



**FIND OUT HOW TO  
MAXIMIZE YOUR PRESENCE IN 2022  
BECOME A SPONSOR TODAY!**

Dear Propane Industry Member,

On behalf of the organizers of the 2022 Western Propane Trade Show & Convention, I cordially invite your company to be a sponsor of the largest industry event west of the Mississippi. Don't miss out on this opportunity to maximize your presence at an event that typically brings together more than 1,000 industry members from across the United States and beyond.

As you will see on the attached pages, we strive to provide your company with the most value for each sponsorship dollar spent. At a minimum, your company will receive recognition on the trade show entrance unit if contract is received by March 31, 2022. Additional recognition varies based on the items that your company sponsors. **The more you sponsor, the more visibility you have to your customers!** Our premium sponsorships include complimentary booths and/or truck spaces, additional badges for your employees, and the opportunity to have **YOUR COMPANY LOGO** displayed on the trade show registration website, badge printing kiosk, or on each convention attendees badge.

Does your company have a new product or service you'd like to promote? If so, don't miss out on the trade shows advertising opportunities! Full page ads are available in the FULL COLOR on-site trade show program that is distributed to each attendee. In addition, we are offering companies the opportunity to insert an advertisement or "give-away" into the trade shows carryall bags which will capture even more attention from attendees. And don't forget about the opportunity to have your company logo displayed on the trade shows registration website, on-site badge kiosk, or attendee badges! If you're interested in any of these fantastic sponsorship opportunities, contact the WPGA office at (916) 447-9742 or [info@westernpga.org](mailto:info@westernpga.org).

To have your company recognized as a sponsor in the on-site trade show program, **your response is REQUIRED no later than MARCH 4, 2022**. Should you have questions regarding the trade show, sponsorship contract, or would like to suggest a sponsorship opportunity, please contact the WPGA office at the number or email address above.

We look forward to seeing you in Reno **Wednesday, May 11 – Friday, May 13, 2022** for the 72<sup>nd</sup> Annual Western Propane Trade Show & Convention!

Summer Leon  
Convention & Member Services Director  
Western Propane Gas Association



# 2022 SPONSORSHIP OPPORTUNITIES

## PREMIUM SPONSORSHIPS

<b>PLATINUM SPONSOR - \$20,000</b> - Includes 2 exhibit spaces (booth, truck, or combo of the two), 8 exhibitor badges, a full-page advertisement in the on-site program, an aisle sign in the exhibit hall, and <b>your company logo</b> projected in the Silver Legacy dome. <i>(Please note: exhibitor space can only be guaranteed if the sponsorship contract is received by FEBRUARY 11, 2022.)</i>
<b>DIAMOND SPONSOR - \$15,000</b> - Includes 1 booth or truck space, 4 exhibitor badges, a full-page advertisement in the on-site program, and <b>your company logo</b> projected in the Silver Legacy dome. <i>(Please note: exhibitor space can only be guaranteed if the sponsorship contract is received by FEBRUARY 11, 2022.)</i>
<b>GOLD SPONSOR - \$10,000</b> - Includes 1 booth, 4 exhibitor badges, and a full-page advertisement in the on-site program. <i>(Please note: exhibitor space can only be guaranteed if the sponsorship contract is received by FEBRUARY 11, 2022.)</i>
<b>TRADE SHOW REGISTRATION WEBSITE - \$10,000</b> - <b>Your company logo</b> to be displayed on the homepage of the trade shows registration website. <i>(Limit ONE sponsor. Sample rendering available upon request.)</i>
<b>TRADE SHOW BADGE - \$7,500</b> - <b>Your company logo</b> to be displayed on the back of each trade show attendees' badge along with the schedule of events. <i>(4x10 full-color badge. Limit ONE sponsor. Sample rendering available upon request.)</i>
<b>BADGE PRINTING KIOSK - \$5,000</b> - <b>Your company logo</b> to be displayed on the home screen of one of four on-site badge printing kiosks. <i>(One sponsor per kiosk. Limit FOUR sponsors. Sample rendering available upon request.)</i>

