



UPPER MIDWEST

CONVENIENCE STORE &
ENERGY
CONVENTION

BROUGHT TO YOU BY:



EXHIBITOR INFORMATION

MAR 30 – APR 1, 2020

ST. PAUL RIVERCENTRE | ST. PAUL, MINNESOTA

The largest regional convention for fuel marketers
and convenience stores in the Upper Midwest.

UMCS ENERGY | 3244 RICE STREET, ST PAUL, MN 55126
WWW.UMCS.ENERGY | MPMA – (651) 484-7227 | (800) 864-3813

WHAT IS UMCS?

Upper Midwest Convenience Store and Energy Convention (UMCS) is a joint venture between the Minnesota Petroleum Marketers Association (MPMA) and the FUELlowa trade associations consisting of more than 1100 regular members and 400 associate members in the states of Minnesota and Iowa. These members operate more than 3600 locations and many different types of businesses such as convenience stores, restaurants, car washes, tire, battery and accessories in addition to commercial, agricultural and home heating accounts.



WHO EXHIBITS?

Exhibitors include companies who provide goods and services to the petroleum and convenience store industry. Petroleum equipment, computer software, cash registers, car washes, food and beverage products, and c-store equipment will be at the UMCS's 2020 Convention and Trade Show.

UMCS Non-Exhibiting Vendor Policy: In an effort to protect the integrity of the show and to ensure the value of the exhibit space, it is the endorsed policy of UMCS that any non-exhibiting vendor wishing to attend UMCS shall be charged an amount equal to the fee of one booth. Non-exhibiting vendors who do not pay the fee will not have access to the exhibition floor.





WHO ATTENDS?

The 2019 trade show attracted over **1200 fuel marketers and c-store professionals** from Minnesota, Iowa, North Dakota and Wisconsin. This is a majority of the area's oil jobbers and c-store operators who are the owners, operators and managers of independent businesses. The event attracts from branded and unbranded outlets as well as agents and supplying company personnel.

EXHIBITOR INFORMATION

RATES:

				MPMA or FUEllowa MEMBER	NON-MEMBER
BOOTH SPACE		All Booths	10' X 10'	\$1,125	\$1,425
		All Booths	10' X 10'	\$1,325	\$1,625
TRUCK SPACE		Tank Wagon	10' X 40'	\$2,000	\$2,300
		Transport	10' X 70'	\$2,300	\$2,600

BOOTH SPECIFICATIONS: All booths are 10' x 10' and each contain back and side curtains and an exhibitor name plate. All equipment and operation of equipment must be in the confines of the booth space. If in the opinion of the Convention Committee a booth setup is in conflict with another exhibitor, the Committee will make the final determination on the setup.

FOOD VENDORS: All samples are to be significantly less than a serving size for food and 3 oz size for beverages.

TRUCK SPACE: Combustion engines—Any autos, trucks, or motorized vehicles or other flammable fueled engines displayed shall conform to the following requirements:

Fuel tanks, unless never having held fuel, shall be maintained between 1/3 and 1/2 full... Caps for fuel tank fill pipes shall be maintained locked. If it is not practical to attach such a cap, an alternate method shall be employed with prior permission from the facility Fire Marshal. No fueling may take place in the building (LSC 9—4.4.4) The electrical system shall be de-energized, either by: 1) Removing the battery (ies); 2) Removing the battery cables; or 3) Disconnecting both the battery cables and covering them with electrical tape or other similar insulating material. (LSC 9-4.4.4)

Truck move-in will be determined closer to the Show. Trucks must be set prior to the rest of the show being set up. It will be most likely be Monday, March 30, 2020, early morning (6 a.m.).

LOCATION: Saint Paul RiverCentre, 175 West Kellogg Boulevard, Saint Paul, MN 55102



SCHEDULE: (Tentative)

MOVE IN: Monday, March 30, 2020

Truck Move-in6:00 a.m.

Set up.....10:00 a.m. - 4:00 p.m.

WELCOME RECEPTION: All exhibitors are invited to attend.

EXHIBIT HOURS: Tuesday, March 31, 2020.....10:00 a.m. - 4:00 p.m.

Wednesday, April 1, 20209:00 a.m. - 12:00 p.m.

MOVE OUT: Wednesday, April 1, 2020.....AFTER 12:30 p.m..

EXHIBIT SPACE RESERVATIONS: Enclosed is a floor plan of the Saint Paul RiverCentre Exhibit Hall and an order form for exhibit space. This year we have 231 booth & truck spaces. There is a maximum limit of six free exhibitor badges. Any additional badges will be billed at \$65 per badge.

