2027 EXHIBITOR INFORMATION



April 27-28, 2027
Saint Paul RiverCentre
St. Paul, Minnesota

UPPER MIDWEST CONVENIENCE STORE AND ENERGY CONVENTION (UMCS)
3244 RICE STREET • ST. PAUL, MN 55126
(651)484-7227 • (800)864-3813

FUELING MINNESOTA™

FUELIOWA

2027
Upper Midwest
Convenience Store and Energy
Convention and Trade Show

Who is UMCS?

Upper Midwest Convenience Store and Energy Convention (UMCS) is a joint venture between Fueling Minnesota and the FUELIowa trade associations consisting of more than 1100 regular members and 400 associate members in the states of Minnesota and Iowa. These members operate more than 3600 locations and many different types of businesses such as convenience stores, restaurants, car washes, tire, battery and accessories in addition to commercial, agricultural and home heating accounts.

Who Exhibits?

Exhibitors include companies who provide goods and services to the petroleum and convenience store industry. Petroleum equipment, computer software, cash registers, car washes, food and beverage products, and c-store equipment will be at the UMCS 2027 Convention and Trade Show.

UMCS Non-Exhibiting Vendor Policy: In an effort to protect the integrity of the show and to ensure the value of the exhibit space a the UMCS Show, it is the endorsed policy of UMCS that any non-exhibiting vendor wishing to attend UMCS shall be charged an amount equal to the fee of one booth. Non-exhibiting vendors who do not pay the fee will not have access to the exhibition floor.

Who Attends?

The 2026 trade show attracted about 1100 petroleum marketers from Minnesota, North Dakota, Wisconsin and Iowa. This is a majority of the area's oil jobbers and c-store operators who are the owners, operators and managers of independent businesses. The event attracts branded and unbranded outlets as well as agents and supplying company personnel.





EXHIBITOR INFORMATION

All booths are 10’ x 10’ and include back and side curtains, and an exhibitor name plate.

		Member	Non-Member
Non End-Cap Space(not shaded on map)		$ 1,700.00	$ 2,200.00
End-Cap Space (shaded on map)		$ 1,950.00	$ 2,550.00
Truck space— Tank Wagon	10’ X 40’	$ 2,850.00	$ 3,375.00
Transport	10’ X 70’	$ 3,250.00	$ 3,925.00

BOOTH SPECIFICATIONS:

All booth space is 10’ X 10’. All equipment and operation of equipment must be in the confines of the booth space. If in the opinion of the Convention Committee a booth setup is in conflict with another exhibitor, the Committee will make the final determination on the setup.

FOOD VENDORS: All samples are to be significantly less then a serving size for food (1 oz) and 3 oz size for beverages.

TRUCK SPACE: Combustion engines—Any autos, trucks, or motorized vehicles or other flammable fueled engines displayed shall conform to the following requirements:

Fuel tanks, unless never having held fuel, shall be maintained between 1/3 and 1/2 full… Caps for fuel tank fill pipes shall be maintained locked. If it is not practical to attach such a cap, an alternate method shall be employed with prior permission from the facility Fire Marshal. No fueling may take place in the building (LSC 9—4.4.4) The electrical system shall be de-energized, either by: 1) Removing the battery (ies); 2) Removing the battery cables; or 3) Disconnecting both the battery cables and covering them with electrical tape or other similar insulating material. (LSC 9-4.4.4)

Truck move-in will be determined closer to the Show. Trucks must be set prior to the rest of the show being set up. It will most likely be Monday, April 26, 2027, morning (6:00am).

LOCATION:
Saint Paul RiverCentre
175 West Kellogg Boulevard
Saint Paul, MN 55102

SCHEDULE: (Tentative)

MOVE IN: **Monday, April 26, 2027**

Rotunda Move-in	6:00 am
Truck Move-in	6:00 am
Large Exhibitor Set up	1:00 pm

Tuesday, April 27, 2027

Exhibitor Set up	7:00 am - 12:00 pm

EXHIBIT HALL HOURS: **Tuesday, April 27, 2027** 1:00 pm - 4:30 pm***

Wednesday, April 28, 2027 10:30 am - 2:30 pm

MOVE OUT: **Wednesday, April 28, 2027** AFTER 2:30 PM***

***Exhibitors are welcome and encouraged to attend the Hosptality and Entertainment Events at the InterContinental St. Paul Riverfront Hotel beginning at 5:00 PM, Tuesday & Wednesday

EXHIBIT SPACE RESERVATIONS:

Enclosed is a floor plan of the Saint Paul RiverCentre Exhibit Hall and an order form for exhibit space. This year we have **218** booth & truck spaces. There is a maximum limit of six free exhibitor badges. Any additional badges will be billed at $85 per badge.

