

# MICHIGAN SHOW

Petroleum 2025 C-Store



March 5-6, 2025

DeVos Place | Grand Rapids, MI

## EXHIBITOR PROSPECTUS

Reserve your booth at [mpamacs.org/michiganshow](https://mpamacs.org/michiganshow)

# Exhibit Information

## Michigan Show At-a-Glance

- **Reserve your booth today!** Reservations are based upon first-come first served basis and space is limited.
- **Get direct access to more than 1,000 key decision makers** from the petroleum and convenience store industry, an opportunity that only comes along once a year.
- **Improve and increase your business contacts** with this unique networking opportunity during this two day industry-specific exhibition.
- **Sponsorship increases your exposure** with exclusive and immediate impact - attendees will notice, remember & appreciate!

## General Information

Contact: Kelli Gustin

Questions: (517) 622-3530 or email  
klgustin@mpamacs.org

Website: [www.mpamacs.org](http://www.mpamacs.org)

Location: DeVos Place  
303 Monroe Ave NW  
Grand Rapids, MI 49503

## Hotel Information

Amway Grand Plaza (\$199) or JW Marriott (\$239)  
Reservations: [mpamacs.org/michiganshow](http://mpamacs.org/michiganshow)  
For more than one room call 1-800-253-3590  
Hotel Cut Off: February 5, 2025  
Group Code: MPA



Michigan Show

## Preliminary Schedule

NEW  
Schedule!!!!

### Tuesday – March 4th

8:00 am – 5:00 pm – Registration Open  
9:00 am – 11:00 am – Truck Move In  
1:00 pm – 5:00 pm – Exhibitor Move In

### Wednesday – March 5th

8:00 am – 1:00 pm – Exhibitor Move In  
8:00 am – 5:00 pm – Registration Open  
9:00 am – 12:00 pm – Board of Directors Meeting  
12:00 pm – 1:00 pm – Awards Luncheon  
1:00 pm – 2:00 pm – Keynote Speaker  
2:00 pm – 5:00 pm – Trade Show Open  
Evening Reserved for Hospitalities

### Thursday, March 6th

8:00 am – 3:00 pm – Registration Open  
8:00 am – 9:30 am - Continental Breakfast  
9:00 am – 11:00 am - Seminars  
11:00 am – 3:00 pm – Trade Show Open  
12:00 pm - 1:00 pm - Industry Luncheon  
3:00 pm – 8:00 pm – Exhibitor Move Out

## What's included in your booth purchase

- 10' x 10' Booth
- 8' pipe & drape back wall & 3' side rails (tan)
- Booth Carpet (black)
- Booth identification sign with Booth Number
- Listing on Website with Link to your Website
- Company listing in Program
- Post show attendee list, including contact info
- 4 complimentary personnel badges per 10 x 10 booth space

Electrical services, tables, chairs and other special accommodations for display may be provided by DeVos and/or Art Craft at an additional cost to the exhibitor.

*Michigan*  
**Show**  
*Petroleum & C-Store  
Convention & Trade Show*



**See Floorplan at**  
**[www.mpamacs.org/exhibit](http://www.mpamacs.org/exhibit)**

March 5-6, 2025



# Application/Contract

Application for exhibit space at the Michigan Show in 2025 expresses and demonstrates the applicant's willingness to abide by all accompanying exhibit Rules & Regulations (visit [mpamacs.org/michiganshow](http://mpamacs.org/michiganshow)) as well as such additional Rules and Regulations as MPA/MACS Exhibit Management deems necessary to the success of the Exposition. This application, including all Rules and Regulations, will become a legally binding contract when countersigned by MPA/MACS Exhibit Management.

**TERM: Payment in full must accompany Application for Exhibit Space.** Confirmation of exhibit space and booth assignment will be made only upon receipt of full payment. Exhibit space and booth assignments will be made solely by MPA/MACS Exhibit Management.

## IMPORTANT INFORMATION

- Review the Exhibitor Rules & Regulations
- Exhibits will not be permitted to set up unless all obligations to MPA/MACS are paid in full.
- Includes Four (4) exhibitor badges (per 10 x 10 Booth Space)

## TRADE SHOW CONTACT

For all future correspondence, including booth confirmation & Exhibitor Service Materials.

Register online at [mpamacs.org/michiganshow](http://mpamacs.org/michiganshow) **or** fill out the form below and send it in with your check

Company Name \_\_\_\_\_ ☐ I have read the Rules & Regulations

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email \_\_\_\_\_

## BOOTH REQUESTED

Booth # preferences \_\_\_\_\_ 1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd

List your competitors \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## BOOTH PRICING

	Before 1-15-2025		After 1-15-2025	
	Mem	Non	Mem	Non
Single Booth (10 X 10)	\$1625	\$2370	\$1725	\$2470
Each Additional Booth	\$1125	\$1870	\$1225	\$1970
Truck Space (20 X 50)	\$3655	\$4400	\$3755	\$4500

