

**RESERVE YOUR BOOTH NOW FOR WMDA'S  
38<sup>TH</sup> ANNUAL CONVENTION & MEGA TRADE SHOW**

**The  
Mega  
Show**

# 2011 EXHIBITOR PROSPECTUS

*Don't miss this opportunity  
to market your products & services  
to the Automotive Aftermarket!*

**SEPTEMBER 29 – OCTOBER 1, 2011**

*Ocean City Convention Center • Ocean City, Maryland*



*Identify and connect with buyers, display your products and services, and create new business opportunities.*

# ANNUAL CONVENTION & THE MEGA SHOW

## SPONSORS

September 29 - October 1, 2011 • Ocean City Convention Center • Ocean City, Maryland



**The Washington, Maryland, Delaware Service Station and Automotive Repair Association (WMDA)** was established in 1936 as a trade association serving independent business men and women of service stations, repair facilities, convenience stores, and other related businesses. The Association offers advantages to over 1,500 members by developing and delivering programs designed to enhance profits and reduce cost. In survey after survey, members of trade associations respond that their most important membership benefit is a good trade show. **WMDA has the largest association industry trade show in the country.**



**The Chesapeake Automotive Business Association (CABA)** formally the Maryland Tire is a not-for-profit 501(c)6 trade association of aftermarket businesses in Maryland, Delaware and Washington, DC. CABA is dedicated to the development of locally owned auto repair & tire service centers, their jobbers and the aftermarket professionals that supply them. The focus of CABA efforts are on programs and services that enhance our members' competitive skills, lower their business operating expenses and help them attract, motivate, and keep the best employees.



**Service Station Dealers of America and Allied Trades (SSDA-AT)** is a national association composed of individual and state affiliate associations representing service station dealers, repair facilities, car washes, and convenience stores. For over 55 years, **SSDA-AT** has worked for the betterment of its members as a voice on Capitol Hill, with federal regulators, with the media, in the courts, and with suppliers. Executive Directors, Presidents and members of state associations attend **The Mega Show** from all over the United States and foreign countries.

### CORPORATE SPONSORSHIP OPPORTUNITIES

**Increase your corporate recognition and reach your targeted audience at the Annual Convention & The Mega Show.** High visibility sponsorships – including the Welcome Reception, lanyards, refreshment breaks, golf tournament, registration area, educational sessions, and more – are cost-effective, high-impact solutions for increasing your on-site presence.

Each sponsoring company's name will be displayed on signage at the front entrance of the sponsored event. Sponsors will also be listed in the Event Program, receive recognition at the sponsored event, and be listed on a banner at the entrance to **The Mega Show**.

For more information about corporate sponsorship opportunities, please contact Marta Gates at 301-390-0900, ext. 115.

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# ANNUAL CONVENTION & THE MEGA SHOW

## GENERAL INFORMATION

September 29 - October 1, 2011 • Ocean City Convention Center • Ocean City, Maryland

### IF YOU SELL TO THE AUTOMOTIVE INDUSTRY, THIS SHOW IS FOR YOU!

**The Mega Show** delivers focused buyers, who are seriously looking for the products and services you offer.

Attendees at **The Mega Show** are directly responsible for the purchase of their company's equipment, products and services. Be sure they see your company on the show floor.

**The Mega Show** promises to be one of your best marketing opportunities of the year. Exhibitors involved in all aspects of the automotive aftermarket participate in **The Mega Show**.

**The Annual Convention & The Mega Show** has been in existence for the past 37 years and appeals to service stations, convenience stores, repair shops, car washes, tire dealers, jobbers, co-branded stations, and auto parts stores. Owners, managers, decision-makers and technicians will all be in Ocean City to attend informative seminars, witness live demonstrations, network and learn about the latest products, technologies and services for the automotive industry.

The attendance for **The Mega Show** exceeds well over 2,500 owners, managers, and decision-makers. As a result, **The Mega Show** is an excellent place for the exchange of information and ideas between companies and customers.

