

March 2010

**Dear Environmental Supplier/Manufacturer:**

The Tire Industry Association (TIA) is planning an Environmental Symposium scheduled for October 1-2, 2010, at the Ocean City Convention Center in Ocean City, Maryland. The Symposium will be held in conjunction with the Washington, Delaware & Maryland Service Station and Tire Dealers Association Annual Convention & Mega Trade Show.

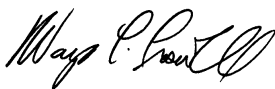
After more than 15 years of serving the educational needs of the tire and rubber recycling industry through conferences and expositions that covered a variety of topics related to tire and rubber recycling and product manufacturing, TIA is formalizing and expanding this commitment into a larger initiative. The Environmental Symposium captures TIA's commitment to sustainable practices with a strong educational program, exhibits and networking opportunities to help companies incorporate sustainable green practices into their facilities and operations.

Environmental and recycling exhibits will be showcased at the Service Station and Tire Dealers Mega Trade Show which last year attracted more than 1,000 visitors including tire dealers, tire wholesalers, tire manufacturers, tire repair and auto service shop owners. This year, TIA is adding attendance to include companies and organizations involved in the recovery and recycling of tires, recycled rubber product manufacturers as well as companies who recycle oils, antifreeze, chemicals, refrigerants, metals and more. TIA's emphasis on environmental preservation brings together business and technology innovators, investors, corporate and government green product purchasers, scrap tire program managers and recycling officials at this show.

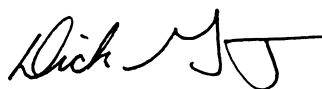
We invite you to display your products, services and equipment at this new Environmental Symposium and be among the first to play a part in TIA's green revolution. The accompanying form should be returned to TIA by July 31st to be included into promotional mailings.

If you have any questions, please contact Mary Sikora, Director of Tire & Rubber Recycling, at 571-258-0500 or at [msikora@tireindustry.org](mailto:msikora@tireindustry.org) or LaKisha Pindell, Director of Meetings, at 800-876-8372, ext.104, or at [lpindell@tireindustry.org](mailto:lpindell@tireindustry.org).

We look forward to seeing you in Ocean City!



**Wayne Crosswell**  
TIA President



**Dick Gust**  
EAC Co-Chair

**Larry Brandt**  
EAC Co-Chair



Maryland office:

1532 Pointer Ridge Place 800.876.8372  
Suite G 301.430.7280  
Bowie, Maryland 301.430.7283 f  
20716-1883

# TIA ENVIRONMENTAL SYMPOSIUM & THE MEGA SHOW

## SHOW CO-SPONSORS

September 30 - October 2, 2010 • Ocean City Convention Center • Ocean City, Maryland



The **Washington, Maryland, Delaware Service Station and Automotive Repair Association (WMDA)** was established in 1936 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 1,500 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. **WMDA has the largest association industry trade show in the country.**



The **Chesapeake Automotive Business Association (CABA)** formally the Maryland Tire is a not-for-profit 501(c)6 trade association of aftermarket businesses in Maryland, Delaware and Washington, DC. CABA is dedicated to the development of locally owned auto repair & tire service centers, their jobbers and the aftermarket professionals that supply them. The focus of CABA efforts are on programs and services that enhance our members' competitive skills, lower their business operating expenses and help them attract, motivate, and keep the best employees.



The **Tire Industry Association (TIA)** is an international association representing all segments of the tire industry, including those that manufacture, repair, recycle, sell, service, or use new or retreaded tires, and also those suppliers or individuals who furnish equipment, material, or services to the industry. TIA was formed by the July 2002 merger of the International Tire & Rubber Association (ITRA) and the Tire Association of North America (TANA). The association's main office is in Bowie, Maryland, and has over 6,000 current members.



**Service Station Dealers of America and Allied Trades (SSDA-AT)** is a national association composed of individual and state affiliate associations representing service station dealers, repair facilities, car washes, and convenience stores. For over 54 years, **SSDA-AT** has worked for the betterment of its members as a voice on Capitol Hill, with federal regulators, with the media, in the courts, and with suppliers. Executive Directors, Presidents and members of state associations attend **The Mega Show** from all over the United States and foreign countries.