All booths will be assigned on a first-come, first serve basis with the exception of 5 star sponsors (see sponsorship opportunities brochure). **Booth spaces will be assigned by receipt of signed contract starting NOVEMBER 1, 2019 at 8 a.m. CST.** You may pay with credit card or check.....If you email or fax your contract in and wish to pay by check, we will hold the booth space for 10 days and MUST receive payment within those 10 days or space will be released.

To make your booth reservation, select three choices and complete the enclosed Exhibit Space Contract and return to UMCS, 3244 Rice Street, St. Paul, MN 55126-3047 or email to info@umcs.energy.

MOVE OUT: Move out begins after 12:30 pm (after trucks are moved out) on Wednesday, April 1, 2020. Move-out time will be monitored. Any exhibitor that begins taking their exhibit down prior to 12:00 pm will have their 2021 booth price doubled. This policy will be strictly enforced by the MPMA & FUELlo-wa Board of Directors. All equipment must be out by 8:00 pm. Any costs incurred by the Association after that time will be assumed along with any liability by Exhibitor. (GES will remove aisle carpet at 12:00 pm. Exhibitors can be in the aisles at 12:15 or once the aisle carpet has been removed.)

PAYMENT/REFUND: Booths must be paid in full to reserve a space. Refunds before January 1, 2020 will be in full. After January 1, 2020, refunds only if space is resold. You may pay with credit card or check.....If you email or fax your contract in and wish to pay by check, we will hold the booth space for 10 days and MUST receive payment within those 10 days or space will be released.

EXHIBITOR SERVICE KITS: Each exhibitor will receive an exhibitor service kit approximately 45 days prior to the show. Included in the kit will be forms for ordering booth furnishings, electricity and shipping forms. Mailing labels for MPMA & FUELlo-wa members will be available.

Pre-registration form for exhibitor badges and hotel reservations will be in your exhibit packet available in JANUARY.

EXPOSITION SERVICES:

GES
7624 Boone Avenue North
Minneapolis, MN 55428
(763) 488-5380 | www.ges.com

ELECTRICAL:

Saint Paul RiverCentre
175 West Kellogg Boulevard
St. Paul, MN 55102-1299
((651) 265-4800

HOTEL:

Reservation forms will be in your exhibitor packet - December 2019

SHOW COORDINATOR:

Holly Werner, Convention Coordinator
Upper Midwest Convenience Store & Energy Convention
3244 Rice Street, St. Paul, MN 55126-3047
(651)484-7227 or (800)864-3813 | info@umcs.energy

UTILITIES: Electrical service is available to all booths and must be ordered prior to show. Water is available on the show floor. Both can be ordered and directly with the St. Paul RiverCentre.

LIABILITY: Minnesota Petroleum Marketers Association, FUELlo-wa or the Saint Paul RiverCentre are not responsible for lost, stolen or damaged equipment, supplies, etc.

2019 EXHIBITORS

AA EQUIPMENT CO
ACTERRA GROUP
ADD SYSTEMS
ADVANCED WIRELESS COMMUNICATIONS
AG TECH BUSINESS
ALLSTATE PETERBILT GROUP
AMCON DISTRIBUTING CO
AMERICAN LUNG ASSOCIATION IN MN
AMERICAN PRESSURE INC.
AMTHOR INTERNATIONAL
ARCTIC GLACIER ICE
ARROW TANK AND ENGINEERING CO
AT&T
ATC- ENVIRONMENTAL, GEOTECHNICAL
& ENGINEER
AUTOWASH SYSTEMS
B & H PETROLEUM EQUIPMENT CO
BAKER TILLY
BANKERS EQUIPMENT SERVICE
BARKER LEMAR PETROLEUM SERVICES
BAY WEST ENVIRONMENTAL & INDUSTRIAL
SOLUTIONS
BLENDSCO SYSTEMS
CARLSON MCCAIN INC
CARWASH TECHNOLOGIES
CAT SCALE COMPANY
CDS - CPAS & ADVISORS
CHAMBERS & OWEN
CHEMQUEST INC
CHS PAYMENT SOLUTIONS
CHS/CENEX
CIVACON
CLARK BRANDS
COLE PAPERS, INC.
COMPLIANCE TESTING & TECHNOLOGY
CONVENIENCE STORE DECISIONS
CORE-MARK
COUNTRY FRESH MEATS
CSC SERVICEWORKS
CW TECHNOLOGY
DALE PETROLEUM COMPANY
DAY N' NIGHT BITES
DELI EXPRESS
DIGITAL SURVEILLANCE CONCEPTS
DJV LABELS & PACKAGING
EBY-BROWN
EMC INSURANCE COMPANIES
ENBRIDGE
ERBERT & GERBERT'S SANDWICH SHOP
FARNER-BOCKEN COMPANY/
CORE-MARK MIDCONTINENT
FARSTAD OIL INC
FEDERATED INSURANCE
FUEL IOWA
FUEL MASTERS LLC
GATR TRUCK CENTER
H2OVERHAUL
HARRELL'S CAR WASH SYSTEMS
HARTLAND FUEL PRODUCTS LLC
HARTLAND LUBRICANTS & CHEMICALS

