link to company website will be posted live on PACESHOW.com from date your PACE 2012 booth assignment is made until PACE 2013 registration begins - up to 12 months - OPTIONAL. | | | \$ 600 |
| TOTAL: | | | \$ |

Company Authorized Signature

Date

Authorized representative has read the Rules and Regulations on reverse or attached hereto and agrees to those terms and conditions.

Method of Payment

Check: Make checks payable to PACE

Credit Card: Check one: Mastercard VISA

□□□□-□□□□-□□□□-□□□□

Exp. Date: _____ Total \$ _____

Cardholder Signature: _____

For PACE use only. Payment Information:

VISA/MC/Check #: _____ Date: _____

Space Assigned: _____ Amount\$: _____

PACE Authorized Signature

Date

This application is accepted, as per the Rules and Regulations on reverse or attached hereto or as published online, which are made part of this contract.

PLEASE COMPLETE, SIGN AND FORWARD APPLICATION & PAYMENT TO:

PACE, c/o Missouri Petroleum Marketers and Convenience Store Association • 205 East Capitol, Suite 200 • Jefferson City, MO 65101
 phone: 573.635.7117 • fax: 573.635.3575

Application For Exhibit Space



February 24 & 25, 2012 • Kansas City Convention Center, Bartle Hall • Kansas City, Missouri

PACE Exhibit Space Application, continued

It is understood and agreed that these Rules and Regulations are a part of the contract between Exhibitor and PACE. Provisions not covered are subject to the decisions of show management. By signing the exhibit space application the Exhibitor agrees to abide by all PACE Rules and Regulations and decisions of the management.

■ **PAYMENT, 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.

ALL CANCELLATIONS MUST BE SUBMITTED IN WRITING TO PACE.

No cancellations will be accepted by telephone. Cancellations received in writing, before December 1, 2011, will receive a full refund. Cancellations received after December 1, 2011, will not be refunded.

■ **ASSIGNMENT OF BOOTHS**

Participating exhibitors from PACE 2011 be given booth choice priority for PACE 2012. Booths will be assigned on a first-come, first-serve basis. Exhibitors may request four booth choices. If exhibitor choices are unavailable, the exhibitor will be assigned a booth as close as possible to the requested space.

PACE reserves the right to reassign existing space at any time and open the space to all interested parties without advance notice. The exhibit floor layout may be adjusted to ensure an even flow of traffic. In addition, PACE will not be held responsible if an exhibitor chooses to select a booth in close proximity to a competitor after a company has chosen their booth.

■ **NO SHOWS**

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

■ **REGISTRATION OF BOOTH PERSONNEL**

All booth personnel must be pre-registered to be eligible to work in the booth. Payment of booth space does not include automatic pre-registration.

■ **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, Convenience Store Association, the Petroleum Marketers and Convenience Store Association of Kansas, the Petroleum Marketers and Convenience Stores of Iowa and the Nebraska Petroleum Marketers and Convenience Store Association 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 Kansas City Convention and Entertainment 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.

■ **FOOD & BEVERAGES (ALCOHOLIC & NON-ALCOHOLIC)**

All vendors serving any and all types of food and/or beverage samples must contact Aramark at 816.221.2737 prior to the exhibition regarding Rules and Regulations stipulated by the Kansas City Convention and Entertainment Center, Liquor Control Board, Health Department and 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 PACE Service Provider is Heritage Exposition Services, 314.534.8500, visit online at www.heritageexpo.com. This firm will maintain a service desk in the exhibit area and will provide assistance upon receipt of purchase orders. In December, 2011 an Exhibitor Service Manual containing a set of order forms will be available on PACEshow.com and a notice will be emailed to each exhibitor.

■ **ELECTRICITY, WATER & JANITORIAL SERVICE**

Arrangements for electrical service and water requirements must be made through the Exhibitor's Service Manual (Green Wave, 816.513.5200). 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.

■ **SHIPPING INSTRUCTIONS / MATERIAL HANDLING**

It is the responsibility of the exhibitor to arrange for shipment of exhibit materials through the official PACE Service Provider. Information regarding the Service Provider will be sent to exhibitors in December, 2011.

■ **INSTALLATION & DISMANTLING**

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

GOODS AND MATERIALS USED IN ANY EXHIBIT SHALL NOT BE REMOVED FROM THE EXHIBIT UNTIL THE EXPOSITION HAS OFFICIALLY CLOSED.

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 6:00 p.m., Saturday, February 25, 2012.

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.

