

2018 Exhibitor/Sponsor On-Boarding Conference Call

February 26th - February 28th, 2018



Arizona Biltmore | Phoenix, Arizona

CONFERENCE CALL GUIDELINES

- Wednesday, February 7, 2018 – 2:00 pm CST
- Conference # - (571) 317-3122; Access Code: 112-716-957
- Webinar Address - <https://global.gotomeeting.com/join/112716957>
- Format of Training:
 - BPAMA Intro
 - Thank you for your participation
 - Objectives of call
 - About BPAMA Convention & Business Expo
 - Exhibitor & Sponsor Expo Logistics
 - Registration & Hotel Reservations
 - Mobile App
 - Q&A

ABOUT THE CONFERENCE

➤ Safety Guidelines

- Safety is a top priority!
- Keep safety top of mind when setting up/taking down booths and throughout the convention.
- Take your time!
- Be aware and cautious of potential tripping hazards.
- Speak up! Everyone has the right and obligation to stop any unsafe work.
- Report any injuries. First aid kit will be accessible onsite
- In the event of an emergency, call 911
- If there is an evacuation during the convention, the designated safety point is: outside front entrance, past row of hedges in valet parking area

ABOUT THE CONFERENCE

➤ Useful Phone Numbers

- Emergency: Fire, Police, Ambulance: Call 911
- Emergency: Hotel Security: Dial 11 from any house-phone
- Fire Department (Non-Emergency): Call 602.495.5555
- Local Phoenix Police Department: Call 602.262.6151
- Local Hospital: Arizona Heart Hospital (1930 E. Thomas Road, Phoenix, AZ 85016, P: 602.532.1000)
- Hotel Front Desk: 602.955.6600 or Dial “Front Office” from any house-phone

ABOUT THE CONFERENCE

➤ Content:

- Theme – New Frontiers
- Sub-Themes
 - Leverage Technology
 - Changing Consumer
 - Staying Competitive

➤ Attendance

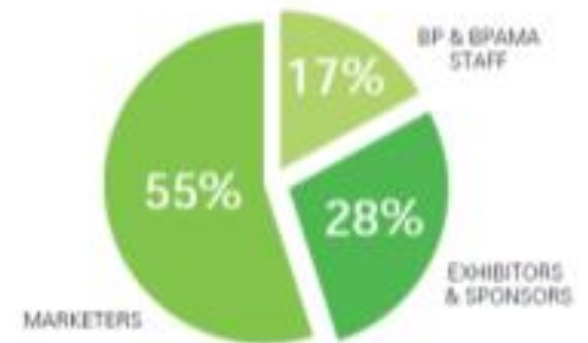
- 300+ BP Branded Marketers representing innovative businesses in the petroleum industry.
- 75+ BP staff from senior leadership to program managers
- Press

BPAMA 2016
attracted over
550
attendees setting a
record attendance!