HEARTLAND
HENRY'S FOODS INC
HOLIDAY STATIONSTORES
HORIZON EQUIPMENT
HUNT BROTHERS PIZZA
I-GOGS QUALITY EYEWEAR
INNOSPEC FUEL SPECIALTIES
INNOVATIVE CONTROL SYSTEMS
INTERNATIONAL WHOLESALE SUPPLY
IOWA LOTTERY AUTHORITY
KAY TANK
KITCHEN FRESH FOODS INC
KRISPY KRUNCHY CHICKEN
KRISPY KRUNCHY CHICKEN
LBT INC
LIBBY LAW OFFICE
LIQUID CONTROLS
LIQUID ICE ENERGY DRINK
LMC INSURANCE & RISK MANAGEMENT
LPG & NH3 SUPPLY
LSI INDUSTRIES
LYNCO PRODUCTS
MARATHON
MASON BROTHERS COMPANY
MCLANE COMPANY MEG CORP
MERTHAN ENTERPRISES
MID AMERICA MFG & DIST INC
MIDCONTINENTAL CHEMICAL CO., INC.
MIDWEST FOOD AND TOBACCO GROUP
MINNESOTA BIODIESEL COUNCIL
MINNESOTA PETROFUND
MINNESOTA PETROLEUM SERVICE
MINNESOTA STATE LOTTERY
MN DEPT OF REVENUE
MN DOT/FMCSA
MN POLLUTION CONTROL AGENCY
MN WEIGHTS & MEASURES DIVISION
MORRISON BROS CO.
NAGLE SIGNS INC/EAGLE SIGN CO.
NORTH AMERICAN TRAILER SALES
NORTHLAND PETROLEUM SERVICE
O'DAY EQUIPMENT
OPIS BY IHS MARKIT
OPW
ORION FOOD SYSTEMS
PATRON POINTS
PAYMENT ALLIANCE
PETROLEUM CARD SERVICES
PETROLEUM MARKETERS SERVICE
PICCADILLY CIRCUS PIZZA
POINTS TO PARTNERS (P2P)
POLAR TANK TRAILER
POLKA DOT DAIRY INC
POWER SERVICE PRODUCTS
PROFESSIONAL CARWASH SYSTEMS
PT RISK MANAGEMENT INS SVS
PUMP & METER SERVICE
QUALITY REGRIGERATION
R & R PETROLEUM EQUIPMENT
RDM INDUSTRIAL ELECTRONICS INC

RED RIVER SOFTWARE
RELIABLE PLUS CAR WASH SERVICES
RENEWABLE ENERGY GROUP®
RETAIL DATA SYSTEMS
RHINO TUFF TANKS
RHL SUPER GRAPHICS
RINALLIANCE INC
ROBERTS BUSINESS FORMS
ROCHESTER PETROLEUM EQUIPMENT INC
ROLLIES SALES & SERVICE
ROSE CITY CANOPY & SIGN
RUGID GUARD ISLAND RESTORATION
S & L COMPUTER SERVICES
S & R SALES INC/HUSKY CORP
SAMPLESERVE.COM
SARATOGA RACK MARKETING/CDEF
SCENIC SIGN CORPORATION
SCHAEFFER FUEL ADDITIVES
SCR
SENECA COMPANIES
SENECA TANK INC
SHINGOBEE BUILDERS
SINCLAIR OIL CORP
STAN MORGAN AND ASSOCIATES
STUART TANK SALES CORP
SURE FOOT CORPORATION
TANKNOLOGY INC
TECMARK
THE MILLER GROUP
THE YES GROUP
TRANSWEST TRAILERS
TRIPLE C
TSBL DISTRIBUTING/GENUINE BROASTER
UNIFIED CONTRACTING SERVICES INC
UNIVERSAL TRUCK SERVICE LLC
US BANK
USEMCO
USI INSURANCE SERVICES
VALLEY PETROLEUM EQUIPMENT
VERISK RETAIL
VP RACING FUELS
WALSH, LONG & COMPANY
WCEC
WE-MAC MFG
WERTS WELDING & TANK SERVICE INC
WESROC by Independent Technologies Inc.
WESTERN GLOBAL
WESTMOR INDUSTRIES
WINTHROP & WEINSTINE, P.A.
WORLD FUEL SERVICES
XPRESSYSTEMS
XTREME WASH SYSTEMS

THANK YOU FOR EXHIBITING IN 2019! WE LOOK FORWARD TO SEEING YOU IN 2020.

