



As a supplier to the convenience store industry, you are well aware of the challenges your customers have faced in recent years.

Hundreds of convenience store professional look to the WPMCA Annual Convention to help keep their competitive edge sharp. Whether it's attending an informative seminar or walking our trade show floor, c-store owners/operators know where to look. And in 2010, it will be at the WPMCA's Annual Convention.

121 S. Pinckney Street
Suite #300
Madison, WI 53703
608-256-7555
1-888-856-7555
608-256-7666 (fax)
www.wpmca.org

Preliminary Exhibitor Prospectus

Wisconsin Petroleum Marketers and Convenience Store Association

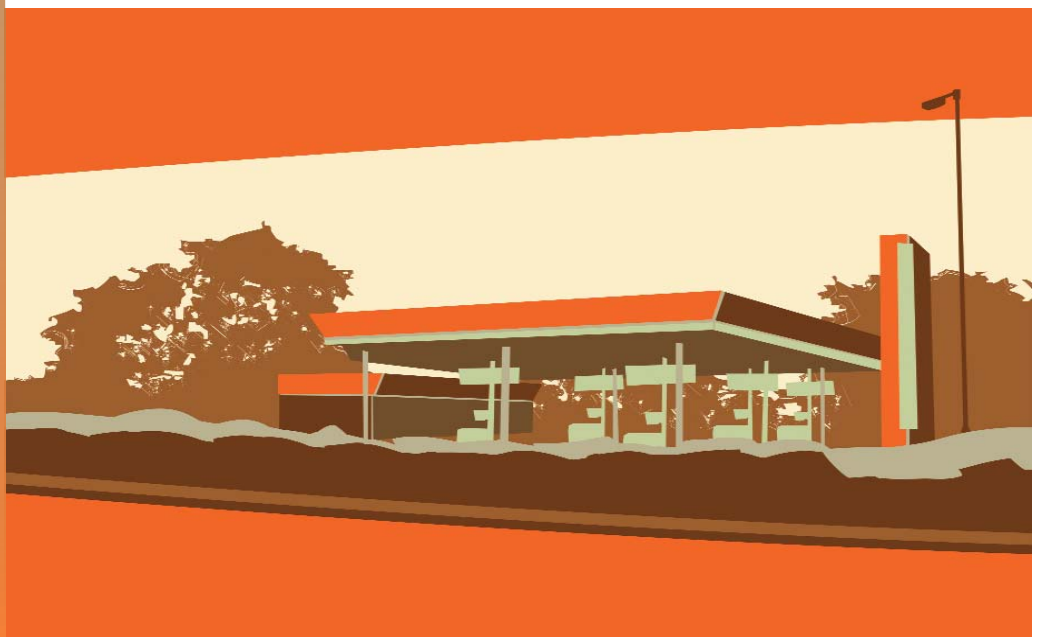
2010

CONVENTION & INDUSTRY TRADE

SHOW

April 20 & 21

Marriott Madison West . Madison, WI



WHY EXHIBIT?

The 2010 WPMCA Convention & Industry Trade Show will feature a host of benefits to you as our exhibiting partner:

- ❖ **Convenient hours to allow petroleum professionals, convenience store owners/operators as well as managers to attend all events.**
- ❖ **An extensive promotional effort for this important event. All promotional materials are mailed several times to a list of over 3,000 petroleum and convenience store professionals.**
- ❖ **Get Linked! All exhibiting companies will receive a three month, complimentary hyperlink on the official website of WPMCA.**
- ❖ **An opportunity to show your support to the convenience store industry.**

JOIN US!

WPMCA Membership rates range from \$395 per year to \$10,000 per year, based on a company's annual sales to Wisconsin petroleum marketers and convenience store operators. Once a member, you will be able to take advantage of preferred member rates for exhibiting, advertising and attending all WPMCA events. You also receive our association directory.

Please contact WPMCA at (608) 256-7555, toll free at (888) 856-7555 or via our website: www.WPMCA.org for an Associate Member Application or any additional information about WPMCA.

WHAT IS WPMCA?