Attendee Profile
of BP's branded fuel volume
was represented in 2016

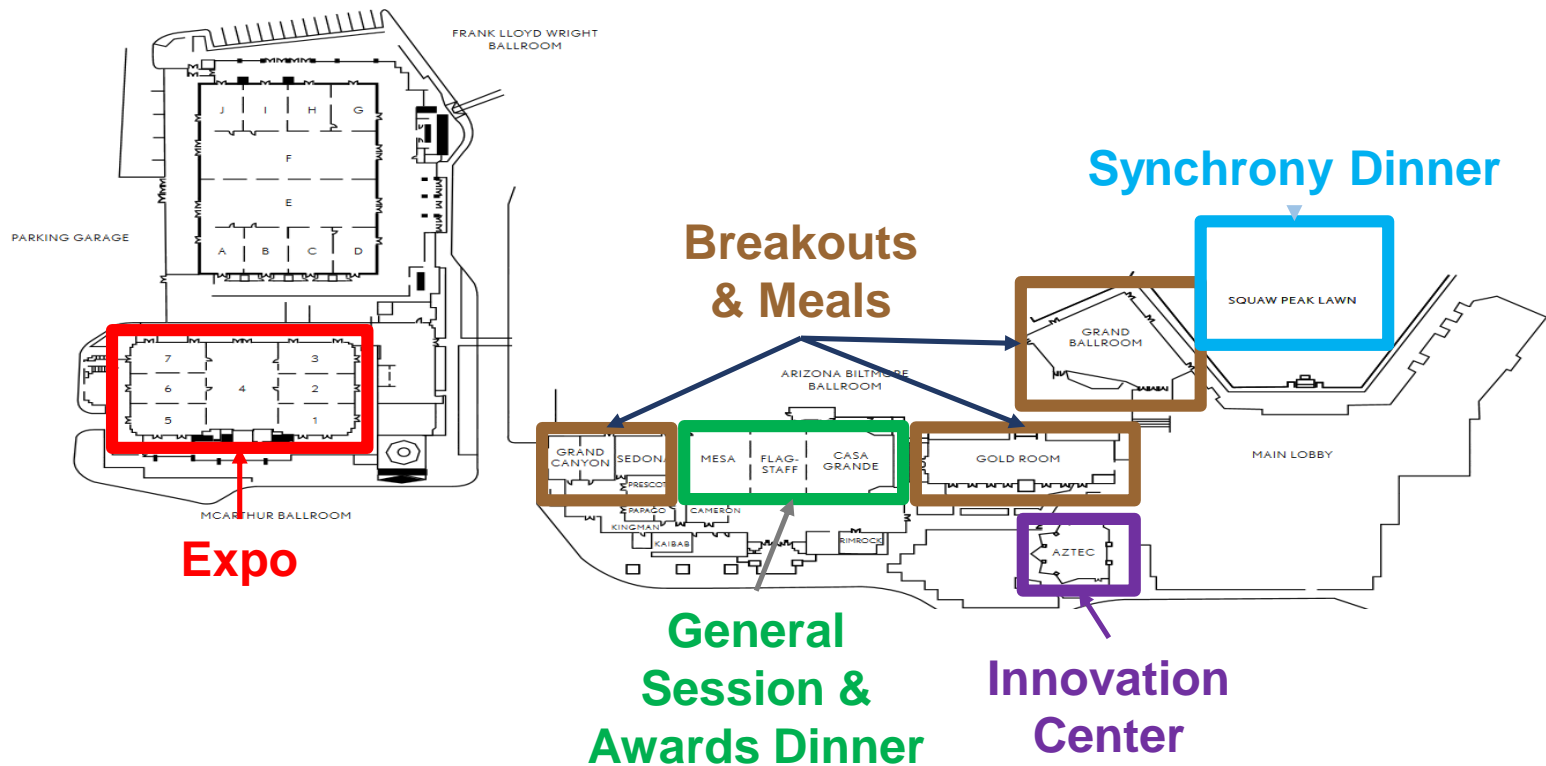
2016 Attendees By Function



ABOUT THE CONFERENCE

➤ Location

- Arizona Biltmore - 2400 E Missouri Ave, Phoenix, AZ 85016
- McArthur Ballroom



ABOUT THE CONFERENCE

➤ Main Event Contacts

- Merry Green, Sponsorship and Expo Manager

T: 847-397-2200 C: 847-344-1137

E: mgreen@total-event.com

- Jack Allard, Executive Director

O: 615-288-2594 M: 630-632-9927

E: jallard@bpama.com

SPONSORSHIPS SOLD

Company	Sponsorship
Synchrony	BPAMA Ultimate Sponsor - Sponsored Award during BP Recognition Dinner + BPAMA Innovation Center
FIS	Welcome to BPAMA + BPAMA Conference Wi-Fi + BPAMA Tuesday Night Cocktail Reception (Pre-Recognition Awards Gala)
Gilbarco	BPAMA Lunch Sponsor
VeriFone, Inc.	BPAMA Convention Food & Beverage
Wayne Fueling Systems	BPAMA Expo Food & Beverage
Hughes	BPAMA General Session – Day
Visa	BPAMA Communal Charging Stations
Sevan Solutions	BPAMA Roundtable Breakfast, Workshop and Regional Sessions – Company Introductions
Fleetcor BP Business Solutions	BPAMA Associate Sponsor
Platts	BPAMA Associate Sponsor
Source North America Corp.	BPAMA Associate Sponsor
DCI Marketing	BPAMA BP Staff Meeting & National Leadership Board Sponsor
Patriot Capital Corporation	BPAMA Branded Bottled Water Sponsor

LOGISTICS – PROVIDED MATERIAL

➤ General Services Contractor – Brede Exposition Services

■ Contact:

- Customer Service Representative at 602.275.5900 or csarizona@brede.com

➤ Convention Booth Package Includes, unless otherwise contracted –

- (1) 8' x 10' booth space
- 8' high backwall, 3' high side rail
- (1) 6' draped table
- (2) chairs
- (1) wastebasket
- (1) ID sign