## POPULAR SPONSORSHIPS

<b>EVENT CENTER DOOR DECALS - \$2,500</b> - <b>Your company logo</b> displayed on the entrance doors of the Reno Events Center. <i>(Sample rendering available.)</i>
<b>"YOU ARE HERE" DIRECTORY - \$1,500</b> - <b>Your company logo</b> displayed on the "Exhibitor Locator Directory" located at the entrance of the trade show floor. <i>(Limit FOUR sponsors. Sample rendering available upon request.)</i>
<b>CARRYALL ATTENDEE BAG - \$2,500</b> - <b>One color company logo</b> to be printed on one side of attendee bag. <i>(Limit ONE sponsor.)</i>
<b>CARRYALL BAG ADVERTISEMENT OR "GIVE-AWAY" INSERT - \$250</b> - <i>(Item to be purchased by sponsor and delivered to WPGA office by 4/22.)</i>
<b>SILVER LEGACY HOTEL KEY CARD - \$3,000</b> - <b>Two color company logo</b> printed on key cards given to propane industry guests. <i>(Limit ONE sponsor.)</i>
<b>LANYARDS - \$2,500</b> - <b>One color company logo</b> printed on lanyards given to convention attendees. <i>(Limit ONE sponsor.)</i>
<b>AISLE SIGN - \$500</b> - <b>Your company logo</b> displayed on aisle sign in the Reno Events Center. <i>(Sample rendering available upon request.)</i>
<b>TRADESHOW MASK - \$3,000</b> - <b>Your company logo</b> to be displayed on cotton mask w/antimicrobial additive. <i>(Limit ONE sponsor.)</i>

## ON-SITE PROGRAM ADVERTISING

<b>BACK COVER PAGE AD IN ON-SITE PROGRAM - \$1,200</b> - <b>Full-page color ad</b> on outside back cover of on-site program. <i>(Limit ONE sponsor.)</i>
<b>INSIDE COVER PAGE AD IN ON-SITE PROGRAM - \$500</b> - <b>Full-page color ad</b> on inside front or inside back cover of on-site program. <i>(Limit TWO sponsors.)</i>
<b>INSIDE PAGE AD IN ON-SITE PROGRAM - \$300</b> - <b>Full-page color ad</b> on inside page of on-site program.

(Continued on next page)

## OPENING NIGHT RECEPTION

PRIMARY SPONSOR - \$3,000 - Table tents and signage to be displayed with <u>your company logo</u> in exhibit hall.
SECONDARY SPONSOR - \$1,500 - Recognition in on-site program.
BAR SPONSOR - \$3,000 - <u>Company logo</u> on drink cups at bar on trade show floor. <b>(Limit ONE sponsor.)</b>
BOTTLED WATER SERVICE - \$1,500 - <u>Company logo</u> on bottled water labels offered on trade show floor. <b>(Limit ONE sponsor.)</b>

## FOOD & BEVERAGE

CONTINENTAL BREAKFAST - \$2,500 - Table tents and signage to be displayed with <u>your company logo</u> in exhibit hall.
BUFFET LUNCH - \$2,500 - Table tents and signage to be displayed with <u>your company logo</u> in exhibit hall.
BOTTLED WATER SERVICE - \$1,500 - <u>Company logo</u> on bottled water labels offered on trade show floor. <b>(Limit THREE sponsors.)</b>

## SEMINARS & REFRESHMENTS IN RENO BALLROOM

*(Sponsorship includes your company logo displayed on the entrance doors of the Reno Ballroom)*

PERC UPDATE Presented by: Tucker Perkins - \$1,000
GROWTH THROUGH RECRUITMENT & RETENTION Presented by: Women in Propane - \$1,000
5 WAYS TO MAXIMIZE YOUR SAFETY PROGRAM Presented by: TBA - \$1,000
GENERATIONAL ISSUES Presented by: Ed Hart - \$1,000
LAWSUIT PROTECTION & TAX STRATEGIES Presented by: Riva Daniels- \$1,000
SEMINAR SNACK BREAK - \$1,000
SEMINAR RAFFLE PRIZE - \$50 – Gift card to be given in company's name to one attendee from each seminar. <b>(Limit FIVE sponsors.)</b>