Wisconsin Petroleum Marketers & Convenience Store Association (WPMCA) represents more than 500 members in the State of Wisconsin and the Midwest. These independent businesses own and operate over 2,000 retail outlets and provide the majority of petroleum and related products to service station and commercial, agricultural and home heating accounts. They operate restaurants, car washes, truck stops, tire, battery and accessory outlets and other businesses.

WHO EXHIBITS?

WPMCA exhibitors include companies who provide goods and services to the petroleum, truck and travel plaza and convenience store industry. Petroleum equipment, petroleum storage tanks, computer software, cash registers, car wash equipment, food and beverage products and equipment will all be featured at WPMCA 2010 Convention & Industry Trade Show.

WHO ATTENDS?

The WPMCA Convention & Industry Trade Show attracts principle marketers from the petroleum, convenience store and truck and travel industries from all areas of Wisconsin and the Midwest. The event attracts approximately 1,900 from branded and unbranded outlets as well as agents and supplying company personnel.

EXHIBITOR INFORMATION

All booths are 8' wide by 10' deep. Each booth includes back and side curtains, one 8' skirted table, two chairs, a waste basket and an exhibitor identification sign.

RATES:

	WPMCA Member	Non-PMCA/WACS Member
First Booth:	\$1,100.00	\$1,600.00
Each Additional Booth:	\$800/booth	\$1,300.00/booth

LOCATION:	Madison Marriott West 1313 John Q. Hammons Drive Middleton, WI 53562 Phone: (608) 831-2000 FAX: (608) 831-2040
Website:	www.marriottmadisonwest.com

TENTATIVE SCHEDULE

MOVE IN:	Monday, April 19, 2010 8:00 am to 12:00 midnight Tuesday, April 20, 2010 8:00 am to 11:00 am
EXHIBIT HOURS:	Tuesday, April 20, 2010 11:00 am to 5:00 pm Wednesday, April 21, 2010 10:00 a.m. to 1:00 p.m.
MOVE OUT:	Wednesday, April 21, 2010 1:00 p.m. to 7:00 p.m.

EXHIBITOR SPACE RESERVATIONS

Booth reservations will be made in the order requests are received. Please indicate your first, second and third choices. If your choices are not available, WPMCA will assign a space, as close as possible to your selection.

To make your booth reservation, select three booth choices, complete the enclosed Exhibit Space Contract and return to WPMCA, 121 S. Pinckney, Ste. 300, Madison, WI 53703. Payment must accompany reservation form to reserve your booth space.

REFUND POLICY

**50% for cancellations prior to March 1, 2010 if space is resold.
(Not refundable after March 1, 2010)**

**All cancellations must be made in writing to WPMCA, 121 S. Pinckney Street, Suite 300,
Madison, WI 53703**

EXHIBITOR SERVICE KITS

Please review the exhibitor service kits included in this prospectus. Please use these forms for ordering exhibitor badges, electricity and water services as well as booth furnishings and drayage service.

EXPOSITION / ELECTRICAL SERVICES

Marriott Madison West

1313 John Q. Hammons Drive

Middleton, WI 53562

Phone: (608) 831-2000 FAX: (608) 831-2040 Website: www.Marriottmadisonwest.com

SHOW MANAGEMENT

Lori Gerber, Director of Education & Events

Wisconsin Petroleum Marketers & Convenience Store Association

121 S. Pinckney, Ste. 300

Madison, WI 53703

Phone: 608/310-3083

FAX: 608/256-7666 E-Mail: gerber@wpmca.org

UTILITIES

Electrical Service is available to all booths.

EXHIBITOR BADGES

Three (3) Exhibitor Badges will be furnished per booth space reserved. Additional Exhibitor Badges will be available for \$50 each. In order to identify trade show attendees and exhibitors, only booth personnel will be permitted on the trade show floor wearing Exhibitor Badges. Non-exhibiting guests are required to purchase and wear an appropriate, non-exhibitor badge with their own name and company printed on the badge while at all WPMCA 2010 Convention & Industry Trade Show functions.

CHARACTER OF EXHIBITS

The WPMCA Convention Committee and Staff reserve the right to decline any exhibit or proposed exhibit that in its opinion is not suitable to or not in keeping with the character of the exhibition.