➤ Access to BPAMA Convention & Expo mobile app

- Contains lead retrieval, agenda, speaker info, and expo & sponsorship information

LOGISTICS – PRE-EVENT

➤ Received an “onboarding” email

- Exhibitor Services Manual & Booth Assignment
- Sponsorship Fulfillment Requests
- Attendee list sent out to vendor contacts

➤ Important Deadlines & Actions

- Exhibitor Service Manual – Advanced Order Discount deadline is 2/13/2018
- Sponsorship Fulfillment Requests – 1/26/2018
- Ensure attendee registrations and payments have been made – pre-arrival
- Ensure hotel reservations have been made – ASAP!

LOGISTICS – SHIPPING DATES

➤ Shipping Dates:

- Advance Shipments to Warehouse (discounted)
 - To arrive to Brede's Warehouse between Thursday, January 25, 2018 - Wednesday, February 21, 2018
- Direct to Show
 - To arrive to Arizona Biltmore on Monday, February 26, 2018

LOGISTICS – SHIPPING ADDRESSES

- Advance Shipments to Warehouse

BPAMA

Brede Exposition Services

c/o YRC Freight

2021 South 51st Avenue

Phoenix, AZ 85043

- Direct to Show

BPAMA

c/o Brede Exposition Services

Arizona Biltmore - McArthur
Ballroom

2400 E Missouri

Phoenix, AZ 85016

LOGISTICS – SHIPPING LABELS

➤ Advance to Warehouse

ADVANCE WAREHOUSE	EXHIBIT MATERIAL	Brede EXPOSITION SERVICES
	<i>Rush to:</i>	c/o YRC Freight 2021 South 51st Avenue Phoenix, AZ 85043
	BPAMA	Exhibitor _____
	Arizona Biltmore - McArthur Ballroom Phoenix, AZ February 26-27, 2018	Booth _____ <i>Late to warehouse charges apply after: February 21, 2018</i>

➤ Direct to Showsite

DIRECT TO SHOW SITE	EXHIBIT MATERIAL	Brede EXPOSITION SERVICES
	<i>Rush to:</i>	Arizona Biltmore - McArthur Ballroom 2400 E Missouri Phoenix, AZ 85016
	BPAMA	Exhibitor _____
	Arizona Biltmore - McArthur Ballroom Phoenix, AZ February 26-27, 2018	Booth _____ <i>Do not deliver prior to: February 26, 2018</i>

LOGISTICS – ONSITE EXHIBITOR SCHEDULE

➤ Exhibitor Move In

- Monday, February 26, 2018 12:00 PM – 5:00 PM
- Tuesday, February 27, 2018 8:00 AM – 12:30 PM

➤ Exhibitor “Grab and Go” Lunch (McArthur Lawn)

- Tuesday, February 27, 2018 12:00 PM – 1:00 PM

➤ Show Hours

- Tuesday, February 27, 2018 1:30 PM – 5:30 PM

➤ Exhibitor Move Out

- Tuesday, February 27, 2018 5:30 PM – 9:30 PM

LOGISTICS - ONSITE

➤ BPAMA Convention & Business Expo Agenda

■ Sunday, February 25

12:00 PM - 6:00 PM	Early Arrival Registration	Hotel Front Desk
6:00 PM – 9:00 PM	Welcome Night Reception	Paradise Pool

■ Monday, February 26

2:00 PM – 4:30 PM	General Session	Arizona Biltmore Ballroom
4:30 PM – 5:30 PM	Howard Tullman Talk	Aztec
6:00 PM – 9:00 PM	Opening Night Dinner	Squaw Peak Terrace

LOGISTICS - ONSITE

➤ BPAMA Convention & Business Expo Agenda (continued)

■ Tuesday, February 27

6:30 AM – 8:00 AM Breakfast	Gold Room (Sedona for Roundtables)
8:00 AM – 9:30 AM General Session	Arizona Biltmore Ballroom
9:45 AM – 12:45 PM Workshops	Grand Ballroom, Grand Canyon, Sedona
12:00 PM – 1:00 PM Exhibitor Lunch	McArthur Lawn
12:45 PM – 1:30 PM General Lunch	Gold Room
1:30 PM – 5:30 PM Expo	McArthur
6:15 PM – 7:00 PM Cocktail Reception	Aztec Lawn, Gold Patio, and Arizona Biltmore Ballroom lobby
7:00 PM – 9:00 PM Awards Dinner	Arizona Biltmore Ballroom