# TIA ENVIRONMENTAL SYMPOSIUM & THE MEGA SHOW

## EXHIBITOR GENERAL INFORMATION

September 30 - October 2, 2010 • Ocean City Convention Center • Ocean City, Maryland

### IF YOU SELL TO THE AUTOMOTIVE INDUSTRY, THIS SHOW IS FOR YOU!

**The Mega Show** delivers focused buyers, who are seriously looking for the products and services you offer.

Attendees at **The Mega Show** are directly responsible for the purchase of their company's equipment, products and services. Be sure they see your company on the show floor.

**The Mega Show** promises to be one of your best marketing opportunities of the year. Exhibitors involved in all aspects of the automotive aftermarket participate in **The Mega Show**.

**The Annual Convention & The Mega Show** has been in existence for the past 36 years and appeals to service stations, convenience stores, repair shops, car washes, tire dealers, jobbers, co-branded stations, and auto parts stores. Owners, managers, decision-makers and technicians will all be in Ocean City to attend informative seminars, witness live demonstrations, network and learn about the latest products, technologies and services for the automotive industry.

The attendance for **The Mega Show** exceeds well over 1,000 owners, managers, and decision-makers. As a result, **The Mega Show** is an excellent place for the exchange of information and ideas between companies and customers.

### AN EVENT DESIGNED FOR YOU!

**The Mega Show** is designed to be EXHIBITOR FRIENDLY! We make it easy for you to connect with qualified, motivated buyers. You focus on the selling; we'll focus on the details.

### HERE'S WHAT YOU GET AS AN EXHIBITOR:

- Pre-show promotional program
- No hassle labor relationships
- Large overhead doors for easy entry and exit
- 24-hour show security
- Wireless internet service, drapes, table, chairs, signage and wastebasket are included in the cost of your booth
- Free VIP complimentary passes for your customers and prospects
- Vendor listing in the Event Program
- Eight (8) complimentary vendor badges per each 10 x 10 booth

### ADDITIONAL ACTIVITIES/EVENTS:

In addition, there are a variety of social events held during The Mega Show that provide numerous networking opportunities for exhibitors and attendees. These include:

- Golf at the Beach Tournament
- Welcome Reception/Jamaican Beach Party
- Grille on the Bay/Luncheon
- Crab & Seafood Feast
- Industry-hosted Hospitality Suites

# TIA ENVIRONMENTAL SYMPOSIUM & THE MEGA SHOW

## TENTATIVE SCHEDULE OF EVENTS AT A GLANCE

September 30 - October 2, 2010 • Ocean City Convention Center • Ocean City, Maryland

### THURSDAY, SEPTEMBER 30, 2010

|                        |  |            |
|------------------------|--|------------|
| 9:00 a.m. – 2:00 p.m.  | Golf at the Beach/Golf Tournament – 10:00 a.m. Shotgun Start** | Rum Pointe |
| 7:00 p.m. – 10:00 p.m. | Welcome Reception/Jamaican Beach Party**                       | Seacrets   |

### FRIDAY, OCTOBER 1, 2010

|                         |  |                                    |
|-------------------------|--|------------------------------------|
| 9:00 a.m. – 11:00 a.m.  | Legislative Workgroup*   | O.C. Convention Center             |
| 11:00 a.m. – 11:30 a.m. | TIA Goes Green*  | O.C. Convention Center             |
| 11:30 a.m. – 12:00 noon | Maryland Scrap Tire Program*   | O.C. Convention Center             |
| 12:00 noon – 1:00 p.m.  | Grille on the Bay Luncheon   | O.C. Convention Center             |
| 1:00 p.m. – 2:30 p.m.   | Asphalt Rubber Workshop*   | O.C. Convention Center             |
| 2:30 p.m.–2:45 p.m.     | Break  |                                    |
| 2:45 p.m.–3:30 p.m.     | Superfund Liability Issues*  | O.C. Convention Center             |
| 3:30 p.m.–4:00 p.m.     | Dispelling the Myths: A Look at the Facts<br>Concerning Crumb Rubber Products* | O.C. Convention Center             |
| 4:00 p.m. – 7:30 p.m.   | <b>Mega Trade Show</b>   | O.C. Convention Center             |
| 8:30 p.m. – 11:30 p.m.  | Hospitality Suites   | Clarion Resort Fontainebleau Hotel |