■ **CONDUCTING EXHIBITS**

The exhibitor agrees to operate their exhibit under the rules of local and state fire regulations and shall comply with such interpretations of the regulations as made by the fire department having jurisdiction over the exposition site. Exhibitor shall limit their exhibit to products manufactured or distributed by the exhibitor in the regular course of business. Exhibitor may not assign to sublet any booth or portion thereof, or permit any representative of any firm not exhibiting to solicit business in the assigned space. No music shall be played during trade show hours unless fees to ASCAP/BMI have been fulfilled by Exhibitor.

■ **EMAIL & FAX CONSENT**

It is understood by providing 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 PACE and/or the Petroleum Marketers and Convenience Store Associations of Missouri, Kansas, Iowa and Nebraska and its affiliates via any means including regular mail, email, telephone or fax. I understand this information will be published in a trade show directory.

NON-EXHIBITING VENDOR 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.



■ PACE SHOW Sponsorships ...

The **PACESHOW** offers a unique opportunity for your company to participate as a Special Event Sponsor.

With a variety of attention-grabbing opportunities available, you're sure to find a perfect fit. Choose from the highlighted options below which include:

- Hospitality Event Sponsorship (*see details below*)
- **PACESHOW** Door Prize Sponsorship
- Education Seminar Speaker Sponsorship
- **PACESHOW** General Sponsorship

Or, consider letting our staff help you customize a **PACESHOW** sponsorship to highlight your organization's participation and commitment to the industry.

■ PACE 2012 HOSPITALITY EVENT SPONSORSHIP

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 2012 Hospitality Event
- Company Signage on the PACE 2012 Entrance Unit / Trade Show Floor
- Company Listing in the PACE 2012 Program as a Hospitality Event Sponsor
- Pre & Post Event recognition in various MO, KS, IA & NE official association communications

Please let us know if you are interested in participating as a sponsor at the **PACESHOW** this year, we hope that we can count on you for your support of this exciting industry event.

SPONSORSHIP CONTACT

Paige Travis
 phone: 402.474.6691
 email: ptravis@npcainc.com

PACE 2012

February 24 & 25



PACE SHOW

PETROLEUM AND CONVENIENCE-STORE EXPOSITION
of Mid-America

Kansas City Convention Center, Bartle Hall
Kansas City, Missouri

VALUE-ADDED PACE BENEFIT

SIGN UP TODAY!

*GET THE MOST FROM
YOUR PARTICIPATION AS
A PACESHOW SPONSOR!*

**PACE Sponsorship gets your
company's name in front of
hundreds attendees!**

We are pleased to offer our sponsors a "**Value-Added**" program that gives your company additional exposure through our **PACESHOW.com** website and attendee email promotions.

The **PACESHOW.com** website will feature and highlight PACE 2012 Sponsors. With just a click, PACE attendees will be able to learn more about your goods and services — 24/7.

Additionally, registered PACE attendees will receive a variety of emails which will allow easy access to your company website.

Call Paige today, a minimum sponsorship is all it takes to go ...

Even Even Even
BIGGER BOLDER BETTER
at PACE 2012!



PACE 2012 Sponsorship Registration Form

**With a variety of attention-grabbing options available you're sure to find a perfect fit!
Choose from the options below or call and let our staff help you with a customized package to
highlight your participation and commitment to the industry ~ 402.474.6691.**

All non-exhibiting sponsors add \$1,450 (non-exhibiting fee) to fees below.

Sign up now to give your company great exposure before, during and after PACE 2012!

■ PACE 2012 "Exclusive" SPONSORSHIPS

Joint Board Event *Includes "Gold Sponsor" benefits listed below.*

You plan & exclusively host event on TH, 02/23/12 for the MO • KS • IA & NE Board Members. \$ **7,500***

**Note: This is for the exclusive sponsorship and does not include event expenses.*

Lanyard Sponsorship *Includes "Silver Sponsor" benefits listed below.*

You provide the lanyards — 2000 are needed, delivery to PACE requested by 02/10/12. \$ **3,000**

Attendee Lounge *Includes "Silver Sponsor" benefits listed below.*

Your company publicized exclusively at the Attendee Lounge on the trade show floor! \$ **3,000**


























Customized Sponsorship

Call and let our staff help you with a customized package to highlight your participation! minimum \$ **2,500**

■ PACE 2012 SPONSORSHIP PROGRAM

SPONSOR BENEFITS:

Additional Exhibitor Badges (4)
Premium Recognition & Logo on Back Cover of PACE Program
Sponsor of Seminar - Speaker
PACE Attendee Door Prize
Logo on Trade Show Entrance Unit
PACE Attendee Packet Recognition
Hospitality Event Signage & Recognition
Listing Highlighted in PACE Program
Pre & Post Event Recognition in MO, KS, IA & NE communications
Virtual Directory Listing (\$600 value!) & logo on PACESHOW.com

| | | | | | | | | | | |
|--|--|---|---|---|--|---|---|---|---|---|
| <input type="checkbox"/> Platinum Sponsor: \$ 10,000 |  ~4 |  |  |  |  |  |  |  |  |  |
| This premier PACE sponsorship includes all of the benefits of the Gold, Silver and Bronze sponsorship levels. Your company will be featured as a major contributor with the highest impact — which attendees notice, remember & appreciate! | | | | | | | | | | |
| <input type="checkbox"/> Gold Sponsor: \$ 5,000 | | | |  |  |  |  |  |  |  |
| \$1000 Cash Attendee Door Prize Sponsor. Pre-printed tickets with your company name & booth number will be provided to all pre-registered PACE attendees to drop in a Door Prize Drawing Box provided for your booth & representatives from your company are welcome and encouraged to participate in the prize drawing on 02/25/12. | | | | | | | | | | |
| <input type="checkbox"/> Silver Sponsor: \$ 2,500 | | | | | |  |  |  |  |  |
| PACE 2012 Hospitality Event Sponsor. | | | | | | | | | | |
| <input type="checkbox"/> Bronze Sponsor: \$ 1,000 | | | | | | | |  |  |  |
| General Sponsorship. | | | | | | | | | | |

Full Company Name: _____

Company Contact: _____

Address: _____

City / State / Zip: _____ Phone: _____

Method of Payment:

- Check, make checks payable to PACE
 Credit Card Check one: Mastercard VISA

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Exp. Date: _____ Cardholder Signature: _____

| |
|------------------------------|
| Non-Exhibiting Fee: \$ _____ |
| Sponsorship Fee: \$ _____ |
| Total: \$ _____ |

Please return form to PACE: c/o MPCA • 205 East Capitol Avenue, Suite 200 • Jefferson City, Missouri 65101 • fax: 573.635.3575

QUESTIONS? Call or email NPCA • phone: 402.474.6691 • email: ptravis@npcainc.com



PACE 2012 Virtual Directory Listing

Get the most out of your participation as a PACESHOW exhibitor!

Sign Up Today!

Sign up now to give your company great exposure before, during and after PACE 2012.

All non-exhibiting vendors add \$1,450 (non-exhibiting fee) to fee below.

NON-EXHIBITING VENDOR 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.

Virtual Directory Listing

Annual online company listing (approx. cost per month = \$50) \$ 600



The Midwest's Premier Petroleum & Convenience Store
Trade Show Produced By
MISSOURI KANSAS IOWA NEBRASKA
Petroleum Marketers & Convenience Store Associations



PETROLEUM AND CONVENIENCE-STORE EXPOSITION OF MID-AMERICA


*Virtual Directory Listing offers
great exposure before, during
& after PACE 2012!*

*Long-term Pre & Post Event
Recognition as a PACE 2012
Exhibitor on PACESHOW.com*


*Company Name, Directory Contact
Person & Telephone Number Listed
Online on PACESHOW.com*


*Live link to company website
from PACESHOW.com*

Virtual Directory Benefits:









The PACE 2012 Virtual Directory Listing includes your company name, contact person, phone number and a link to your company website. The listing will be live on PACESHOW.com up to 12 months *(the listing will be posted this year from the date your PACE 2012 booth assignment is made, until registration for PACE 2013 begins).*

Full Company Name: _____

Company Contact: _____

Address: _____

City / State / Zip: _____ Phone: _____

Method of Payment:

- Check, make checks payable to PACE
- Credit Card Check one: Mastercard VISA

□□□□-□□□□-□□□□-□□□□

| | |
|---------------------------|-------|
| Non-Exhibiting Fee: \$ | _____ |
| Virtual Directory Fee: \$ | _____ |
| Total: \$ | _____ |

Exp. Date: _____ Cardholder Signature: _____

Please return form to PACE: c/o MPCA • 205 East Capitol Avenue, Suite 200 • Jefferson City, Missouri 65101 • fax: 573.635.3575

QUESTIONS? Call or email MPCA • phone: 573.635.7117 • email: becky@mpca.org