LOGISTICS - ONSITE

➤ BPAMA Convention & Business Expo Agenda (continued)

■ Wednesday, February 28

6:30 PM – 7:45 AM Breakfast

Gold Room (Sedona for Roundtables)

8:00 AM– 9:30 AM Regional Sessions

Grand Ballroom & Grand Canyon

9:45 AM – 11:30 AM General Session

Arizona Biltmore Ballroom

LOGISTICS - ONSITE

- Onsite questions, comments, concerns?
 - Contact Merry Green – 847.344.1137, mgreen@total-event.com

- Brede questions, comments, concerns?
 - Visit the Brede Help Desk located near the Expo during these hours
 - MOVE IN SCHEDULE
 - Monday, February 26, 2018 – 11am—5pm
 - Tuesday, February 27, 2018 – 7am – 12:30pm
 - MOVE OUT SCHEDULE:
 - Tuesday, February 27, 2018 – 4:30pm – 9:30pm

BPAMA CONVENTION – PRE-EVENT REGISTRATION

- Make sure you are registered and paid before arriving onsite
 - Only registered individuals and paid booths can attend the event
 - Questions, or to check on your status?
 - Contact Tanya Wilson at twilson@bpama.com or 615-288-2495

BPAMA CONVENTION – ONSITE EVENT REGISTRATION

➤ Registration

- For those staying as overnight guests at the Arizona Biltmore
 - Easy, one-stop registration “check in” process done right at the hotel front desk
 - Check-in for your guestroom, and you’ll be handed your registration materials right there!
 - For questions or issues, we will have a Help Desk open during the following times
 - Sunday, February 25 from 12 PM – 6 PM located in Aztec Lobby
 - Sunday, February 25 from 6 PM – 9 PM located at Paradise Pool
 - Monday, February 26 from 8 AM – 5 PM located in Aztec Lobby
 - Tuesday, February 27 from 6:30 AM – 9 PM located in Aztec Lobby
 - Wednesday, February 28 from 6:30 AM – 1:30 PM located in Aztec Lobby

BPAMA CONVENTION – ONSITE EVENT REGISTRATION

➤ For those staying off-property

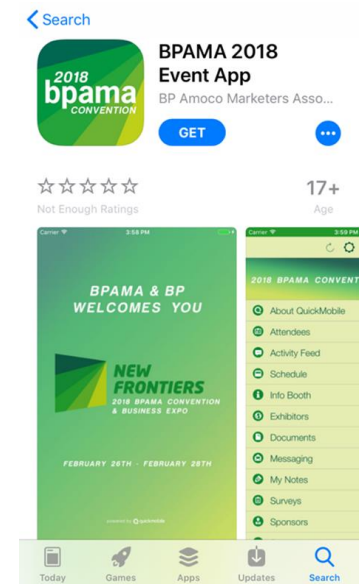
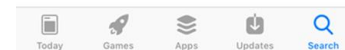
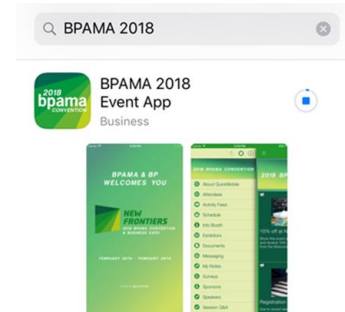
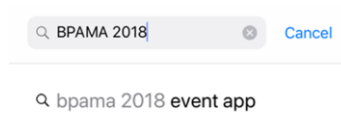
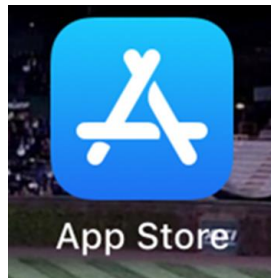
- Visit our Help Desk during the following times:
 - Sunday, February 25 from 12 PM – 6 PM located in Aztec Lobby
 - Sunday, February 25 from 6 PM – 9 PM located at Paradise Pool
 - Monday, February 26 from 8 AM – 5 PM located in Aztec Lobby
 - Tuesday, February 27 from 6:30 AM – 9 PM located in Aztec Lobby
 - Wednesday, February 28 from 6:30 AM – 1:30 PM located in Aztec Lobby

