# **EXHIBITOR PROSPECTUS**

# Mid-Atlantic Fuel, Convenience & Auto Repair Show

# OCT. 19-20 Maryland Live Casino & Hotel

OCT. 19: HOSPITALITY SUITES / OCT. 20: TRADESHOW & AWARDS DINNER

# *If You Sell to the Automotive Industry, MAFCAS is for You!*

WMDA/CAR Expo is now called Mid-Atlantic Fuel, Convenience & Auto Repair Show (MAFCAS) and will be held at Maryland Live Casino & Hotel. The automotive fuel and repair industry is going through a change that is unprecedented. Headwinds against carbon fuel, State and Federal mandated zero emission EV sales, all bring change and uncertainty.

Talk to fellow business owners, renew friendships, and learn what is working for others. There will be free seminars during the trade show on topics that matter, Hospitality Suites, Dinner, Awards Ceremony, and an After Party!

**ABOUT WMDA/CAR:** The Washington, Maryland, Delaware Service Station and Automotive Repair Association (WMDA) was established in 1937 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 800 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. Don't miss this opportunity to market your products and services to decision makers in the Automotive Aftermarket!

# BOOTH INFORMATION



OCT. 19-20

**PRE-EVENT** SHOW HOURS **OCTOBER 19** 5:30 PM - 7:30 PM

SHOW HOURS **OCTOBER 20** 11 AM - 6 PM

**BOOTH FEES** WMDA MEMBERS: \$1,000 **NON-MEMBERS:** \$1,399

# WHAT'S INCLUDED IN BOOTH FEES

- High draped back wall (8 ft.), and 3 ft. high draped side rails (in-line booths)
- Standard booth Id sign
- (1) 6' Skirted table, 2 side chairs and 1 waste basket
- A comprehensive Exhibitor Service Kit
- A complimentary company listing on wmdaevents.com (Starting June 1)
- 4 badges for booth personnel per 10 'x 10' booth reserved. Badges must be . registered on or before October 1, 2023. (Minimum booth space 10' x 10')

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

## **EXHIBITOR SCHEDULE**

**Display Installation** Tuesday, October 19 2:00 p.m. - 5:00 p.m.

**Dismantling** Wednesday, October 20 6:00 p.m. - 9:00 p.m.

# ELECTRICAL OUTLETS

Electrical outlets can be provided for an additional charge.

## SHOW SPECIALS

All exhibitors are requested to develop at least one exclusive show special. Prior to the MAFCAS, WMDA/CAR will promote specials in various promotional mailings digital advertising and social media.

## **EXHIBITOR SERVICE KITS**

A comprehensive Service kit will be released July 1, 2023.

# EXHIBITOR LUNCH BOX

Each box lunch includes the following: Sandwich/wrap, chef's choice of whole fruit, individual bag Miss Vickie's® chips, one bottle of LCH water, and chef's choice of dessert.

# **PRELIMINARY SCHEDULE:**

#### **THURSDAY, OCT. 19**

3:00 pm – 5:30 pm	Registration
5:30 pm – 7:30 pm	Pre-Show
7:30 pm – 9:30 pm	<b>Hospitality Suites</b>

#### FRIDAY, OCT. 20

8:00 am - 4:30 pm
11:00 am - 6:00 pm
5:00 pm – 6:00 pm
6:15 pm – 7:15 pm
7:30 pm – 9:00 pm
9:00 pm – Midnight

Registration Tradeshow **Cocktail Hour** Dinner **Awards Ceremony** After Party

# TO RESERVE YOUR BOOTH OR FOR MORE INFORMATION:

Email:	MAFCAS2023@wmda.net or
	events2023@wmda.net

Phone: 301.390.0900

Confirmation of all booth assignments will be given two (2) weeks prior to the show. WMDA/CAR reserves the right to modify booth assignments.

# Become a WMDA Member — AND SAVE!

WMDA members pay only \$1,000 for 10' x 10' booth space.

Please visit our website www.wmda.net/ membership for additional member benefits. Associate Membership fee is \$399/yr.





