

Reputation.

WHY EXHIBIT?

Showcase Your Business

Showcase your products, services, equipment and technologies in front of a targeted audience of thousands of prospective customers – industry leaders from throughout the Midwest.

Scope Out Your Competition

Evaluate your own product or service strategy while assessing your competition.

Stay Ahead of Trends

Prepare your business by staying informed on industry trends for customer demands.

“Every time I turn around, the booth is busy.”

John Powers | ICHOR | First time exhibitor

“We’ve just always felt like we want to support the people that support us.”

Brent Shay | Eby-Brown | 20 Year Exhibitor

Hear For Yourself:



soundcloud.com/m-pactbound

Can be found on Apple Podcast, Spotify, or wherever you get your podcast.

WHO EXHIBITS?

The nearly 89,000 sq.-ft. exhibit hall features the latest products, services and technologies to meet the needs of today's diverse energy and convenience supply chain, including:

- Retail, Wholesale and Energy
- Energy Equipment and Services
- Trucks, Transport and Fleet Management
- Foodservice Equipment
- Services and Programs
- Merchandise, Candy and Snacks
- Technology Platforms and Solutions
- Propane, Alternative Fuels and Oilheat
- Financial Services and Payment Processing
- Facility Operations
- Carwash Systems
- Signage and Lighting
- POS, Marketing and More

82%

Plan to seek out additional information about exhibitors

55%

Will decide on a new vendor or supplier

63%

Expect to ask for a quote from an M-PACT exhibitor

67%

Will request a sales rep visit

BOOK YOUR BOOTH TODAY AT
M-PACT.ORG/EXHIBIT



M-PACT.ORG

M-PACT SHOW
2365 Harrodsburg Rd.
Suite A325
Lexington, KY 40504

EXHIBITOR & SPONSOR PROSPECTUS



April 19 – 21, 2022
Indianapolis



April 19 - 21 • INDIANAPOLIS

Indiana Convention Center

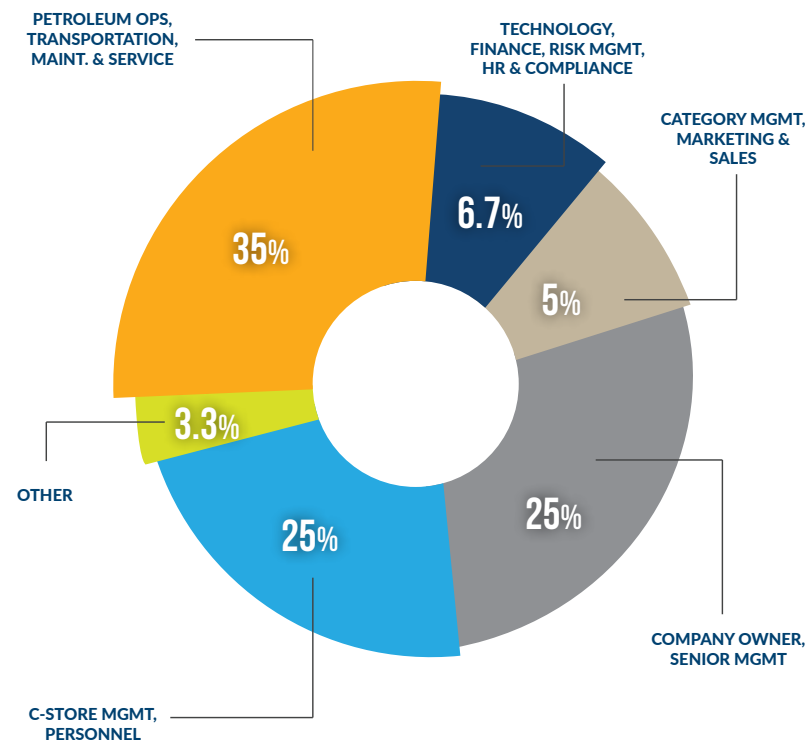
Celebrating Innovation

www.m-pact.org

Exhibit.