LIABILITY

It is expressly understood and agreed between exhibitors and WPMCA and the Marriott Madison West that WPMCA and Marriott Madison West shall be under no liability for loss of or damage of goods or property of exhibitors; or personal injury to the exhibitor or exhibitor's employees. Each exhibitor on signing Exhibitor Space Contract expressly releases WPMCA and Marriott Madison West from and agrees to indemnify and hold harmless against all claims.

PROMOTION & PUBLICITY

The WPMCA 2010 Convention & Industry Trade Show will be extensively publicized through WPMCA monthly publication, The Informer as well as through several mailings to all WPMCA members and other interested individuals.

EXHIBIT BOOTH SPECIFICATIONS

Intent: All exhibitors are entitled to an unobstructed view of their exhibit from the aisles. They are also entitled to not have an exhibitor behind their booths displaying above ten feet height limitations and distracting from their exhibitors. The following specifications are intended to assure uniformity throughout the show.

Standard Booths: A standard (back to back) booth is 8' wide x 10' deep. The display cannot exceed 10 feet in height along the back wall nor 10 feet in height along the five feet of side wall from the back wall toward the aisle. The remaining five feet to the aisle is limited to 36 inches in height.

Perimeter Booths: A perimeter booth is a 8' wide x 10' deep booth positioned against a wall so there are no other booths behind it. The height limitation is 15 feet along the back wall and not more than 10 feet along the side wall and must drop down to the 36 inch height limitation the remaining five feet on each side of the aisle.

Peninsula Booths: A peninsula booth is two booths facing a cross aisle to the booth. It is exposed on three sides but is backed up by other booths. In order not to obstruct the booths behind the peninsula booth, a maximum display height of 10 feet is limited to the center of the back wall and must drop down to the 36 inch height limitation the remaining five feet on each side of the aisle.

Island Booths: An Island is a block of booths exposed on all four sides toward the aisle. The entire display can be 10 feet in height as aisles separate the island from other booths.

Madison Marriott West
1313 John Q. Hammons Drive
Middleton, WI 53562
608-831-2000 / fax 608-831-1376

EXHIBITOR PHONE LINE / INTERNET SERVICE

Phone Line Order Form

Qty	Item	Fee	Amount
	In-house Line	\$50.00	
	High Speed Internet	\$100.00	
		SUBTOTAL	
		TAX 5.5%	
		TOTAL	

In-house Line-Can receive calls from outside hotel through switchboard, cannot make calls outside hotel. Has limited availability, orders filled in order they are received.

1. Orders subject to availability.

4. Orders received less than 10 days prior to event set up day may not be accepted due to availability.

In order to qualify for discounted rate listed above, all orders and payment in full must be received 10 days prior to start of show

Booth No. _____

Exhibitor Name _____

MATERIAL HANDLING POLICIES AND PROCEDURES

Name of Show _____

Handling fees will be applied to all shipments based on the fee structure below.

Storage fees will be waived for all shipments received within 3 days of show set-up day.

All shipments received from 3-14 days prior to show set-up day will be charged storage fees based on the fee structure below

Due to space limitations, the Madison Marriott West *cannot accept any shipments earlier than 14 days* prior to show set-up day.

Please label all items with show name, exhibitor name, and booth number and ship to Madison Marriott West

For items that require special handling or care, please forward detailed handling instructions prior to shipping.

Madison Marriott West agrees to handle all shipments with normal reasonable care and is not responsible for ordinary wear and tear, damage due to fire, theft, vandalism, acts of god, or other causes beyond its control, or requiring exercise of more than reasonable care.

Madison Marriott West will not be responsible for any damage to shipments either visible or concealed.

After shipments are delivered to booth, Marriott will not be responsible for condition, count, or content:

nor be responsible for missing material prior to repackaging at the conclusion of the show.

For your protection, **please ensure that your exhibit materials are properly insured against fire, theft, and all other hazards, while in transit to and from your booth and during the show.**

MATERIAL HANDLING & STORAGE FEES

INBOUND

All parcels subject to handling fees. Parcels received within three days of event not subject to storage fees.