HOTEL ACCOMMODATIONS

- You will need to make hotel reservations at the Arizona Biltmore *separate* of your registration:
 - Online link is CLOSED
 - To make a new reservation or modify an existing reservations, call (602) 955-6600, option 1
 - BPAMA discounted rooms have expired
 - Rates are subject to availability, plus resort fee and tax
- Off-Property Options (*rack rate only, no negotiated rates, pending availability*)
 - The Hampton Inn Phoenix-Biltmore – (602) 956-5221
 - Homewood Suites by Hilton – (602) 508-0937
 - The Camby, Autograph Collection – (602) 468-0700
 - Embassy Suites by Hilton Hotel Phoenix Biltmore – (602) 955-3992
 - Courtyard by Marriott - Phoenix Camelback – (602) 955-5200
 - Pointe Hilton Squaw Peak – (602) 678-5923

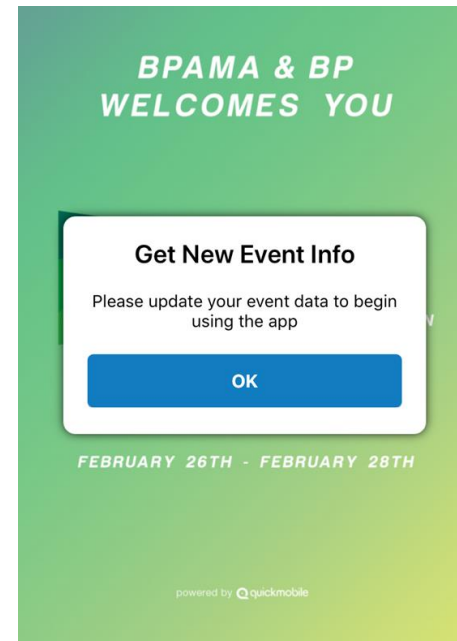
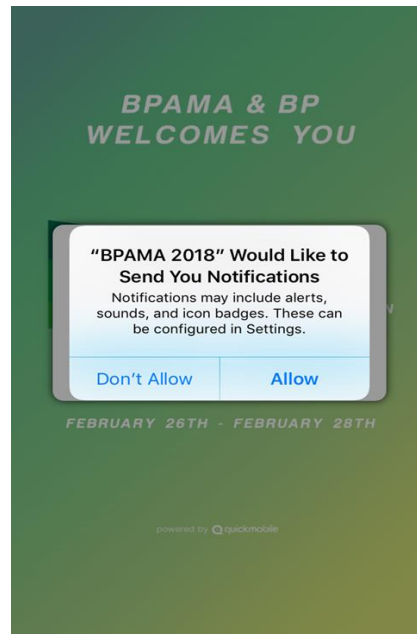
MOBILE APP – PRE-EVENT

- Make sure you download the BPAMA 2018 Mobile App! Click on your app store and search for the BPAMA 2018 Event App. The app will go live on February 19th.



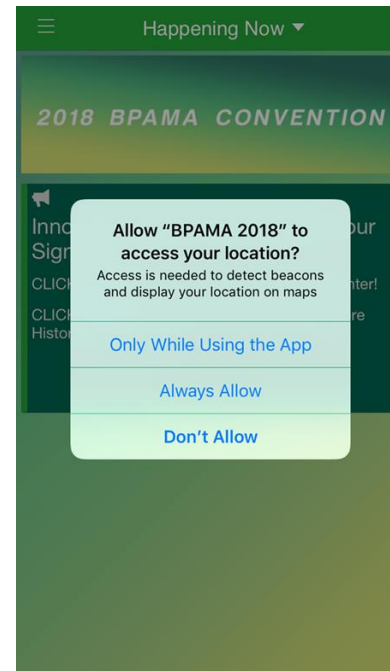
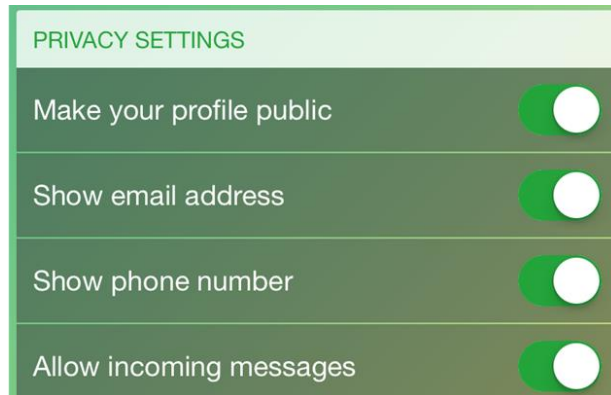
MOBILE APP – PRE-EVENT

- Allow push notifications to keep in the know!
- Allow the app to Get New Event Info so you have the most up to date information.