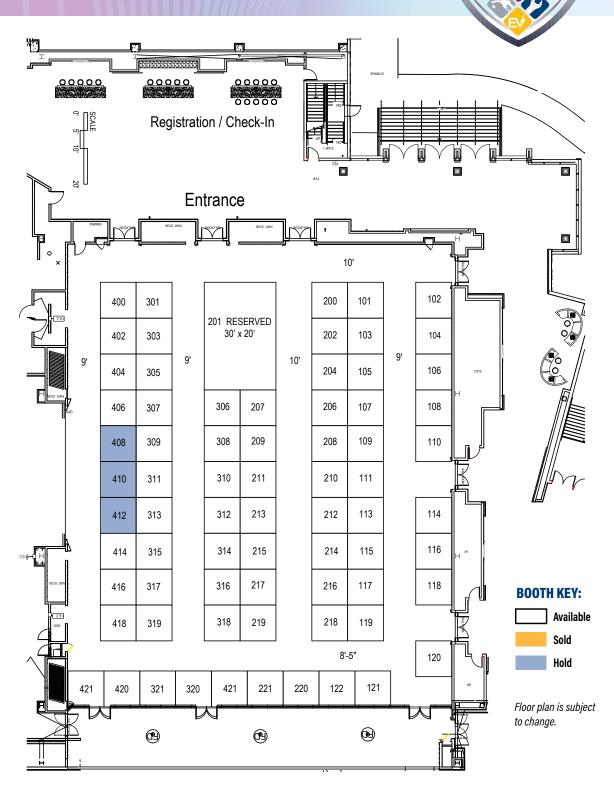






# MAFCAS – MARYLAND LIVE CASINO & HOTEL FLOOR MAP





X

MAFCAS2023@wmda.net or events2023@wmda.net





WMDA, 1532 Pointer Ridge Pl., Ste F Bowie, MD 20716



# SPONSORSHIP Opportunities



# TITLE SPONSOR

# \$40,000 (CO-PRESENTER)

- Includes 30' x 20' Booth
- 1 Table at Dinner (seats 10)
- Logos on all Digital Marketing/Event Website/Promotions
- Logo on LED screens at Tradeshow & Awards Dinner
- First Choice of Restaurant for Hospitality Suite at LIVE
- 2 Complimentary Standard Rooms at LIVE for 19 & 20
- Name/Recognition at Tradeshow & Awards Dinner

# CO-SPONSORS x4

# \$20,000

- Includes 20' x 10' Booth space
- · Logos on Marketing/Event Website
- 1 Complimentary Standard Room on 19 & 20
- Name/Recognition at Tradeshow & Awards Dinner

# PLATINUM PARTNER \$10,000

# (COCKTAIL HOUR SPONSOR-OCT. 20, 6PM-7PM)

- Includes 10' x 10' Booth space
- Logos on Marketing/Event Website
- Logo on LED screens at Tradeshow & Awards Dinner
- Name/Recognition at Tradeshow & Awards Dinner

# ADDITIONAL SPONSORSHIPS:

- REGISTRATION SPONSOR / \$5,000
- LANYARD SPONSOR / \$3,500
- KEYNOTE/GENERAL SESSION SPEAKERS x 2 / \$5,000
- TRADESHOW ATTENDEE BAG SPONSOR / \$5,000
- TRADESHOW APPAREL SPONSOR / \$5,000
- AWARDS SPONSORS x 2 / \$5,000
- ENTERTAINMENT SPONSORS x 2 / \$2,500 (DJ/ENTERTAINERS)

# Contact Swapna Sripada at <u>ssripada2@wmda.net</u> if you are interested in hosting Hospitality Suites













# **EXHIBITOR APPLICATION & CONTRACT**

MAFCAS 2023 I Oct. 19-20, 2023 I Maryland LIVE Casino & Hotel I Hanover, Maryland

#### **ALLOCATION OF SPACE & DEPOSIT**

A 50% deposit per reservation must accompany 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 2 weeks prior to MAFCAS. WMDA/CAR reserves the right to modify booth assignments.

#### **EXHIBITOR DEADLINES**

Any applications received after July 31, 2023 must be accompanied with full payment. Final balance is due no later than **September 15, 2023**. All exhibit spaces must be paid in full prior to exhibit setup. Membership status must be active to receive member rate.

