

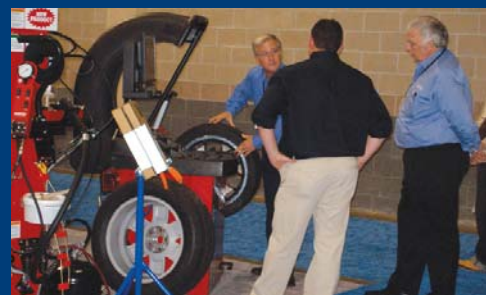
**RESERVE YOUR BOOTH NOW FOR WMDA'S
37TH ANNUAL CONVENTION & MEGA TRADE SHOW**



2010 EXHIBITOR PROSPECTUS



The Mega Show



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

SEPTEMBER 30 – OCTOBER 2, 2010

Ocean City Convention Center • Ocean City, Maryland

ANNUAL CONVENTION & THE MEGA SHOW

SPONSORS

September 30 - October 2, 2010 • 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.



The Tire Industry Association (TIA) is an international association representing all segments of the tire industry, including those that manufacture, repair, recycle, sell, service, or use new or retreaded tires, and also those suppliers or individuals who furnish equipment, material, or services to the industry. TIA was formed by the July 2002 merger of the International Tire & Rubber Association (ITRA) and the Tire Association of North America (TANA). The association's main office is in Bowie, Maryland, and has over 6,000 current members.



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 54 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.



The TIA Environmental Symposium featuring educational sessions, workshops, environmental exhibits, networking opportunities, and more will be held in conjunction with the **Annual Convention & The Mega Show**. **The Environmental Symposium** captures TIA's commitment to helping companies incorporate sustainable green practices into their facilities and operations.

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

ANNUAL CONVENTION & THE MEGA SHOW

GENERAL INFORMATION

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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 36 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 30, 2010

9:00 a.m. – 2:00 p.m.	Golf Tournament – 10:00 a.m. Shotgun Start	Rum Pointe
7:00 p.m. – 10:00 p.m.	Welcome Reception/Jamaican Beach Party	Seacrets

FRIDAY, OCTOBER 1, 2010

8:00 a.m. – 9:00 a.m.	Federal PAC Breakfast	O.C. Convention Center
9:00 a.m. – 11:00 a.m.	Legislative Workgroup*	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 noon	SSDA-AT Board of Directors Meeting	O.C. Convention Center
11:00 a.m. – 11:30 a.m.	<i>TIA Goes Green*</i>	O.C. Convention Center
11:30 a.m. – 12:00 noon	<i>Maryland Scrap Tire Program*</i>	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.	<i>WMDA Educational Seminars (Topics TBD)*</i>	O.C. Convention Center
1:00 p.m. – 2:30 p.m.	<i>Asphalt Rubber Workshop*</i>	O.C. Convention Center
2:00 p.m. – 4:00 p.m.	Murf's Turf Town Hall Meeting Presented by WMDA*	O.C. Convention Center
2:45 p.m. – 3:30 p.m.	<i>Superfund Liability Issues*</i>	O.C. Convention Center
3:30 p.m. – 4:00 p.m.	<i>Dispelling the Myths: A Look at the Facts Concerning Crumb Rubber Products*</i>	O.C. Convention Center
4:00 p.m. – 7:30 p.m.	Mega Trade Show	O.C. Convention Center
8:30 p.m. – 11:30 p.m.	Hospitality Suites	Clarion Resort Fontainebleau Hotel

SATURDAY, OCTOBER 2, 2010

7:45 a.m. – 10:00 a.m.	Awards Breakfast/Harry T. Murphy Customer Service Contest Awards Presentation	Clarion Resort Fontainebleau Hotel
10:00 a.m. – 10:45 a.m.	<i>Greening Your Business*</i>	O.C. Convention Center
10:15 a.m. – 11:30 a.m.	<i>WMDA Educational Seminars (Topics TBD)*</i>	O.C. Convention Center
10:45 a.m. – 11:30 a.m.	<i>Eco-Friendly Tire & Auto Care*</i>	O.C. Convention Center
11:30 a.m. – 3:30 p.m.	Mega Trade Show	O.C. Convention Center
3:15 p.m.	Grand Prize Drawings	O.C. Convention Center
7:00 p.m. – 11:00 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 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 13, 2010). Mention WMDA/The Mega Show to receive convention room rate.

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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 30, 2010	12 noon - 5:00 p.m.
Friday, October 1, 2010	8:00 a.m. - 2:30 p.m.

Grand Opening

Friday, October 1, 2010	4:00 p.m.
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Show Hours

Friday, October 1, 2010	4:00 p.m. - 7:30 p.m.
Saturday, October 2, 2010	11:30 a.m. - 3:30 p.m.