MOBILE APP – PRE-EVENT

- It is recommended that you make your profile public, show your email address and phone number, and allow incoming messages.
- It is also recommended that you allow access to your location.

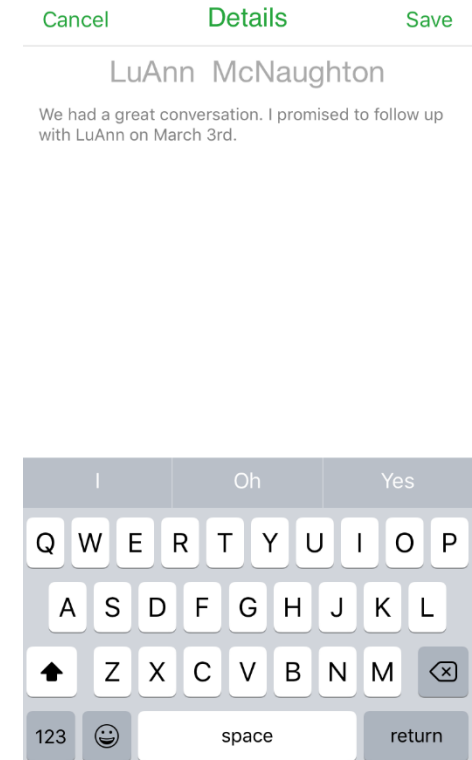
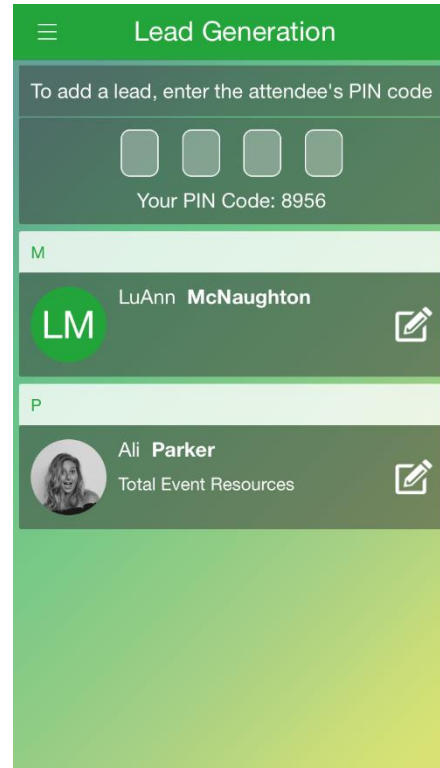


MOBILE APP – PRE-EVENT

- Although there will be sign-ups for the Innovation Center and Historic Tours, those are specifically reserved for marketers.
- Exhibitors will be allowed to visit the Innovation Center on Tuesday, February 27, 7:00-7:45 AM and 12:45-1:30 PM.
- Please note that the Meet and Greet with Howard Tullman is for Marketers only.

MOBILE APP – ONSITE

- Lead Generation- Marketers will have an assigned four digit pin.
- A Marketer will provide their four digit pin to the exhibitor to generate the lead.
- Within this feature, the exhibitor will be able to add notes about the marketer such as what they were discussing.
- Leads will be listed in this section.
- If an error message occurs, ask the Marketer to make their profile public.
- *This four digit pin is separate from the engagement four digit pin.



MOBILE APP – ONSITE – EXPO ONLY

- Marketers will be using the app to earn points throughout the conference by engaging in any the Expo activities listed below. The more a marketer plays, the more chances they have of winning. The Grand Prize will be announced to the person with the highest engagement score during the General Session on Wednesday, February 28th. PLEASE NOTE ONLY MARKETERS ARE ELIGIBLE TO WIN PRIZES.
- Marketers will check in and engage with booths in the Expo for a chance to earn points. Bonus points will be handed out by exhibitors to reward marketers for quality engagements throughout the expo!
- Each booth will be given (2) check-in QR code cards.
 - First card is a general engagement card
 - Second card is a BONUS QUALITY engagement card (higher value of points)

MOBILE APP – POST-EVENT

- After the event, we will send you a list of the leads that were generated within one week.

Q&A

THANK YOU

See you in you a few weeks in sunny Phoenix!