EXHIBITOR CONTRACT

UPPER MIDWEST CONVENIENCE STORE AND ENERGY CONVENTION
SAINT PAUL RIVERCENTRE | SAINT PAUL, MN
MARCH 30 – APRIL 1, 2020



Please reserve exhibit space(s) at the 2020 UMCS Convention and Trade Show to be held at the Saint Paul RiverCentre, St. Paul, MN. We agree to pay, in accordance with the following, per booth:

RATES:

				MPMA or FUEllowa MEMBER	NON-MEMBER
BOOTH SPACE	<input type="checkbox"/>	All Booths	10' X 10'	\$1,125	\$1,425
	<input type="checkbox"/>	All Booths	10' X 10'	\$1,325	\$1,625
TRUCK SPACE		Tank Wagon	10' X 40'	\$2,000	\$2,300
		Transport	10' X 70'	\$2,300	\$2,600

BOOTH CHOICE: First _____ Second _____ Third _____

TRUCK SPACE: ☐ Tank Wagon (10' X 40') ☐ Transport (10' X 70')

Enclosed is check or credit card to cover the cost of _____ space(s) for the amount of \$ _____.

☐ Check ☐ Credit Card # _____ Exp Date: _____

Booths must be paid in full to reserve a space. Refunds before January 1, 2020 will be in full. After January 1, 2020, refunds only if space is resold. You may pay with credit card or check. If you email your contract in and wish to pay by check, we will hold the booth space for 10 days and MUST receive payment within those 10 days or space will be released.

It is our understanding that exhibit spaces are allotted in the order in which contracts are received and will be assigned based on best available. However, UMCS reserves the right to make the final space determination according to what it deems to be in the best interests of the show. We further understand that the UMCS, MPMA, FUEllowa or the Saint Paul RiverCentre are not responsible for lost, stolen or damaged equipment, supplies, etc. If in the opinion of the Convention Committee a booth setup is in conflict with another exhibitor, the Committee will make the final determination on the setup.

UMCS reserves the right to determine the eligibility of any company or product for inclusion in the UMCS Show.

Only the company contracting for space may occupy space contracted for. Exhibitors are not permitted to sublet, transfer or assign space in whole or part, contracted for; permit the use of the space for any purpose other than the use contracted for and specified herein; or exhibit demonstrate or distribute anything not made, packed or sold, under or over the name of the exhibitor or dealt with in the normal course of their business without the consent of UMCS.

All equipment and operation of equipment must be in the confines of the booth space. We also understand that every attempt will be made to protect the existing flooring (i.e. If mixing, preparing, or frying food, the existing carpet needs to be protected from flour, oil, etc).

Continued On Reverse...

MOVE OUT: Move out begins after **12:15 pm** (after trucks are moved out) on Wednesday, April 1, 2020. Move-out time will be monitored. Any exhibitor that begins taking their exhibit down prior to 12:00 pm will have their 2021 booth price doubled. All equipment must be moved out by 8:00 pm—any expenses and liability for violation of time will be assumed by exhibitor. This policy will be strictly enforced by the MPMA & FUELlowa Board of Directors. (GES will remove aisle carpet at 12:00 pm. Exhibitors can be in the aisles at 12:15 or once the aisle carpet has been removed.)

Category best describes your product/service: _____

PRODUCT GUIDE INFORMATION: (50 words or less giving a brief description of your company & products being displayed)

Registration form for exhibitor badges and hotel reservations will be available when registration opens December 2019.

PLEASE PRINT CLEARLY

We would like our **BOOTH SIGN** to read:

COMPANY NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____ / _____ / _____

PHONE: _____

FAX: _____ EMAIL: _____

☐ I have read and understand the Move-out Policy.

SIGNATURE _____ PRINT NAME _____

RETURN TO:

UPPER MIDWEST CONVENIENCE STORE AND ENERGY CONVENTION
ATTN: HOLLY WERNER
3244 RICE STREET, ST. PAUL, MN 55126-3047
EMAIL: INFO@UMCS.ENERGY