*HANDLING FEE	\$30 per 100 lbs	Est. Weight _____ lbs	Amount \$ _____
STORAGE FEE	\$30 per 100 lbs	Number of Days _____	Amount \$ _____
FORKLIFT FEE (min. 1 hour)	\$35 per hour	Number of Hours _____	Amount \$ _____
			SUBTOTAL
			TAX 5.5%
			TOTAL

*Minimum fee - \$30

OUTBOUND

Parcels left on property for more than one day after event are subject to handling and storage fees.

*HANDLING FEE	\$30 per 100 lbs	Est. Weight _____ lbs	Amount \$ _____
STORAGE FEE	\$30 per 100 lbs	Number of Days _____	Amount \$ _____
FORKLIFT FEE (min. 1 hour)	\$35 per hour	Number of Hours _____	Amount \$ _____
			SUBTOTAL
			TAX 5.5%
			TOTAL

*Minimum fee - \$30

MATERIAL HANDLING

Booth No. _____

Exhibitor Name _____

**In order to qualify for discounted rate listed above,
all orders and payment in full must be received 10 days prior to start of show**

Madison Marriott West
1313 John Q. Hammons Drive
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608-831-2000 / fax 608-831-1376

Additional Furniture Rental

Qty		Price	Amount
	Banquet Stack Chair	\$10.00	
	24"W x 30"H x 8'L Table	\$30.00	
	18"W x 30"H x 6'L Table	\$30.00	
	24"W x 30"H x 6'L Table (limited quantity)	\$30.00	
	28"W x 30" H Round Table (limited quantity)	\$30.00	
		Subtotal	
		Sales tax - 5.5%	
		Total	

Please note: Your booth may include 2(two) stack chairs and 1(one) 6' or 8' table.
 Please circle below if you DO NOT want these items in your booth.

Stack chairs Remove 1 Remove both

 Table Remove

Cancellation policy: Any item cancelled less than 10 days prior to show will be charged at 50% of total cost. Items cancelled day of show set-up will be charged at full rate.

Exhibitor Audio Visual Rental

Qty		Price	Amount
Video & Audio Equipment			
	VHS player/recorder	\$ 60.00	
	DVD player	\$ 60.00	
	27" TV Monitor	\$ 102.00	
	with 1/2" VCR or DVD & draped cart	\$ 156.00	
	with 1/2" VCR or DVD & draped cart	\$ 180.00	
	VHS camcorder w/tripod	\$ 90.00	
	CD player	\$ 42.00	
Additional Equipment			
	32 " Flat Screen Monitor	\$ 65.00	
	Draped Cart	\$ 15.00	
	Easel	\$ 10.00	
	Other -		
		Subtotal	
		Add sales tax - 5.5%	
		Total	

Prices include installation and removal.
 Additional items and equipment available upon request
 All AV prices subject to change without notice
Credit Card Orders Must Include Credit Card Authorization Form.

**To qualify for discounted rate listed above,
 all orders and payment in full must be received 10 days prior to start of show**

FURNITURE / EXHIBITOR AV RENTAL

Booth No. _____

Exhibitor Name _____

Name of Show _____

ELECTRICAL SERVICE ORDER FORM					
<i>Orders must be received 10(ten) days prior to show set up.</i>					
STANDARD CONNECTIONS - 110 VOLT (Flat Fee)					Circle Rate
Qty.	Description	1 Day	2-3 Days	4+ Days	Amount
	1000 Watt Electrical Outlet - 10 Amps	\$72.00	\$85.00	\$92.00	
	2000 Watt Electrical Outlet - 20 Amp	\$95.00	\$110.00	\$122.00	

SINGLE PHASE - SPECIAL CONNECTIONS (ADVANCE ORDERS ONLY)						*NEMA spec #
Qty.	Description	1 Day	2-3 Days	4+ Days	Amount	
	20 Amp 208 V.	\$135.00	\$150.00	\$165.00		
	30 Amp 208 V.	\$158.00	\$173.00	\$188.00		
	40 Amp 208 V.	\$181.00	\$196.00	\$211.00		
	50 Amp 208 V.	\$206.00	\$221.00	\$236.00		
	60 Amp 208 V.	\$229.00	\$244.00	\$259.00		
	Over 60 Amp 208 V.	\$325.00	\$340.00	\$355.00		