## TRAINING SESSIONS HELD ON TRADE SHOW FLOOR

*(Sponsorship includes your company logo displayed on the window of the training session area)*

FOOD TRUCK SAETY Presented by: TBA - \$200
ENTRY LEVEL DRIVER TRAINING REQUIREMENTS Presented by: Paul Horgan - \$200
PERC: SAFETY, COMPLIANCE, AND WORKFORCE TRAINING Presented by: PERC Staff - \$200
PROPANE STANDBY POWER Presented by: Greg Gilbert - \$200
THE IMPORTANCE OF TRAINING Presented by: Rob Scott - \$200

## MISC. FUND

*(Sponsorship funds will go towards areas to be designated by WPGA)*

\$100	– Logo to be displayed in accordance with designated sponsorship area.
\$500	– Logo to be displayed in accordance with designated sponsorship area.
\$1,000	– Logo to be displayed in accordance with designated sponsorship area.
\$2,500	– Logo to be displayed in accordance with designated sponsorship area.

## THUNDERBIRD LODGE TOUR

PRIMARY SPONSOR - \$750	– Tour registration for two and recognition in on-site program.
LUNCH SPONSOR - \$1,000	– Includes <u>your company logo</u> on table tents at venue.

## SPORTING CLAY TOURNAMENT

PRIMARY SPONSOR - \$750	– Tournament registration for two and recognition in on-site program.
LUNCH SPONSOR - \$1,000	– <u>Company logo</u> on bottled water labels offered during tournament. <b>(Limit ONE sponsor.)</b>

## GOLF TOURNAMENT

PRIMARY SPONSOR - \$750	– Tournament registration for two and recognition in on-site program.
CLOSEST TO PIN - \$150	– <u>Your company logo</u> on signage at pin.
DRINK CART - \$350	– <u>Your company logo</u> on golf cart signage.
18 <sup>th</sup> HOLE PRIZE - \$400	– Prize given in company name. <b>(Limit ONE sponsor.)</b>
LUNCH SPONSOR - \$1,000	– <u>Your company logo</u> printed on tournament lunch bags.

## RAFFLE PRIZES

*(Sponsoring company to be recognized prior to winner announcement)*

AMAZON GIFT CARD - \$100	(+any additional fees)
BEST BUY GIFT CARD - \$100	(+any additional fees)
CABELA'S GIFT CARD - \$500	(+any additional fees)
COSTCO GIFT CARD - \$500	(+any additional fees)
HOME DEPOT GIFT CARD - \$500	(+any additional fees)
REI GIFT CARD - \$500	(+any additional fees)
VISA GIFT CARD - \$1,500	(+any additional fees)



# 2022 Sponsorship Contract

May 11-13, 2022 • Silver Legacy Resort/Reno Events Center • Reno, NV

**PLEASE NOTE: To be recognized as a sponsor in the ON-SITE TRADE SHOW PROGRAM, you must submit this contract, including the sponsorship opportunities pages, to the WPGA office no later than MARCH 4, 2022 by emailing Summer Leon at [info@westernpga.org](mailto:info@westernpga.org).**

## SPONSOR INFORMATION:

Company Name: \_\_\_\_\_

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

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

### All sponsorships include...

- Recognition in the trade show on-site program (if received by **MARCH 4, 2022**);
- Promotion on the Trade Show Entrance Unit; and
- On-site signage at applicable events.

Additional benefits, specific to each sponsorship, can be found on the sponsorship opportunities pages.

## PAYMENT INFORMATION:

Check payable to WPGA

Please bill me at the address below

Pay by Credit Card via WPGAPay

(Click "WPGAPay" above for direct link to payment portal.)

Billing Contact: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Total sponsorship amount: \$ \_\_\_\_\_

---

Western Propane Gas Association  
2012 H Street, Suite 203 Sacramento, CA 95811  
Phone: (916) 447-9742 • Fax: (916) 447-9740 • Email: [info@westernpga.org](mailto:info@westernpga.org)

---