#### **TO VALIDATE CONTRACT**

- Submit Application & Contract with deposit by July 31, 2023.
- 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 MAFCAS.

#### CANCELLATION

A refund will be made upon written cancellation received before July 28, 2023. No refunds after July 31, 2023.

#### **RETURN COMPLETED CONTRACT & DEPOSIT TO:**

 Mail to:
 WMDA/CAR, 1532 Pointer Ridge Place, Suite F, Bowie, MD 20716

 Email to:
 MAFCAS2023@wmda.net or events2023@wmda.net

## **EXHIBITOR INFORMATION** (PLEASE PRINT OR TYPE)

Date: Name to appear on Exhi	bitor Sign & Official Prograr	n:			
Mailing Address:					
City:		State:	Zip:		
Phone: Email:		Website:			
Contact person:		Title:			
Signature:		or Electronic Signature: 🗆 C	hecking box is my electronic signature		
Products to be exhibited:					
□ Yes, I will supply a Door Prize:					
To help us in assigning you the best possible b	oooth, please list up to two	o (2) competitor companies yo	ou wish <u>not</u> to be near:		
Preference in booth locations*: First choice	ce: Sec	cond choice:	Third choice:		
* Confirmation of booth assignment will be given	two (2) weeks prior to MAF	CAS.			
<b>PAYMENT INFORMATION</b> (Deposit due by )	luly 31, 2023* • Full paymen	t due by September 15, 2023)			
$\Box$ Check Enclosed (payable to WMDA) $\Box$ Visa	□ MasterCard □ AMEX	Zip Code of Billing Address for (	Charge Card		
WMDA Member Booth (s)x \$1,000	\$	Account #			
Non-Member Booth (s) x \$1,399	\$	Expiration Date	CVV Code		
Electric Drop (s)x \$50	\$	Account Name (print)			
Exhibitor Lunch Box (s) x \$40	\$	Signature			
TOTAL ENCLOSED	\$	or Electronic Signature: 🗌 Checking b	ox is my electronic signature and payment authorization		

\*Applications/Contracts received after July 31, 2023 must be accompanied with full payment.







# **SPONSORSHIP CONTRACT**

MAFCAS 2023 | Oct. 19-20, 2023 | Maryland LIVE Casino & Hotel | Hanover, Maryland

# **SPONSORSHIP OPPORTUNITIES**

TITLE SPONSOR (Co-Presenter)\$40,000	Keynote / General Session Sponsor (2 Available)\$5,000
<b>CO-SPONSOR</b> (4 Available) \$20,000	Tradeshow Attendee Bag Sponsor\$5,000
PLATINUM PARTNER (Cocktail Hour Sponsor)\$10,000	Tradeshow Apparel Sponsor\$5,000
Registration Sponsor\$5,000	Awards Sponsor (2 Available)\$5,000
Lanyard Sponsor\$3,500	Entertainment Sponsor (2 Available)\$2,500

#### Sponsor Signage (Please check one)

□ Company logo on file

I will submit logo in EPS format by July 31, 2023 to events2023@wmda.net 

If your pledge is submitted by July 31, 2023, your generous sponsorship entitles you to be listed as a sponsor in event program, and recognition in the postevent issue of the WMDA/CAR Nozzle & Wrench, as well as receiving professionally designed signage at the sponsored event.

# **AWARDS DINNER TICKETS**

□ Individual Tickets\$100	Х	#	=	\$
□ Table of 10\$1,000	х	#	=	\$

# **CONTACT INFORMATION**

Company:			Date:	
Contact Person:		Email:		
Mailing Address:		City:	State:	Zip:
Cell Phone: Busin		usiness Phone:		Ext
PAYMENT INFORMAT	ON			
Check Enclosed      Visa	🗆 MasterCard 🛛 American Express	Zip Code of Billing A	ddress for Charge Card	
Sponsorship Total	\$	Account		
Ticket Total	\$	_ Expiration Date		CVV Code
TOTAL ENCLOSED	\$	_ Account Name (prin	t)	
Sponsorship pledges mus	t he naid in full by Sentember 15, 2023	Signature		

Checking box is my Electronic Signature and payment authorization