3 PHASE - SPECIAL CONNECTIONS (ADVANCE ORDERS ONLY)						*NEMA spec #
Qty.	Description	1 Day	2-3 Days	4+ Days	Amount	
	20 Amp 208 V.	\$165.00	\$180.00	\$195.00		
	30 Amp 208 V.	\$190.00	\$205.00	\$220.00		
	40 Amp 208 V.	\$215.00	\$230.00	\$245.00		
	50 Amp 208 V.	\$240.00	\$255.00	\$270.00		
	60 Amp 208 V.	\$270.00	\$290.00	\$310.00		
	Over 60 Amp 208 V.	\$340.00	\$360.00	\$380.00		

	Hard Wire Electrical Service	\$25.00 per connection (1 time fee)	
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To qualify for discounted rate listed above, orders & payment in full must be received 10 days prior to show

TOTAL	
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Rules & Regulations

- The hotel electrician has the right to refuse connection where wiring is not in accordance with code
- All equipment must be properly tagged with the following information: voltage, phase, amps, and wattage.
- All exhibitor's cords must be of the 3-wire grounded type, no smaller than 12 gauge.
- **Only 2 items can be plugged into each connection - Splitters are not provided**
- **Wall and floor outlets are not part of the booth and are not to be used by the exhibitor**
- Prior approval must be received in writing from the hotel for the following:
 - Fuel powered equipment or vehicles, open flame, exhibits over 10,000 lbs, or any equipment larger than 11' wide and 9' high.
- Damage to the hotel will be the sole responsibility of the exhibitor.
- Hotel is not responsible for any power surges or fluctuations.
- Circuits blown due to excessive loads will not be reconnected without an upgrade to the correct power level.

* NEMA(National Electrical Manufacturer's Assn.) spec # refers to the type of plug your equipment has and can be found on the plug itself

ELECTRICAL

Booth No. _____

Exhibitor Name _____

Madison Marriott West
1313 John Q. Hammons Drive
Middleton, WI 53562
608-831-2000 / fax - 608-831-1376

CREDIT CARD AUTHORIZATION

PAYMENT FOR SERVICES

Madison Marriott West requires payment in full at the time services are ordered. A credit card authorization is needed with your initial order. For your convenience, we will use this authorization to charge your account for services, which may include labor and freight handling, not covered by your initial payment.

PRICES

To qualify for discount pricing, order & payment in full must be received 10 days prior to show.

METHOD OF PAYMENT

Madison Marriott West accepts MasterCard, Visa, Discover, Diners Club, American Express
Business checks will be accepted for advance payments only
Purchase orders are not considered payment.

TAX EXEMPT

If you are tax exempt in the state of Wisconsin, you must provide a Sales Tax Exemption Certificate. Please send a copy along with your order forms at least 10 days prior to show, or tax may appear on your invoice and will not be credited.

ADJUSTMENTS AND CANCELLATION

Adjustments to your invoice will not be made after the close of the show. Some items, services and labor are subject to cancellation fees. Refer to each order for details.

CREDIT CARD AUTHORIZATION

Name of Show _____ Date of Show _____

Company Name _____

Phone _____ Fax _____

E-Mail _____

Type of Card Visa MC AMEX Diners Disc (circle one)

Name of Cardholder _____

Credit card number _____ exp date _____

Authorized Signature _____

Amount to charge _____

The above information is required in order to process a credit card payment. Payment by credit card exceeding \$5000.00 must be pre approved by our accounting department.

