




RESERVE YOUR BOOTH NOW FOR THE 43RD ANNUAL WMDA/CAR CONVENTION & TRADE SHOW

September 8-10, 2016 • Ocean City Convention Center • Ocean City, MD

A red-tinted photograph of a busy trade show floor with many people walking and interacting at various booths.

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



Don't miss this
opportunity
to market your
products and
services to
decision makers
in the Automotive
Aftermarket!

2016 WMDA/CAR CONVENTION & TRADE SHOW

SPONSORS



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 1,000 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/CAR has the largest association industry trade show in the country.**



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 59 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 WMDA/CAR Convention & Trade Show from all over the United States and foreign countries.

CORPORATE SPONSORSHIP OPPORTUNITIES

Increase your corporate recognition and reach your targeted audience at the WMDA/CAR Convention & Trade Show. High visibility sponsorships – including the Opening Night 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 Trade Show.

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

2015 CONVENTION & TRADE SHOW SPONSORS



2016 WMDA/CAR CONVENTION & TRADE SHOW

GENERAL INFORMATION

If You Sell to the Automotive Industry, This Show is for You!

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

Attendees at the Trade 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 Trade 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 Trade Show.

The WMDA/CAR Convention & Trade Show has been in existence for the past 42 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 Trade Show exceeds well over 900 owners, managers, and decision-makers. As a result, the Trade Show is an excellent place for the exchange of information and ideas between companies and customers.

An Event Designed for You!

The Trade 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
- 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 Trade Show that provide numerous networking opportunities for exhibitors and attendees. These include:

- Golf at the Beach Tournament
- Welcome Reception
- Grille on the Bay Luncheon
- Industry-Hosted Hospitality Suites

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

2016 WMDA/CAR CONVENTION & TRADE SHOW

TENTATIVE SCHEDULE OF EVENTS & HOTEL INFORMATION

THURSDAY, SEPTEMBER 8, 2016

8:30 a.m. – 3:30 p.m.	Golf Tournament – 9:00 a.m. Shotgun Start**	Rum Pointe Golf Links
7:00 p.m. – 10:00 p.m.	Welcome Reception**	Seacrets

FRIDAY, SEPTEMBER 9, 2016

9:00 a.m. – 10:00 a.m.	SSDA-AT Board of Directors Meeting	O.C.C.C.
9:00 a.m. – 10:00 a.m.	WMDA Board of Directors & General Membership Meeting	O.C.C.C.
10:00 a.m. – 12:00 p.m.	Industry Issues Forum	O.C.C.C.
12:00 p.m. – 1:00 p.m.	Grille on the Bay**	O.C.C.C. - Bay Terrace
1:00 p.m. – 2:00 p.m.	Multiple Educational Sessions	O.C.C.C.
2:00 p.m. – 4:00 p.m.	Murf's Turf	O.C.C.C.
4:00 p.m. – 7:30 p.m.	Mega Trade Show with Reception from 5:30 p.m. – 7:30 p.m.	O.C.C.C. - Hall A
8:00 p.m. – 10:00 p.m.	Hospitality Suites	O.C.C.C.

SATURDAY, SEPTEMBER 10, 2016

7:45 a.m. – 10:00 a.m.	Awards Breakfast and Harry T. Murphy Customer Service Contest Awards Presentation**	O.C.C.C.
10:00 a.m. – 11:15 a.m.	Multiple Educational Sessions	O.C.C.C.
11:30 a.m. – 3:30 p.m.	Mega Trade Show	O.C.C.C. - Hall A

** Ticketed Event

The Mega Show, Educational Sessions, and Hospitality Suites are open to all members at no cost.
(Free admission is restricted to owners and personnel of service stations and repair shops only.)

Schedule subject to change.

Visit www.wmda.net for up-to-date program details and to register.



HOTEL INFORMATION

Clarion Resort Fontainebleu Hotel
10100 Coastal Highway
Ocean City, MD 21842
Phone: 800-638-2100

Cut-Off Date: August 8, 2016

ROOM RATES

Double/Double	\$155
One Bedroom Condo	\$175
Two Bedroom Condo	\$205
Three Bedroom Condo	\$310

Mention WMDA to receive group rate.

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EXHIBITOR FLOOR PLAN

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 8, 2016	12 noon - 4:00 p.m.
Friday, September 9, 2016	8:00 a.m. - 2:30 p.m.

Grand Opening

Friday, September 9, 2016	4:00 p.m.
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Show Hours

Friday, September 9, 2016	4:00 p.m. - 7:30 p.m.
Saturday, September 10, 2016	11:30 a.m. - 3:30 p.m.

Hours of Displays

Saturday, September 10, 2016	3:30 p.m. - 10:00 p.m.
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* 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 Trade Show for an additional charge. Additional charges apply for electric ordered on-site.

110 Volts (500 Watts)	\$85.00
208 Volts (20 Amps, Single Phase)	\$160.00
208 Volts (20 Amps, Triple Phase)	\$170.00

Additional amperages are available. Please contact WMDA for a price quote.