The exhibitors drive the M-PACT Fuel and Convenience Tradeshow. For the 20th anniversary, exhibitor focus is raised to a new level. With a once-a-year opportunity to discover untapped business opportunities, show floor hours have been **EXPANDED TO MAXIMIZE** your time and potential in front of top decision makers in the Midwest fuel and convenience space. Act now to lock in your M-PACT 2022 booth.

Who's walking the show floor?



Booth Rates

| BOOTHS | |
|-----------------------|----------|
| 10' x 10' | \$2,900 |
| 10' x 10' Corner | \$3,000 |
| 10' x 10' Additional | \$2,800 |
| 20' x 20' Island | \$6,350 |
| 20' x 30' Island | \$10,650 |
| 20' x 40' Island | \$12,050 |
| 20' x 50' Island | \$16,350 |
| TRUCKS | |
| 10' x 30' Tank Wagon | \$3,850 |
| 10' x 50' Transporter | \$4,350 |
| 10' Additional Space | \$2,250 |

Exhibitor Perks

- Increased tradeshow floor hours based on attendee feedback
- Registration badges, including access to all educational programming
- Pre- and post-show attendee mailing lists
- Exposure in the on-site guide, website and M-PACT mobile app

Sponsor.

M-PACT 2022 will be one of the best venues to make a lasting impression and enjoy an even bigger return on your tradeshow investment when you become an M-PACT 2022 sponsor. **Research from the Center of Exhibition Research (CEIR) finds that exhibitors who also invest in sponsorship promotions can increase their booth traffic by up to 50 percent.** Maximize your visibility on the show floor and throughout the convention center, while positioning your brand as a key player in the Midwest fuel and convenience industry.

M-PACT Kick-Off Celebration

Sponsors of this newly added event will offer your organization the opportunity to display your brand and increase your brand awareness.

| | |
|---------|---|
| \$8,500 | Event Hospitality Sponsor |
| \$6,500 | Main Bar Hospitality Sponsor |
| \$6,000 | Food Station Sponsor |
| \$5,500 | Center Bar Premium Hospitality Sponsor |
| \$5,000 | Center Bar Select Hospitality Sponsor |
| \$4,500 | Portable Bar Hospitality Sponsor |
| \$3,500 | Social Media Backdrop Sponsor |
| \$3,000 | GOBO Light Sponsor |
| \$2,500 | Ballroom Pre-Show Light Display Sponsor |

M-PACT Golf Open

Sponsoring at this valuable networking opportunity will help increase your company's visibility and branding recognition.

| | |
|---------|--------------------------------|
| \$6,500 | Topgolf Presenting Sponsor |
| \$6,000 | Top Contender GameTime Sponsor |
| \$5,500 | GameTime Food Service Sponsor |
| \$5,000 | Premium Hospitality Sponsor |
| \$4,000 | Cocktail Hospitality Sponsor |
| \$3,500 | Hole-in-One Sponsor |
| \$2,000 | Golf Bay Sponsors |

Scan QR code below to view ALL sponsorship level benefits.

Elite Sponsorships

Sponsors of these unique opportunities will increase your company's visibility and optimize your tradeshow experience and offer increased recognition over your competition.

| \$12,500 | Hotel Keycards |
|----------------------|---|
| \$12,000 | Exclusive Mobile App |
| \$11,500 | Event Wi-Fi |
| \$7,500 | POWERUP! Charging Stations (2 stations) |
| \$6,000 | M-PACT Bound Podcast Presenter |
| \$5,500 | Branded Staircase Graphics |
| \$5,000 | REFRESH! Intermission Snack Break |
| \$4,000 | Publication Bins |
| \$1,500 | Floor Decals (3 decals) |
| \$750 | Directional Signage |
| \$500 | Social Media Wall |
| Hand Sanitizer Units | |
| \$1,000 | Convention Hall Sanitizer Display (2 units) |
| \$500 | Tradeshow Floor Sanitizer Display (1 unit) |

Select Sponsorships

| | |
|----------|----------|
| \$11,000 | Platinum |
| \$8,000 | Gold |
| \$4,500 | Silver |
| \$1,500 | Bronze |

Advertise.