Booth No. _____

Exhibitor Name _____

EXHIBITOR CONTRACT
WPMCA 2010 CONVENTION & INDUSTRY TRADE SHOW
April 20 & 21, 2010 Marriott Madison West - Middleton, WI

First Booth:	Member \$1,100.00	Non-Member \$1,600.00
Each Additional Booth:	\$800.00 per booth	\$1,300.00 per booth

Booth(s) Number:

1st choice: _____
2nd choice: _____
3rd choice: _____

Please refer to attached floor plan for booth layout.
Booth will be assigned on a first come - first serve basis.
Each 8 feet wide x 10 feet deep booth will be provided
with two chairs, one 6 ft. skirted table, back and side
curtains, one waste basket and an identification sign.

Please list any companies you do not wish to be located near:

Please provide a brief description of your goods and/or services:

Refund Policy

50% for cancellations prior to March 1, 2010 if space is resold. (Not refundable after March 1, 2010)

We have read, understand and hereby agree to the refund policy as well as additional rules set forth in the exhibitor information brochure regarding booth reservation, show dates, move in, move out, admission, character of exhibits and liability.

Wisconsin Petroleum Marketers & Convenience Store Association reserves the right to invoice the appropriate member or non-member booth registration fee for all booth space occupied by a company other than the company appearing on the Exhibitor Contract with WPMCA.

PLEASE PRINT OR TYPE:

Contact Name: _____

Company: _____

Phone: () _____

FAX: () _____

Email: _____

Website: _____

Street Address: _____

City: _____

State: _____ **ZIP:** _____

Signature: _____

Date: _____ **Security Code:** _____

METHOD OF PAYMENT:

Check: _____

Credit Card: **Mastercard**
 VISA
 American Express

Card Number: _____

Exp. Date: _____ **Security Code** _____

Signature: _____

Amount to be placed on my credit card: \$ _____

MAIL YOUR CHECK AND ORIGINAL OF THIS CONTRACT TO:

WPMCA Inc.
121 S. Pinckney, Ste. 300
Madison, WI 53703

WPMCA Annual Convention Industry Trade Show Exhibitors

Booth 2010 WPMCA Exhibitors

336 Advantage Refrigeration
 449 AIR Serv
 452 Alliant Energy
 250 Amerilab
 153 AMI Food Systems
 154 AMI Food Systems
 109 Anheuser Busch
 319 Arctic Glacier Ice
 236 Bachmann Construction
 220 Badger Inventory Service
 240 Badger Land Car Wash
 242 Badger Land Car Wash
 339 Badger Land Car Wash
 341 Badger Land Car Wash
 149 Barjan
 322 Bayland Buildings, Inc.
 140 Bearence Management Group
 23 Best Maid Cookies
 229 Blend Your Own Ethanol Campaign
 352 Blue Dolphin Car Wash
 342 Boyd Coffee Company
 221 Bromak Sales
 350 Buckley Distributing
 302 Capitol-Husting Co., Inc.
 136 Car Choice Solutions
 10 Cash Depot
 11 Cash Depot
 239 CAT Scale Company
 345 CBC Learning Center
 328 Centec Security
 427 Centec Security
 202 Chambers & Owen
 301 Chambers & Owen
 333 Chester Fried of Wisconsin
 335 Chester Fried of Wisconsin
 444 Clear Car Technology
 457 Clear Channel Radio
 143 Coca Cola
 145 Coca Cola
 314 Colortech of Wisconsin
 244 Compliance Testing & Technology
 431 Convenient Wholesale
 209 Core Mark International
 211 Core Mark International
 213 Core Mark International
 343 Cornerstone Payment Systems
 113 Country Fresh Meats
 21 Cousin's Subs
 129 C-Store Systems
 131 C-Store Systems

