

EXHIBITOR PROSPECTUS

WMDA CAR **MAFCAS 2023**

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



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	Hospitality Suites

FRIDAY, OCT. 20

8:00 am - 4:30 pm	Registration
11:00 am - 6:00 pm	Tradeshow
5:00 pm - 6:00 pm	Cocktail Hour
6:15 pm - 7:15 pm	Dinner
7:30 pm - 9:00 pm	Awards Ceremony
9:00 pm - Midnight	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.



MAFCAS2023@wmda.net
or events2023@wmda.net



301.390.0900

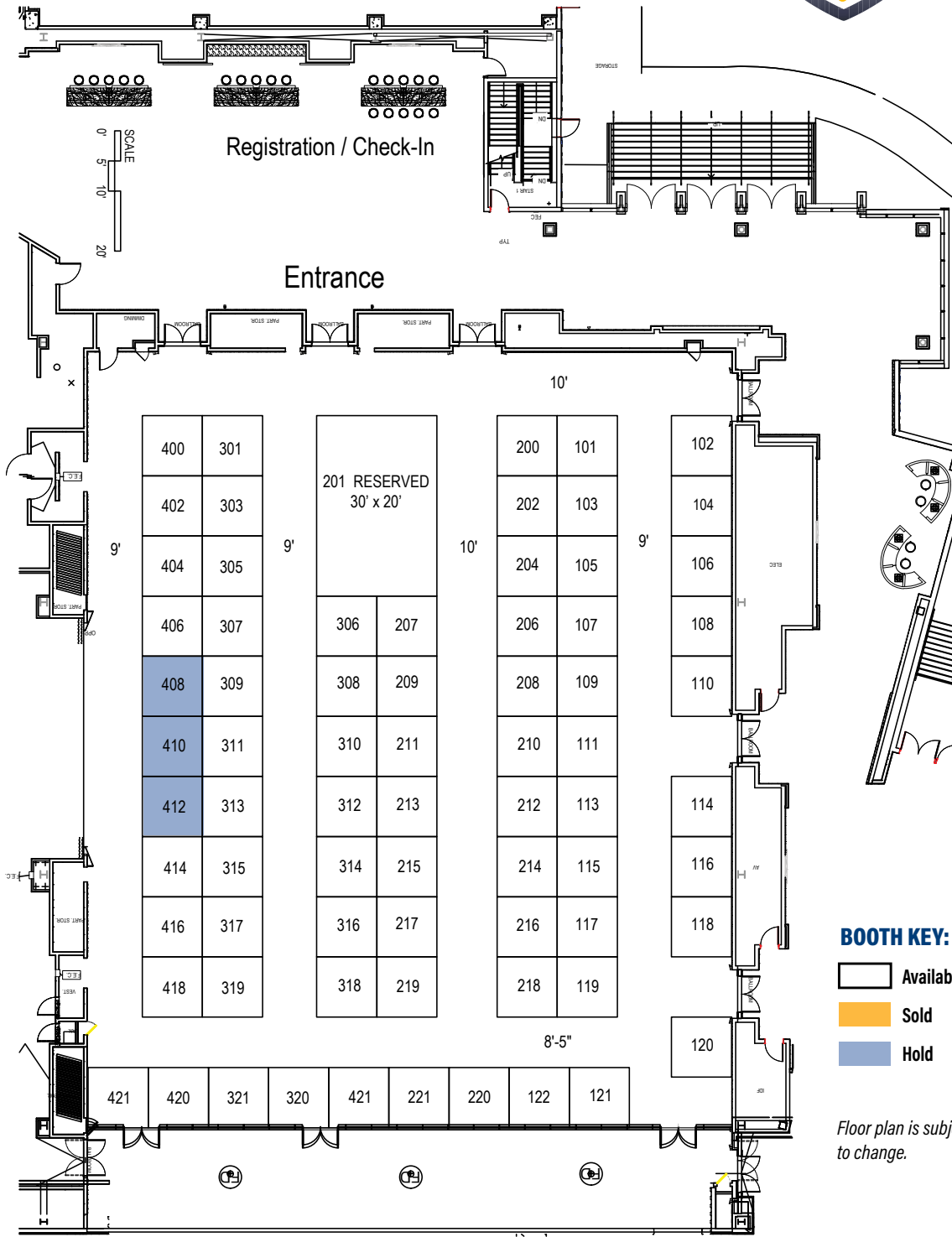


WMDA, 1532 Pointer Ridge Pl., Ste F
Bowie, MD 20716



www.wmda.net

FLOOR MAP



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 x 4

\$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 ssripada2@wmda.net if you are interested in hosting Hospitality Suites



MAFCAS2023@wmda.net
or events2023@wmda.net



301.390.0900



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



www.wmda.net



EXHIBITOR APPLICATION & CONTRACT

MAFCAS 2023 | Oct. 19-20, 2023 | Maryland LIVE Casino & Hotel | 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 Exhibitor Sign & Official Program: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Website: _____

Contact person: _____ Title: _____

Signature: _____ or Electronic Signature: ☐ Checking 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 booth, please list up to two (2) competitor companies you wish not to be near:

Preference in booth locations*: First choice: _____ Second choice: _____ Third choice: _____

* Confirmation of booth assignment will be given two (2) weeks prior to MAFCAS.

PAYMENT INFORMATION (Deposit due by July 31, 2023* - Full payment due by September 15, 2023)

☐ Check Enclosed (payable to WMDA) ☐ 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 box is my electronic signature and payment authorization

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



MAFCAS2023@wmda.net
or events2023@wmda.net



301.390.0900



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



www.wmda.net



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
____ CO-SPONSOR (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 post-event issue of the WMDA/CAR Nozzle & Wrench, as well as receiving professionally designed signage at the sponsored event.

AWARDS DINNER TICKETS

- ☐ Individual Tickets\$100 x # _____ = \$ _____
- ☐ Table of 10\$1,000 x # _____ = \$ _____

CONTACT INFORMATION

Company: _____ Date: _____

Contact Person: _____ Email: _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Cell Phone: _____ Business Phone: _____ Ext. _____

PAYMENT INFORMATION

- ☐ Check Enclosed ☐ Visa ☐ MasterCard ☐ American Express

Sponsorship Total \$ _____

Ticket Total \$ _____

TOTAL ENCLOSED \$ _____

Zip Code of Billing Address for Charge Card _____

Account _____

Expiration Date _____ CVV Code _____

Account Name (print) _____

Signature _____

- ☐ Checking box is my Electronic Signature and payment authorization

Sponsorship pledges must be paid in full by September 15, 2023.



MAFCAS2023@wmda.net
or events2023@wmda.net



301.390.0900



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



www.wmda.net