STAND OUT FROM THE CROWD

Position your brand as a prominent player in the Midwest's fuel and convenience sector with a full-color advertisement in the official M-PACT 2022 Show Guide, distributed at the registration area and at literature stations throughout the convention center. Published in print and online, and synced with the M-PACT Show Mobile App, this high quality publication is the go-to source for tradeshow information. Features include a comprehensive listing of exhibitors, sponsors, education and networking session highlights, plus a fold-out map of the tradeshow floor. Your investment includes an advertisement in the print edition, plus a clickable ad in the searchable online guide with a link to your website. Download the official M-PACT 2022 Marketing Toolbox for customizable graphics to include in your print advertising, free to exhibitors and sponsors at <https://m-pact.org/sponsor/#advertisingopportunities>.

PUBLISHING CALENDAR

| ad sales close / artwork due | delivery |
|------------------------------|------------|
| 2/15/2022 | April 2022 |

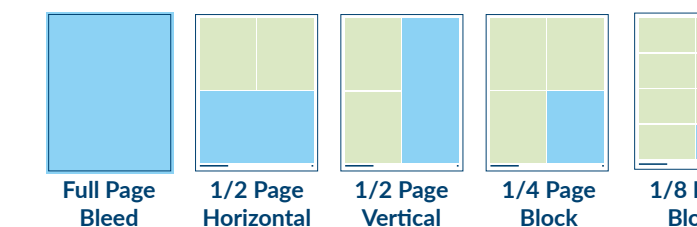
NET ADVERTISING RATES: M-PACT 2022 ONSITE GUIDE

| size | 1X | PREMIUM POSITION |
|----------------------|---------|------------------|
| Full Page | \$1,115 | \$1,320 |
| 1/2 Page | \$760 | |
| 1/4 Page | \$455 | |
| 1/8 Page | \$330 | |
| Digital Landing Page | \$500 | |
| e-Skyscraper | \$500 | |

SPECIFICATIONS: M-PACT 2022 ONSITE GUIDE

| page size | 7" x 10" (trim) |
|----------------------|-----------------|
| Full Page* | 7" x 10" |
| 1/2 Page Horizontal | 6" x 4.406" |
| 1/2 Page Vertical | 2.917" x 9" |
| 1/4 Page Block | 2.917" x 4.406" |
| 1/8 Page Block | 2.917" x 2.109" |
| Digital Landing Page | 513p x 738p |
| e-Skyscraper | 160p x 600p |

- * Full-page ads are intended to bleed off the page (see example)
- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**



Be a part of the newly designed M-PACT.org website!

This opportunity is available only to advertisers in the official M-PACT 2022 Show Guide.

- M-PACT sends weekly emails, directing nearly **3,000 subscribers** to M-PACT.org
- M-PACT social media posts reach **hundreds of followers** each week

LEADERBOARD

| dimensions | cost | location |
|------------------------|--------|---|
| 970 pixels x 90 pixels | \$1950 | 1 placement on Attend page. Rotating up to 3 advertisers. |

BANNER

| dimensions | cost | location |
|------------------------|--------|--|
| 728 pixels x 90 pixels | \$1650 | 3 placements on Home page. Rotating up to 3 advertisers. |

VERTICAL BANNER

| dimensions | cost | location |
|-------------------------|-------|---|
| 300 pixels x 480 pixels | \$600 | 1 placement on News page. Rotating up to 3 advertisers. |

SMALL RECTANGLE

| dimensions | cost | location |
|-------------------------|-------|---|
| 300 pixels x 250 pixels | \$350 | 1 placement on News page. Rotating up to 3 advertisers. |

Each position is available for a 3-month term. JPG, JPEG, GIF, PNG, SVG and HTML files accepted. Graphics should have a minimum 72 DPI (dots per inch) and be in RGB color. Ad artwork due one week before contracted advertisement term starts.



CONTACT JILL TAVINE AT
217.241.0507 / exhibit@m-pact.org



CONTACT CATHY MELTON AT
317.319.4294 / sponsor@m-pact.org



Discounts available for print + digital packages.
To advertise, please contact Innovative Publishing:
844.423.7272 or advertise@innovativepublishing.com