Booth 2010 WPMCA Exhibitors

142 Custom Environmental Insurance
 320 Custom Laminating Specialists
 458 Dearborn Wholesale
 451 Deli Express
 212 Diversified Insurance
 146 DNA Distributors, Inc.
 24 Don Miguel Mexican Foods
 20 Don Rick Insurance
 218 Eby Brown
 317 Eby Brown
 306 Edge One
 413 Edlbeck
 347 Elektra
 308 Emil's Pizza
 120 Engelhardt Dairy
 122 Engelhardt Dairy
 119 Farner-Bocken
 121 Farner-Bocken
 123 Farner-Bocken
 309 FCStone
 107 Federated Insurance Company
 307 Focus on Energy
 455 Food Concepts
 456 Food Concepts
 134 Freshway Foods
 125 General Business Services
 25 Gourmet to Go
 251 Great Lakes / BDS Maytag
 312 Green Chile Grille
 22 GuardDog Surveillance
 214 Haaga Great Lakes - Haaga Sweepers
 217 Hartland Fuel Products
 231 Holiday Wholesale
 233 Holiday Wholesale
 235 Holiday Wholesale
 152 Horizon Fuels LLC
 252 Hot Stuff Pizza
 351 Hot Stuff Pizza
 407 Hyer Standard
 303 Jack Link
 246 John M. Ellsworth Company
 248 John M. Ellsworth Company
 D Keep Wisconsin Warm/Cool Fund
 331 Keller, Inc.
 318 Kitchen Fresh Foods
 417 Kitchen Fresh Foods
 203 Klemm Tank Lines
 232 Live Wire Energy
 313 Lynco Products
 447 Madison Police Department

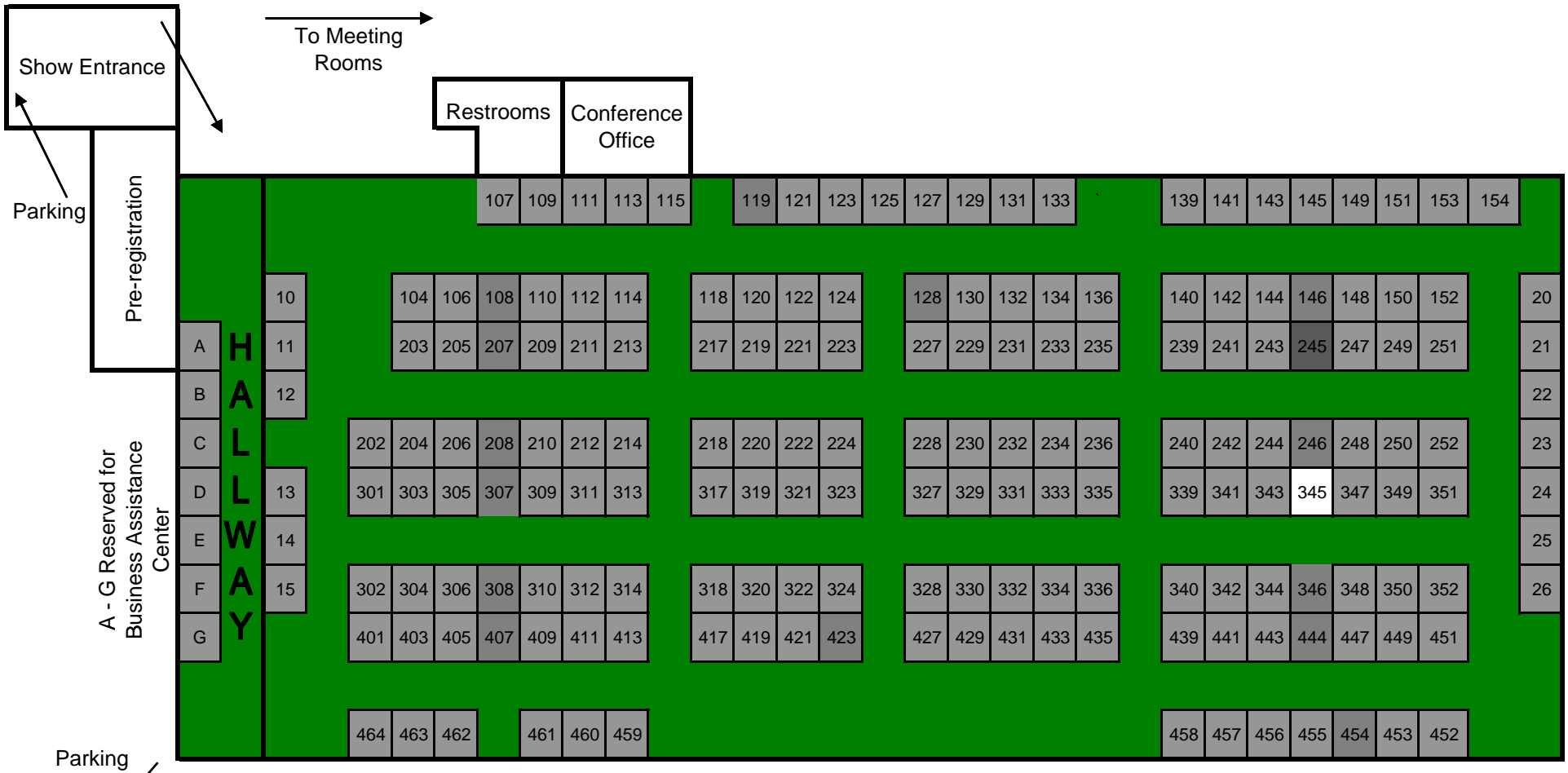
WPMCA Annual Convention Industry Trade Show Exhibitors