All booths will be assigned on a first-come, first serve basis. Booth spaces will be assigned by receipt of signed contract. You may pay with credit card or check. Please note a 3% processing fee will be added to any credit card transaction. If you email or fax your contract and wish to pay by check, we will hold the booth space for 10 days and MUST receive payment within those 10 days or space will be released.

To make your booth reservation, select three choices and complete the enclosed Exhibit Space Contract and return to UMCS, 3244 Rice Street, St. Paul, MN 55126-3047 or email to info@umcs.energy.

MOVE OUT:

Move out begins after 2:30pm on Wednesday, April 28, 2027. Move-out time will be monitored. Any exhibitor that begins taking their exhibit down prior to 2:30 pm will have their 2028 booth price doubled. This policy will be strictly enforced by the Fueling Minnesota & FUELIowa Board of Directors. All equipment must be out by Wednesday, April 28, 2027, 10:00pm. Any costs incurred by the Association after that time will be assumed along with any liability by Exhibitor. (Chrom Expo will remove aisle carpet at 2:30 pm. Exhibitors must refrain from placing items in the aisle until carpet has been removed.)

PAYMENT/REFUND:

Booths must be paid in full to reserve a space. Refunds before January 1, 2027 will be in full. After January 1, 2027, refunds only if space is resold. **You may pay with credit card or check. Please note a 3% processing fee will be added to any credit card transaction. If you submit your contract via fax or email and wish to pay by check, we will hold the booth space for 10 days and MUST receive payment within those 10 days or space will be released.**

EXHIBITOR SERVICE KITS:

Each exhibitor will receive an exhibitor service kit approximately 45 days prior to the show. Included in the kit will be forms for ordering booth furnishings, electricity and shipping forms. Mailing labels for Fueling Minnesota & Fuellowa members will be available.

Exhibitor Registration codes will be provided with assigned booth confirmations.

Exposition Services:

Chrom Expo Services
1134 Stinson Blvd NE
Minneapolis, MN 55413
612.328.6586 www.chromexpo.com

Electrical:

Saint Paul RiverCentre
175 West Kellogg Boulevard
St. Paul, MN 55102-1299
651.265.4800

Show Coordinator:

Anne Leikam, Convention Coordinator
Upper Midwest Convenience Store & Energy Convention
3244 Rice Street
St. Paul, MN 55126-3047
651.484.7227 or 800.864.3813
info@umcs.energy

Hotel:

A link to reserve hotel rooms will be included in the assigned booth confirmation email

UTILITIES:

Electrical service is available to all booths and must be ordered prior to show. Water is available on the show floor. Both can be ordered directly with the St. Paul RiverCentre.

LIABILITY:

Fueling Minnesota, Fuellowa or the Saint Paul RiverCentre are not responsible for lost, stolen or damaged equipment, supplies, etc.