### AN EVENT DESIGNED FOR YOU!

**The Mega Show** is designed to be EXHIBITOR FRIENDLY! We make it easy for you to connect with qualified, motivated buyers. You focus on the selling; we'll focus on the details.

### HERE'S WHAT YOU GET AS AN EXHIBITOR:

- Pre-show promotional program
- No hassle labor relationships
- Large overhead doors for easy entry and exit
- 24-hour show security
- Wireless internet service, drapes, table, chairs, signage and wastebasket are included in the cost of your booth
- Free VIP complimentary passes for your customers and prospects
- Vendor listing in the Event Program
- Eight (8) complimentary vendor badges per each 10 x 10 booth

### ADDITIONAL ACTIVITIES/EVENTS:

In addition, there are a variety of social events held during The Mega Show that provide numerous networking opportunities for exhibitors and attendees. These include:

- Golf at the Beach Tournament
- Welcome Reception/Jamaican Beach Party
- Grille on the Bay/Luncheon
- Crab & Seafood Feast
- Industry-hosted Hospitality Suites

*Exhibition research indicates that trade show exhibits impact purchases six times more than any other media.*

# ANNUAL CONVENTION & THE MEGA SHOW

## TENTATIVE SCHEDULE

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### THURSDAY, SEPTEMBER 29, 2011

10:30 a.m. – 4:30 p.m.	Golf Tournament – 11:30 a.m. Shotgun Start	Rum Pointe
7:00 p.m. – 10:00 p.m.	Welcome Reception/Jamaican Beach Party	Seacrets

### FRIDAY, SEPTEMBER 30, 2011

8:00 a.m. – 9:00 a.m.	Federal PAC Breakfast	O.C. Convention Center
9:00 a.m. – 11:00 a.m.	<b>Legislative Workgroup*</b>	O.C. Convention Center
11:00 a.m. – 11:30 a.m.	WMDA Board of Directors & Membership Meeting	O.C. Convention Center
11:00 a.m. – 12:00 p.m.	SSDA-AT Board of Directors Meeting	O.C. Convention Center
11:30 a.m. – 12:15 p.m.	General Membership Meeting	O.C. Convention Center
12:00 noon – 1:00 p.m.	Grille on the Bay	O.C. Convention Center
1:00 p.m. – 2:00 p.m.	<b>WMDA Educational Sessions*</b> <i>Benefits of Recycling Waste Oil for Heat Recovery</i> <i>C-Store ProfitFactor</i> <b>GASONOMICS</b> <i>TPMS &amp; Tire Repair Update</i>	O.C. Convention Center
2:00 p.m. – 4:00 p.m.	<b>Murf's Turf Town Hall Meeting Presented by WMDA</b>	O.C. Convention Center
4:00 p.m. – 7:30 p.m.	<b>Mega Trade Show</b>	O.C. Convention Center
8:30 p.m. – 11:30 p.m.	Hospitality Suites	Clarion Resort Fontainebleau Hotel

### SATURDAY, OCTOBER 1, 2011

7:45 a.m. – 10:00 a.m.	Awards Breakfast and Harry T. Murphy Customer Service Contest Awards Presentation	Clarion Resort Fontainebleau Hotel
10:15 a.m. – 11:30 a.m.	<b>WMDA Educational Sessions*</b> <i>MDE – 2011 Update</i> <i>MOSH Compliance Inspection – Will Your Repair Facility Pass?</i> <i>Ignite the Internet – for Auto Repair Professionals</i>	O.C. Convention Center
11:30 a.m. – 3:30 p.m.	<b>Mega Trade Show</b>	O.C. Convention Center
3:15 p.m.	Grand Prize Drawings	O.C. Convention Center
7:00 p.m. – 10:00 p.m.	Crab/Seafood Feast	Higgins Crab House North

**\* Educational sessions are subject to change and open to all members at no cost. Conference registration fee applies.**