Booth 2010 WPMCA Exhibitors

139 Martin Brothers Distributing
 141 Martin Brothers Distributing
 241 McLane Company
 330 Merrill Distributing
 332 Merrill Distributing
 334 Merrill Distributing
 463 METCO
 464 METCO
 409 Midwest Financial Processing
 207 Midwest Map
 150 Miertran
 13 MillerCoors
 111 Monster Drink
 349 MSI General
 C NORA
 128 Northwest Petroleum Service
 227 Northwest Petroleum Service
 130 NTC of Wisconsin
 132 NTC of Wisconsin
 104 Oil Equipment Company
 106 Oil Equipment Company
 108 Oil Equipment Company
 110 Oil Equipment Company
 112 Oil Equipment Company
 114 Oil Equipment Company
 F OPEN
 G OPEN
 443 Palermo's Pizza
 310 Pedigree Technologies
 118 Pep's Pizza
 204 Pepsi Cola
 206 Pepsi Cola
 419 Petroleum Equipment Service of Green Bay
 421 Petroleum Equipment Service of Green Bay
 454 Petroleum Training Solutions
 401 Piccadilly Circus Pizza
 403 Piccadilly Circus Pizza
 127 Platinum Business Brokers
 205 Power Service Products
 133 Prince Corporation
 462 Professional Supply
 405 Pump & Meter Service
 12 Quaker Bakery Brands, Inc.
 411 Rae-Cor Distributing
 14 Rainbow Sales
 15 Rainbow Sales
 459 RAX, Inc.
 344 RBS World Pay
 234 Red River Software
 124 Reliable Plus Car Wash

Booth 2010 WPMCA Exhibitors

223 Reliable Plus Car Wash
 148 Ryko Manufacturing Company
 311 S & R Sales
 324 S Abraham & Sons
 423 S Abraham & Sons
 151 Seneca Companies
 429 Seneca Tank
 115 Serv Ice
 249 Signtronix
 245 Star Distributing
 247 Star Distributing
 144 Stuart Tank Sales
 305 Tanknology
 460 U.S. Petroleum Equipment
 461 U.S. Petroleum Equipment
 222 Uni Pump
 224 Uni Pump
 228 Uni Pump
 230 Uni Pump
 321 Uni Pump
 323 Uni Pump
 327 Uni Pump
 329 Uni Pump
 219 Walsh, Long and Associates
 340 Walt's Petroleum
 439 Walt's Petroleum
 441 Walt's Petroleum
 208 Westmor Industries
 210 Westmor Industries
 348 Wisconsin American Legion
 A Wisconsin DATCP
 B Wisconsin Department of Commerce
 453 Wisconsin License Center
 304 Wisconsin Lottery
 E Wisconsin Petroleum Counsel
 26 Wisconsin Souvenir Milkcaps
 346 WPMCA
 433 Xtreme Enterprises
 435 Xtreme Enterprises
 243 Yara North America



Grayed Out Booths are Taken

White Booths are Available



**Wisconsin Petroleum Marketers & Convenience Store Association
 Marriott Madison West Conference Center (April 20 & 21, 2010)
 2010 Annual Convention & Trade Show
 Floor Layout**