2026 UMCS EXHIBITORS

AA EQUIPMENT COMPANY INC
ACCENDO LIGHTING
ACRE CUSTOM SOLUTIONS
ADD SYSTEMS
ALL ENERGY SOLAR
AMERICAN PETROLEUM INSTITUTE
ARKCO SALES
ARROW TANK & ENGINEERING CO
ASCENTIUM CAPITAL
ASSURED PARTNERS
ATM SOURCE
AUTOWASH SYSTEMS, INC
B & H PETROLEUM EQUIPMENT CO
BAY WEST LLC
BOHEMIAN OVENS
BULK FLUID SYSTEMS
CARLSON & STEWART REFRIGERATION
CARLSON MCCAIN, INC
CARWASH TECHNOLOGIES
CAT SCALE COMPANY
CHAMBERS & OWEN
CHEMQUEST INC
CHS INC./CENEX
CIRCLE K STORES
CITGO PETROLEUM CORPORATION
CONWAY,DEUTH & SCHMEISING, PLLP (CDS)
CORE-MARK
DAKOTA'S BEST
DALE PETROLEUM COMPANY
DJV LABEL & PACKAGING
DOOLEYS PETROLEUM
ECOSOURCE CONSULTANTS/ECO WASTE MANAGEMENT
EMC INSURANCE COMPANIES
ETP
FARSTAD OIL
FEDERATED INSURANCE
FELKER TRUCK & EQUIPMENT INC
FUELING MINNESOTA
FUELIOWA
FUEL OX
GENEREUX FINE WOOD PRODUCTS
GRAFFCO INC
GREENWIZE ENERGY SOLUTIONS
GSTV
HEIL TRAILER INTERNATIONAL
HEGGIES PIZZA
HENRY'S FOODS
HOLMES MURPHY
HOME CITY ICE
HTP ENERGY
HUNT ADVANTAGE GROUP
I3 INTERNATIONAL
ILLUMUS
Irely
INTL WHOLESALE SUPPLY - IWS
KAY TANK
LAUNCH—THE CAR WASH COMPANY
LBT INC
LHM TANK INC
LIBBY LAW OFFICE
LPG & NH3 SUPPLY
LSI INDUSTRIES
LYNCO PRODUCTS
MASON BROTHERS COMPANY
MEG CORP
MERTHAN ENTERPRISES
METCO
MINMOR INDUSTRIES DBA OLYMPAK PRINTING & PACKAGING
MINNESOTA BIODIESEL COUNCIL
MINNESOTA BIOFUELS ASSOCIATION
MINNESOTA LOTTERY
MINNESOTA PETROLEUM SERVICE
MN DEPT OF REVENUE/ PETROLEUM TAX UNIT
MN POLLUTION CONTROL AGENCY
MN WEIGHTS & MEASURES DIVISION
MN PETROFUND
MORRISON BROS CO
NCCO
NEUMAYER EQUIPMENT
NELSON INK
NORTH AMERICAN TRAILER SALES
NORTH CENTRAL INTERNATIONAL
NORTHERN AUTO WASH SYSTEMS
NORTHLAND PETROLEUM SERVICE
OCTANEIQ LLC
O'DAY EQUIPMENT LLC
OIL EQUIPMENT COMPANY
OLM FOOD SOLUTIONS
OPIS, A DOW JONES COMPANY
OWL SERVICES
P&G MARKETING
PASS TRAINING & COMPLIANCE
PATRON POINTS INC
POLAR TANK
POWERBLAST LLC
PRICEEASY
PUMP & METER SERVICE
R & R PETROLEUM EQUIPMENT
RED RIVER SOFTWARE
RELIABLE PLUS CAR WASH SERVICES INC
RINAlliance
ROLLIES SALES & SERVICE
ROSE CITY CANOPY & SIGN
RUDOLF INSURANCE CONSULTANTS
S & R SALES, INC
SCR
SEAVER COMPANY
SENECA TANK
SENERGY EQUIPMENT
SSCS
STAN MORGAN AND ASSOCIATES INC
TECALEMIT INC
TFC CANOPY & FABRICATION
THE JF GROUP
THE YES GROUP INC
TOTAL CONTROL SYSTEMS
TRIPLE C TECHNOLOGIES
TRUENORTH STEEL
TSBL DISTRIBUTING
UNIFIED CONTRACTING SERVICES INC
UNITED UPTIME
UNIVERSAL TRUCK SERVICE
VALLEY PETROLEUM EQUIPMENT INC
VENTURE FUELS
VP RACING FUELS
WALSH LONG & COMPANY
WAYNE TRANSPORTS
WEST CENTRAL ENVIRONMENTAL CONSULTANTS
WESTMOR INDUSTRIES
WINNER TOBACCO WHOLESALE
WINTHROP & WEINSTINE, PA
ZAHL-PETROLEUM MAINTENANCE CO

Thank you for exhibiting in 2026, we look forward to seeing you in 2027.