**Visit [www.wmda.net](http://www.wmda.net) for up-to-date program details and to register.**

### HOTEL INFORMATION

**Clarion Resort Fontainebleau Hotel**  
10100 Coastal Highway  
Ocean City, MD 21842

#### WMDA Member Rates (Single/Double):

Double/Double	\$139.00	1 Bedroom Condo	\$159.00
Executive King	\$159.00	2 Bedroom Condo	\$184.00
Studio King	\$169.00	3 Bedroom Condo	\$299.00
Cabana	\$187.00	<i>All rates per night plus tax.</i>	

**Make reservations by calling 1-800-638-2100 (cut-off date is September 12, 2011). Mention WMDA/The Mega Show to receive convention room rate.**

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# ANNUAL CONVENTION & THE MEGA SHOW

## EXHIBITOR FLOOR PLAN

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### FLOOR PLAN SPECIFICATIONS

Booth Size	Member Cost*	Non-Member Cost
10' x 10'	\$950.00**	\$1,250.00**
10' x 10' (corner)	\$1,030.00**	\$1,330.00**

\* All outstanding dues and invoices must be paid in full before Application & Contract is approved.

\*\* Discounts given on 4 or more booths reserved.

### TENTATIVE EXHIBIT SCHEDULE

#### Installation of Displays\*

Thursday, September 29, 2011	12 noon - 5:00 p.m.
Friday, September 30, 2011	8:00 a.m. - 2:30 p.m.

#### Grand Opening

Friday, September 30, 2011	4:00 p.m.
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#### Show Hours

Friday, September 30, 2011	4:00 p.m. - 7:30 p.m.
Saturday, October 1, 2011	11:30 a.m. - 3:30 p.m.

#### Dismantling of Displays

Saturday, October 1, 2011	3:30 p.m. - 10:00 p.m.
Sunday, October 2, 2011	8:00 a.m. - 11:00 a.m.

\* Special installation times available for exhibitors with more than 4 booths.

### BOOTH FURNISHINGS

Each booth will consist of a draped backdrop, side draped dividers, draped table, two chairs and a vendor name sign.

All additional furniture, carpet and booth decorations may be rented by requisition to the official decorator.

### ELECTRICAL OUTLETS

Electrical outlets will be provided by The Mega Show for an additional charge. Additional charges apply for electric ordered on-site.

120 Volts (15 Amps)	\$85.00
208 Volts (20 Amps, Single Phase)	\$160.00
208 Volts (20 Amps, Triple Phase)	\$170.00

Additional amperages are available. Please contact The Mega Show Headquarters for price quote.

### ADDITIONAL SERVICES

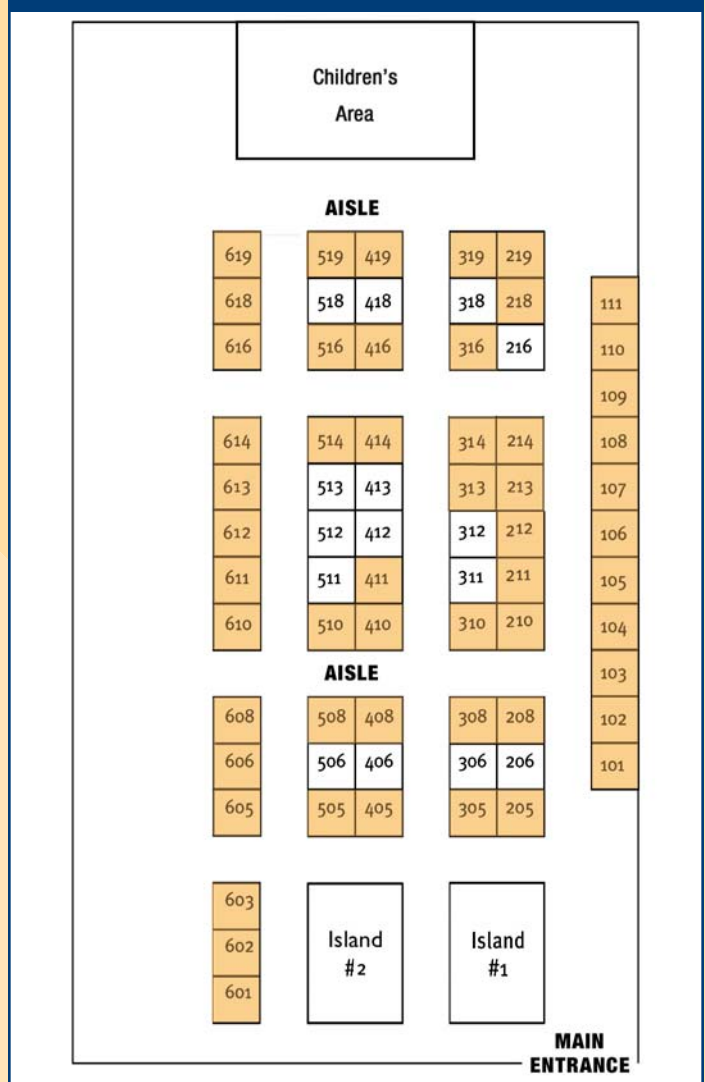
A Service Kit containing order forms for furniture, labor, shipping, carpet, drayage, and other services will be mailed to exhibitors six weeks prior to the show.