Dismantling of Displays

Saturday, October 2, 2010	3:30 p.m. - 10:00 p.m.
Sunday, October 3, 2010	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

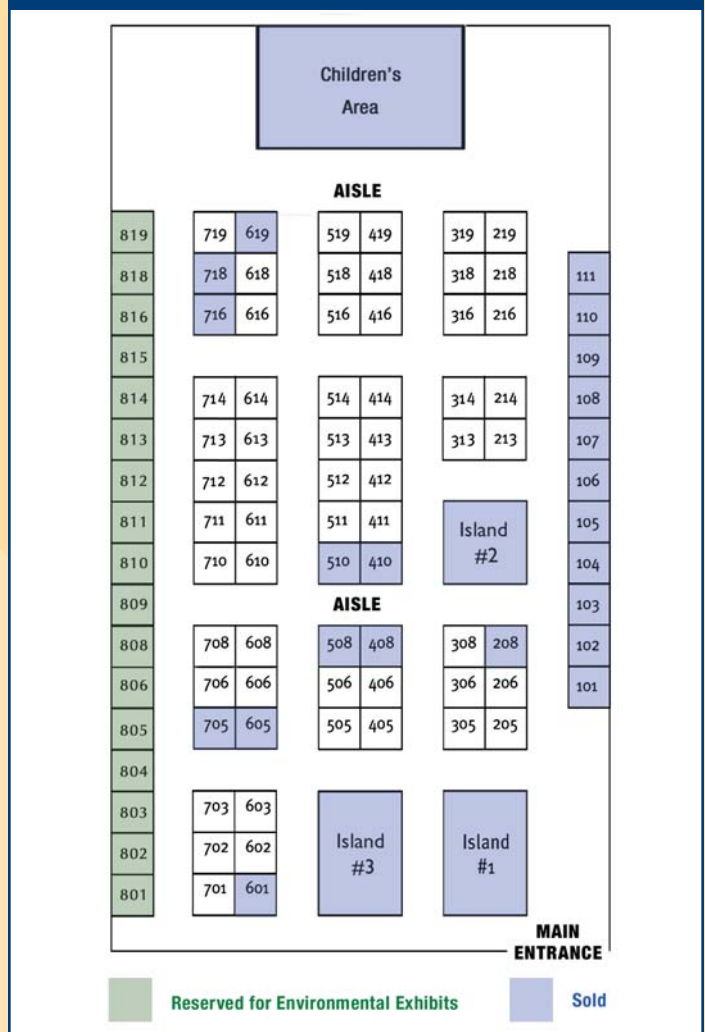
A Service Kit containing order forms for furniture, labor, shipping, carpet, drayage, and other services will be mailed to exhibitors six weeks prior to the show.

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:

LaKisha Pindell

Phone: 301-390-0900 ext. 104 • Fax 301-390-3161

email: lpindell@wmda.net

website: www.wmda.net

website: www.ssda-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 August 31, 2010. Any applications received after August 31, 2010 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, 2010. 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 LaKisha Pindell at 301-390-0900, ext. 104, or by email at lpindell@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 (August 31, 2010): \$ _____ Signature _____

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

PRSR STD
US POSTAGE
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GREENBELT, MD

RESERVE YOUR MEGA SHOW BOOTH TODAY!
APPLICATION & CONTRACT ENCLOSED.

ANNUAL CONVENTION & THE MEGA SHOW

2009 TRADE SHOW EXHIBITORS

ActionCOACH	Eco Heating Systems	Patriot Capital
Advantage Environmental Consultants, LLC	Environmental Alliance, Inc.	Petroleum Capital & Real Estate
Air and Vac Services, Inc.	Ewing Oil Company, Inc.	Piccadilly Circus Pizza
Air Solutions	FCC Environmental	PPC Lubricants
Alternative Environmental Solutions	First Merchant Services	Pro-Cut International
American Tire Distributors	Glacial Energy	R.C. Holloway Co.
ATM Express	Hollender Consulting, LLC	RYKO MFG Co.
Automotive Training Institute	Hunter Engineering Company	Service Station Computer Systems, Inc.
B.G. Products & Services	JB Plastics	Shades Under The Sun
Benjamin F. Brown Insurance Agency	Jasper Engines & Transmissions	Six Flags America
Besche Oil Co.	Jones & Frank Corp	Snap-On Tools
CAR	Kelly Benefit Strategies	Spigler Petroleum Equipment LLC
Car People Marketing, Inc.	Lock America, Inc.	Tastee-Freez
Carroll Branded Fuels	Maryland Pump & Tank, Inc.	The George J. Falter Company
Carroll Tire	Meadowbrook Insurance Group	Tilley Chemical & Lubes
CATO Gas & Oil Company	Metromedia Power	Tire Industry Association
Century Distributors, Inc.	MGS Services, LLC	Total Convenience Marketing
Clean Edge	Mitchell 1	Triple-C Wholesalers, Inc.
Columbia Amusements	Motor Watch	Utica National Insurance Group
Community College of Baltimore County	MTD Services, Inc.	WASHTECH
Cooper-Booth Wholesale Co.	NAPA Auto Parts	Waymon Lynch Insurance Agency
Eastern Wash Systems	Ocean Petroleum, LLC	Wittenbach Business Systems
Eby-Brown	PAI ATM Services Group/Intelicom, Inc.	WMDA PAC

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