UPPER MIDWEST CONVENIENCE STORE & ENERGY CONVENTION

FUELING MINNESOTA™

FUELIOWA

Upper Midwest Convenience Store & Energy Convention 2027

April 27-April 28, 2027

St. Paul RiverCentre Expo Halls A & B



UPPER MIDWEST CONVENIENCE STORE AND ENERGY CONVENTION

Saint Paul RiverCentre—Saint Paul, MN
April 27-28, 2027

EXHIBITOR CONTRACT

Please reserve _____exhibit space(s) at the 2027 UMCS Convention and Trade Show to be held at the Saint Paul RiverCentre, St. Paul, MN. We agree to pay, in accordance with the following, per booth:

		MN or IA Member	Non-Member
Non End-Cap Space (not shaded on map) ☐		$ 1,700.00	$ 2,200.00
End-Cap Space (shaded on map) ☐		$ 1,950.00	$ 2,550.00
Truck Space — Tank Wagon	10’ X 40’	$ 2,850.00	$ 3,375.00
Transport	10’ X 70’	$ 3,250.00	$ 3,925.00

Booth Choice: First _____ Second _____ Third _____

Truck Space: _____ Tank Wagon (10’ X 40’) _____ Transport (10’ X 70’)

Enclosed is check or credit card to cover the cost of _____space(s) for the amount of $ _____.

Check _____or Credit Card #_____ Exp Date: _____

Booths must be paid in full to reserve a space. Refunds before January 1, 2027 will be in full. After January 1, 2027, refunds only if space is resold. **You may pay with credit card or check. Please note a 3% processing fee will be added to any credit card transaction. If you submit your contract via email or fax and wish to pay by check, we will hold the booth space for 10 days and MUST receive payment within those 10 days or space will be released.**

It is our understanding that exhibit spaces are allotted in the order in which contracts are received and will be assigned based on best available. However, UMCS reserves the right to make the final space determination according to what it deems to be in the best interests of the show. We further understand that the UMCS, Fueling Minnesota, FuelIowa or the Saint Paul RiverCentre are not responsible for lost, stolen or damaged equipment, supplies, etc. If in the opinion of the Convention Committee a booth setup is in conflict with another exhibitor, the Committee will make the final determination on the setup.

UMCS reserves the right to determine the eligibility of any company or product for inclusion in the UMCS Show.

Only the company contracting for exhibit space may occupy said space. Exhibitors are not permitted to sublet, transfer or assign space in whole or part, contracted for; permit the use of the space for any purpose other than the use contracted for and specified herein; or exhibit, demonstrate or distribute anything not made, packed or sold, under or over the name of the exhibitor or dealt with in the normal course of their business without the consent of UMCS.

All equipment and operation of equipment must be in the confines of the booth space. We also understand that every attempt will be made to protect the existing flooring (i.e. If mixing, preparing, or frying food, the existing carpet needs to be protected from flour, oil, etc).

CONTINUED ON REVERSE…

UMCS Exhibit Contract cont.. Page 2

MOVE OUT: **Move out begins after 2:30 pm on Wednesday, April 28, 2027. Move-out time will be monitored. Any exhibitor that begins taking their exhibit down prior to 2:30 pm will have their 2028 booth price doubled. All equipment must be moved out by Wednesday, April 28, 2027, 10:00pm—any expenses and liability for violation of time will be assumed by exhibitor. This policy will be strictly enforced by the Fueling Minnesota & Fuellowa Board of Directors.** ***(Chrom Expo will remove aisle carpet at 2:30PM. Exhibitors must refrain from placing items in the aisle until carpet has been removed.)***

Category best describes your product/service: _____

PRODUCT GUIDE INFORMATION (50 words or less giving a brief description of your company & products being displayed)

_____

_____

_____

_____

_____

PLEASE PRINT CLEARLY

We would like our BOOTH SIGN to read:

_____

COMPANY NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____

FAX: _____ EMAIL: _____

☐ I have read and understand the Move-out Policy.

SIGNATURE _____ PRINT NAME _____

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RETURN TO:

UPPER MIDWEST CONVENIENCE STORE AND ENERGY CONVENTION
ATTN: Anne Leikam
3244 Rice Street, St. Paul, MN 55126-3047
Email: info@umcs.energy