Water, telephone, ice and audio visual equipment are available through The Ocean City Convention Center. High speed internet service and dedicated phone lines can also be provided at an additional cost. Please contact The Mega Show Headquarters for more information about these services.

### SHOW SPECIALS

All exhibitors are requested to develop at least one exclusive show special for The Mega Show. Prior to the trade show, The Mega Show will promote specials in various promotional mailings. For more information, please contact LaKisha Pindell at 301-390-0900, ext. 104.

### THE MEGA SHOW FLOOR PLAN



To reserve your booth or for more information please contact:

**Tirika Williams**

Phone: 301-390-0900 ext. 113 • Fax 301-390-3161

email: [twilliams@wmmda.net](mailto:twilliams@wmmda.net)

website: [www.wmda.net](http://www.wmda.net) or [www.ssdasda-at.org](http://www.ssdasda-at.org)

**The Mega Show Headquarters**  
**1532 Pointer Ridge Place, Suite G**  
**Bowie, MD 20716**

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# ANNUAL CONVENTION & THE MEGA SHOW

## EXHIBITOR RULES & REGULATIONS

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**CODES & AGREEMENTS.** Exhibitor hereby agrees to be bound by the "Rules and Regulations of the Trade Show." Exhibitor further agrees to adhere to and be bound by **(i)** all applicable fire, utility, and building codes and regulations; **(ii)** any rules or regulations of the facility where the trade Show is held; **(iii)** the terms of all leases and agreements between the WMDA Service Station & Automotive Repair Association (WMDA) and the managers or owners of said facility, or between the WMDA and such managers or owners; and **(iv)** the terms of any and all leases and agreements between the WMDA and any other party relating to the Trade Show. Exhibitor shall not, nor shall Exhibitor permit others to do anything to the booth or do anything in the facility where the Trade Show is held, or bring anything into said facility, which would cause a difference in conditions from those previously approved by the insurance carriers of the WMDA, or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties for fire insurance and said facility, or any property therein. Exhibitor agrees to pay on demand by any of said parties any such increase resulting from a violation of this section.

**SPACE ASSIGNMENTS.** The WMDA shall use its best efforts to locate the booth in one of the locations designated by Exhibitor on the contract, to provide physical separation of the booth from the booths of those competitors from whom Exhibitor has requested such separations on the contract. Notwithstanding the above, the WMDA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

**HOSPITALITY SUITES.** Hospitality Suites shall not be open during regular scheduled hours of meetings, exhibits or other functions.

**EQUIPMENT.** Booth equipment provided by the WMDA shall be returned to the WMDA at the end of the term hereof, complete and in good condition, normal wear and tear expected. Exhibitor shall have no right, title or interest in such equipment, but only the right to use it under this lease. All other equipment shall be provided by Exhibitor at his own expense. All draping and decorative materials used by Exhibitor shall be flame proofed. All booth equipment shall be in keeping, and consistent, with all rules, codes and regulations referred to under Codes & Agreements above. All demonstrations and displays shall be confined to booth.