## TCW Package

☐ 6ft Table, 2 Chairs & Wastebasket Package \$90.00

METHOD OF PAYMENT	Booth	\$ _____
Check _____	TCW Package	\$ _____
Credit Card: Go to: <a href="http://www.mpamacs.org/pay">www.mpamacs.org/pay</a>	Sponsorship	\$ _____
	Total amount due:	\$ _____

If paying by credit card, visit  
[mpamacs.org/pay](http://mpamacs.org/pay)

## MAIL YOUR CHECK AND CONTRACT TO:

MPA/MACS  
7521 Westshire Drive, Suite 200  
Lansing MI 48917

### MPA/MACS USE ONLY

Date Received \_\_\_\_\_

Space Assigned \_\_\_\_\_ \$ \_\_\_\_\_ is acknowledged

Michigan Petroleum Association  
Michigan Association of Convenience Stores

# Sponsorship Opportunities

## Michigan Show Sponsorship Opportunities

<u>Available Sponsorships</u>	<u>Level</u>
Major Convention Sponsor	\$ 5,000
Chairman's Continental Breakfast	\$ 3,500
Thursday Continental Breakfast	\$ 3,500
Industry Luncheon (Trade Show Floor both days)	\$ 3,500
Awards Luncheon (Tuesday)	\$ 3,000
Trade Show Bar (open bar two hours each day)	\$ 3,000
Internet Sponsor	\$ 2,000
Convention Sponsor	\$ 1,000
Convention Co-Sponsors	\$ 500

Multiple sponsorships will be accepted. Deadline is February 14th. Please call Kelli for availability 517-622-3530

## Exhibit Rules & Regulations

In signing and submitting this application for exhibit space, exhibitor expressly agrees to abide by all provisions, and rules & regulations, as set forth in this agreement, and on the website [mpamacs.org/michiganshow](http://mpamacs.org/michiganshow) (the "Rules"). Exhibitor also agrees to abide by all subsequent additions or changes to the Rules, whenever made, which are deemed necessary for the good of the exhibition, and made by MPA/MACS. If, at any time, MPA/MACS determines, in its sole discretion, that an exhibitor has or intends to violate the Rules, MPA/MACS reserves the right to terminate an exhibitor's right to exhibit and attend the exhibition.

Exhibitor acknowledges that this agreement is not valid and enforceable until accepted by MPA/MACS, and signed by its authorized representative. MPA/MACS reserves the right to refuse the application of any proposed exhibitor in its sole discretion. Upon acceptance by MPA/MACS, a written confirmation and a copy of the application signed by MPA/MACS will be sent to the exhibitor. All funds received MPA/MACS will be refunded and returned to exhibitor, in the event the application is not accepted.

**Subletting of Space:** No exhibitor may assign, sublet or apportion the whole or any part of space allotted, nor exhibit any goods or services other than those manufactured, sold, represented, brokered or handled by that company, nor permit any representative of any other firms to solicit business, take orders or sublet its space.

**Liability:** Exhibitors shall lease booths at their own risk. It is expressly understood and agreed to between exhibitor and Michigan Petroleum Association/ Michigan Association of Convenience Stores (MPA/MACS) and DeVos Place that MPA/MACS and DeVos Place shall be under no liability for loss of or damage to goods or property of exhibitor, personal injury to exhibitor's employees, and each exhibitor executing this agreement expressly releases MPA/MACS and DeVos Place from all such claims. Exhibitor agrees to indemnify and hold harmless MPA/MACS and DeVos Place from any and all liability, damages, claims, suits and all other losses arising out of exhibitor's actions or failure to act.

**Space Restriction:** No portion of displays may extend beyond the contracted booth space. No display may exceed 10 ft. in height without the prior consent of MPA/MACS, and exhibitors would be responsible for additional cost. Exhibitors may not exhibit or distribute information outside of their leased space.

**Cancellation:** 1. CANCELLATION OF TRADE SHOW: In the event that any circumstances beyond the control of MPA/MACS cause the Trade Show to be cancelled, full refund will be made. 2. CANCELLATION BY EXHIBITOR: Prior to February 1, 2025, upon written notice of the intent to cancel, all sums paid by the exhibitor less a service charge of \$100 per booth, will be refunded. Cancellation February 2nd and after obligates the exhibitor to full payment of booth.

**Termination of Agreement:** In the event the premises where the Trade Show is to be held, in the sole determination of MPA/MACS, become unfit for occupancy or are substantially interfered with by reason of picketing,

strike, embargo injunction, act of war, act of God, fire, emergency, pandemic, epidemic, or public health emergency, declared by any government agency, or by virtue of any ordinance or law of any municipal, state or federal governmental agency, or any other act beyond the control of MPA/MACS, this agreement may be terminated by MPA/MACS. In the event of such termination, the exhibitor waives any and all damages and agrees that MPA/MACS may, after deducting all costs and expenses, including a reserve for claims, refund to the exhibitor and for complete settlement and discharge of all said exhibitor's claims and demands, the pro-rated amount of all refunds paid by all exhibitors.

**Past Due Amounts:** Exhibitors agree that any past due amounts owed to MPA/MACS for any Association business will be paid in full prior to exhibiting.

**Dismantling:** Any exhibitor dismantling prior to 4:00 pm on the last day of the show will be fined \$500.