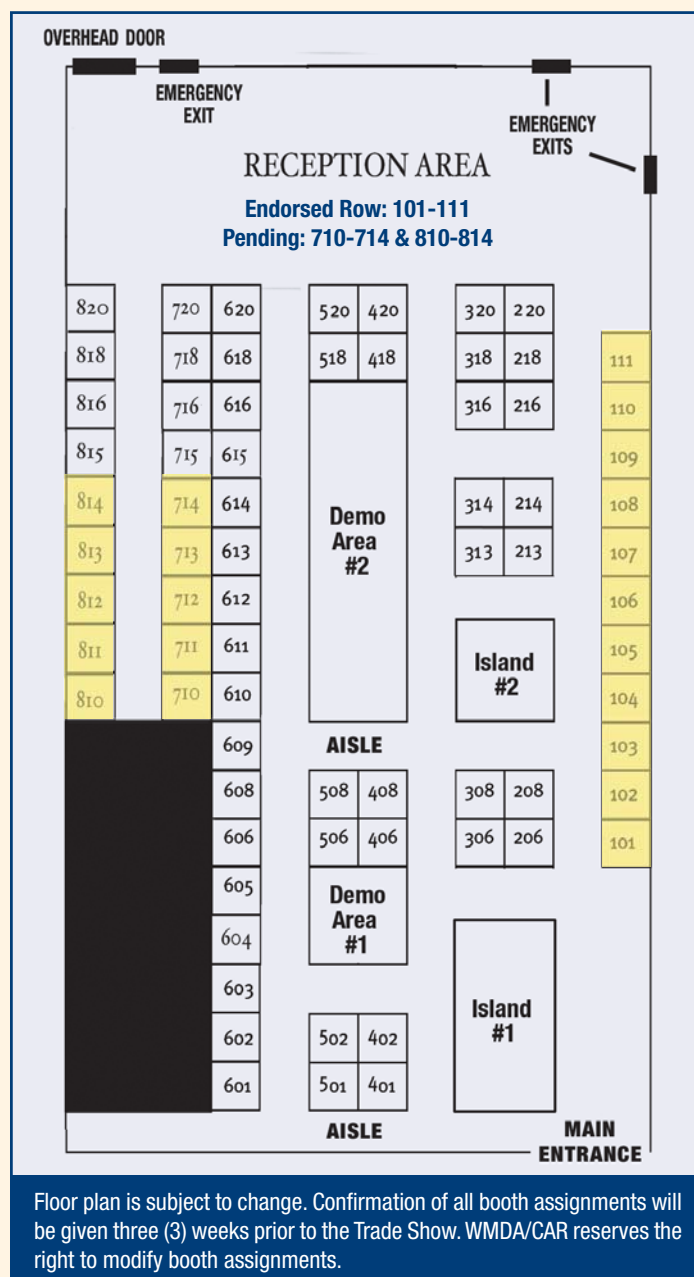
ADDITIONAL SERVICES

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 Trade 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 WMDA for more information about these services.

SHOW SPECIALS

All exhibitors are requested to develop at least one exclusive show special for the Trade Show. Prior to the Trade Show, WMDA/CAR will promote specials in various promotional mailings. For more information, please call 301-390-0900.



Floor plan is subject to change. Confirmation of all booth assignments will be given three (3) weeks prior to the Trade Show. WMDA/CAR reserves the right to modify booth assignments.

To reserve your booth or for more information:

Phone: 301-390-0900 • Fax 301-390-3161

website: www.wmda.net or www.ssda-at.org

WMDA/CAR

1532 Pointer Ridge Place, Suite G
Bowie, MD 20716

2016 WMDA/CAR CONVENTION & TRADE SHOW

EXHIBITOR RULES & REGULATIONS

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 or (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

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 Trade Show. WMDA/CAR reserves the right to modify booth assignments. Final balance is due no later than Friday, August 26, 2016. Any applications received after August 26, 2016 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 22, 2016. 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; WMDA/CAR must be notified in writing of any changes prior to the Trade Show.

RETURN COMPLETED CONTRACT & DEPOSIT TO:

WMDA/CAR

1532 Pointer Ridge Place, Suite G
Bowie, MD 20716

Email to: lpindell@wmda.net

Fax to: 301-390-3161

For more information, please call 301-390-0900.

EXHIBITOR INFORMATION (PLEASE PRINT OR TYPE)

Company Name: _____ Date: _____

Name to appear on Exhibitor Sign & Official Program: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____ Website: _____

Telephone: _____ Fax: _____

Contact person: _____ Title: _____

Signature: _____ or Electronic Signature: ☐ Checking box is my electronic signature

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 26, 2016): \$ _____ Signature _____

or Electronic Signature:

☐ Checking box is my electronic signature and payment authorization

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2015 TRADE SHOW EXHIBITORS

Aflac	Directional Systems	Parts Authority
AHT Automotive Equipment	Eastern Shore Coffee & Water	Patriot Capital Corporation
Air & Vac	Eco Heating Systems Inc.	PPC Lubricants/Castrol/Peak
ALLDATA	Environmental Alliance, Inc.	Petroleum Marketing Group
ATSG CO	Ewing Oil Company, Inc.	Premier Waste
Auto Solutions, Inc.	First Merchant Services	R.O. Writer
Automastertraining.com	Hunter Engineering Company	Secure Streets Vehicle Safety Inspection
Automotive Training Institute	Intelicom, Inc./PAI	Training
B&B Financial Services, LLC	Jones & Frank	Shades Under the Sun
Benjamin F. Brown Insurance Agency	Kasmire International	Snap On Tools
BG Products & Services	Lighthouse 360	Spigler Petroleum Equipment, LLC
Carroll Motor Fuels	Maryland Lottery	Sprague Operating Resources
Century Distributors, Inc.	Maryland Pump & Tank, Inc.	The Wills Group
Chesapeake Automotive Equipment	Maryland State Police Automotive Safety	Tilley Chemical Co.
Clean Fuels Associates	Enforcement Division	Tire Industry Association
Columbia Services	Meadowbrook Insurance Group	Utica National Insurance Group
Crompco LLC	Mitchell 1	WMDA/CAR PAC & Member Services
DANA Insurance and Risk Management	MTD Services, Inc.	Your App LLC
Day, Deadrick & Marshall Insurance, Inc.	Net Driven	