**EXCLUSION.** The WMDA shall have the right to exclude or to require modification of any display or demonstration which, in its sole discretion, it considers unsuitable to or not in keeping with the character of the Trade Show. The WMDA shall have the right to prohibit the use of amplifying equipment or music which, in its sole discretion, it considers objectionable.

**ASSIGNMENT AND SUBLEASE.** Exhibitors shall not sublet the booth or any equipment provided by the WMDA nor shall Exhibitor assign this Lease in whole or in part.

**LIABILITY.** This Agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture, or agency between the WMDA and Exhibitor. Exhibitor hereby agrees to and does indemnify, hold harmless and defend the WMDA from and against any and all liability, responsibility, loss, damage, cost or expense of any kind

whatsoever (including, but not limited to cost, interest and attorney's fees) which the WMDA may incur, suffer, pay or be required to pay incident to or arising directly or indirectly from any intentional or negligent act or omission by Exhibitor or any of its employees, servants, or agents. Exhibitor further agrees that the WMDA and its respective agents and employees shall not be responsible in any way for **(i)** damage, loss or destruction of any property of Exhibitor of **(ii)** injury to Exhibitor or its representatives, agency employees, licensees or invitees.

**CANCELLATION OR POSTPONEMENT OF TRADE SHOW.** In the event that the Trade Show is postponed due to any occurrence not occasioned by the conduct of the WMDA or Exhibitor, whether such occurrences be an Act of God or the common enemy or the result of war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this Lease, then the performance of the parties under this agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effect thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Trade Show, the obligations of the parties under this Agreement shall be automatically terminated and all rental payments under this Lease shall be refunded to Exhibitor, less a pro rata share of expenses actually incurred by the WMDA in connection with the Trade Show.

**HANDLING AND STORAGE.** The WMDA and the owners or managers of the facility where the Trade Show is to be held shall not accept or store display materials or empty crates, and Exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangements may be made through the decorator.

**CANCELLATION OF LEASE.** Exhibitor shall have the right to cancel this Agreement at any time by written notice to the WMDA. In the event of such cancellation the WMDA shall be under no obligation to refund rental payments made by Exhibitor and shall have the right to lease the booth to any other Exhibitor. No refund on cancellation by Exhibitor within 60 days of Trade Show.

**SECURITY.** The WMDA shall provide guard service throughout the closed hours of the show, and exercise reasonable care for the protection of the Exhibitor's materials and display. Beyond this, the WMDA, the show facility, or any officer or staff member thereof will not be responsible for the safety of the property of the Exhibitor, his agents, or employees, from theft, damage by fire, accident, or any other cause.

**ARRANGEMENT OF EXHIBITS.** Standard booth back-drop, side rails, decorated with drapes with one table, wastebasket, two chairs and uniform vendor sign are provided without charge. Equipment used in a display must remain within the confines of the booth.

**CONDUCT.** Exhibitor agrees that it and its agents, servants, representatives, associates and employees shall conduct themselves at all times with courtesy, dignity and respect and that they shall refrain from any conduct (including but not limited to fighting, profanity, arguing or the use of loud or boisterous language) that could, in any way, be disruptive to WMDA, its members, its other exhibitors or its invitees.

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## EXHIBITOR APPLICATION & CONTRACT

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### ALLOCATION OF SPACE & DEPOSIT

Space will be assigned in the order that applications are received. Phone reservations will be taken on a tentative basis for ten days pending receipt of a completed application and deposit. A \$400.00 deposit per booth must accompany the application. If your desired exhibit space is unavailable, you will be assigned the nearest booth available to the space you requested. Confirmation of all booth assignments will be given three (3) weeks prior to The Mega Show. The Mega Show reserves the right to modify booth assignments. Final balance is due no later than Friday, July 29, 2011. Any applications received after August 31, 2011 must be accompanied by full payment. All exhibit spaces must be paid in full prior to exhibit setup. Membership status must be active to receive member rate.

### CANCELLATION

A refund will be made upon written cancellation received before July 31, 2011. All terms and conditions contained on the Exhibitor Rules & Regulations page hereof are integral parts of this agreement.

### TO VALIDATE CONTRACT

- Complete Application & Contract.
- Include a \$400.00 deposit per booth space.
- Make all checks payable to WMDA.
- The Exhibitor acknowledges that the products listed are those which will be displayed or demonstrated; The Mega Show must be notified in writing of any changes prior to the Show.

### RETURN COMPLETED CONTRACT & DEPOSIT TO:

#### WMDA (The Mega Show Headquarters)

1532 Pointer Ridge Place, Suite G  
Bowie, MD 20716  
or fax to 301-390-3161

For more information, please contact Tirika Williams at 301-390-0900, ext. 113, or by email at [twilliams@wmda.net](mailto:twilliams@wmda.net).

### EXHIBITOR INFORMATION (PLEASE PRINT OR TYPE)

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

Name to appear on Exhibitor Sign & Official Program: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Website: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Products to be exhibited: \_\_\_\_\_

Yes, I will supply a Show Special: \_\_\_\_\_

To help us in assigning you the best possible booth, please list names of companies you **do not** wish to be near: \_\_\_\_\_

Preference in booth locations: First choice: \_\_\_\_\_ Second choice: \_\_\_\_\_ Third choice: \_\_\_\_\_

### PAYMENT INFORMATION

Check Enclosed  Visa  MasterCard  American Express Zip Code of Billing Address for Charge Card \_\_\_\_\_

Cost of booth(s): \$ \_\_\_\_\_ Account # \_\_\_\_\_

Electrical hook-up (if required): # \_\_\_\_\_ \$ \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Deposit enclosed (\$400.00 per booth): \$ \_\_\_\_\_ Account Name (print) \_\_\_\_\_

**Balance due** (July 29, 2011): \$ \_\_\_\_\_ Signature \_\_\_\_\_

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# ANNUAL CONVENTION & THE MEGA SHOW

## 2010 TRADE SHOW EXHIBITORS

Affiliated Agency, Inc.	Jasper Engines & Transmissions
Air & Vac	Jones & Frank
Air Solutions	KBI - Flexi Pave
Air-serv Group LLC	Liberty Tire Recycling
Albert Tire Company	Lukoil North America, LLC
Alternative Environmental Solutions	Maryland Pump & Tank, Inc.
American Tire Distributors	Meadowbrook Insurance Group
ATM Enterprises, Inc.	Metromedia Power, Inc.
Automotive Training Institute	Mid-State Oil
B Green Innovations Inc.	Mitchell 1
B & B Financial Services, LLC	Motor Watch
Bay Lighting, LLC	MTD Services, Inc.
Benjamin F. Brown Insurance Agency, Inc.	NAPA Auto Parts
Besche Oil Company	Ocean Petroleum LLC
Blue Bunny Ice Cream	Patriot Capital
Blue Streak Electronics	Petro Standards, LLC
CABA	PMG / E&C Enterprises, Inc.
CAR	PPC Lubricants
Carroll Branded Fuels	QMI
Carroll Tire Company	Quest Recycling
CCBC Catonsville	Ryko Manufacturing Co.
Century Distributors, Inc.	Scrap Tire News
Champlin Tire Recycling, Inc.	Shades Under the Sun
Columbia Amusements	Six Flags America
CROMPCO	Spigler Petroleum Equipment, LLC
Crovato B.G. Products	Terry's Tire Town
Demandforce	TCI Tire Centers
Eastern Wash Systems	TIA
Eby-Brown	TRIB
Eco Heating Systems	Triple C Wholesalers, Inc.
Environmental Alliance, Inc.	USA Sealants
Ewing Oil Company, Inc.	UST Services Corp.
First Merchant Services	Utica National Insurance Group
George J. Falter Co., Inc.	WashTech
Hopkins Appraisal Services	WMDA PAC
Hunter Engineering Co.	Xcel HR
Intelicom, Inc.	

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