### SATURDAY, OCTOBER 2, 2010

|                        |                                    |                          |
|------------------------|------------------------------------|--------------------------|
| 9:30 a.m. – 10:00 a.m. | Continental Breakfast              | O.C. Convention Center   |
| 10:00 a.m.–10:45 a.m.  | Greening Your Business*            | O.C. Convention Center   |
| 10:45 a.m.–11:30 a.m.  | Eco-Friendly Tire & Auto Care*     | O.C. Convention Center   |
| 11:30 a.m. – 3:30 p.m. | <b>Mega Trade Show</b>             | O.C. Convention Center   |
| 3:15 p.m.              | Grand Prize Drawing                | O.C. Convention Center   |
| 3:30 p.m.–5:00 p.m.    | Environmental Networking Reception | O.C. Convention Center   |
| 7:00 p.m. – 11:00 p.m. | Crab & Seafood Feast               | Higgins Crab House North |

*\* Session topics subject to change. Conference registration fee applies (\$225 member and \$325 non-member).*

*\*\* Optional events available at additional cost.*

### HOTEL INFORMATION

**Clarion Resort Fontainebleau Hotel**  
**10100 Coastal Highway**  
**Ocean City, MD 21842**

**Member Rates (Single/Double):**

|                |          |                                      |          |
|----------------|----------|--------------------------------------|----------|
| Double/Double  | \$139.00 | 1 Bedroom Condo                      | \$159.00 |
| Executive King | \$159.00 | 2 Bedroom Condo                      | \$184.00 |
| Studio King    | \$169.00 | 3 Bedroom Condo                      | \$299.00 |
| Cabana         | \$187.00 | <i>All rates per night plus tax.</i> |          |

***Make reservations by calling 1-800-638-2100 or online at [www.clarionoc.com](http://www.clarionoc.com). The cut-off date is September 13, 2010.  
Mention WMDA/The Mega Show to receive convention room rate.***

# TIA ENVIRONMENTAL SYMPOSIUM & THE MEGA SHOW

## EXHIBITOR FLOOR PLAN

September 30 - October 2, 2010 • Ocean City Convention Center • Ocean City, Maryland

### FLOOR PLAN SPECIFICATIONS

| Booth Size         | Member Cost* | Non-Member Cost |
|--------------------|--------------|-----------------|
| 10' x 10'          | \$950.00**   | \$1,250.00**    |
| 10' x 10' (corner) | \$1,030.00** | \$1,330.00**    |

\* Member rate extended to TIA members.

\*\* Discounts given on 4 or more booths reserved.

### TENTATIVE EXHIBIT SCHEDULE

#### Installation of Displays\*

|                              |                       |
|------------------------------|-----------------------|
| Thursday, September 30, 2010 | 12 noon - 5:00 p.m.   |
| Friday, October 1, 2010      | 8:00 a.m. - 2:30 p.m. |

#### Grand Opening

|                         |           |
|-------------------------|-----------|
| Friday, October 1, 2010 | 4:00 p.m. |
|-------------------------|-----------|

#### Show Hours

|                           |                        |
|---------------------------|------------------------|
| Friday, October 1, 2010   | 4:00 p.m. - 7:30 p.m.  |
| Saturday, October 2, 2010 | 11:30 a.m. - 3:30 p.m. |

#### Dismantling of Displays

|                           |                        |
|---------------------------|------------------------|
| Saturday, October 2, 2010 | 3:30 p.m. - 10:00 p.m. |
| Sunday, October 3, 2010   | 8:00 a.m. - 11:00 a.m. |

\* Special installation times available for exhibitors with more than 4 booths.

### BOOTH FURNISHINGS

Each booth will consist of a draped backdrop, side draped dividers, draped table, two chairs and a vendor name sign.

All additional furniture, carpet and booth decorations may be rented by requisition to the official decorator.

### ELECTRICAL OUTLETS

Electrical outlets will be provided by The Mega Show for an additional charge. Additional charges apply for electric ordered on-site.

|                                   |          |
|-----------------------------------|----------|
| 120 Volts (15 Amps)               | \$85.00  |
| 208 Volts (20 Amps, Single Phase) | \$160.00 |
| 208 Volts (20 Amps, Triple Phase) | \$170.00 |

Additional amperages are available upon request.

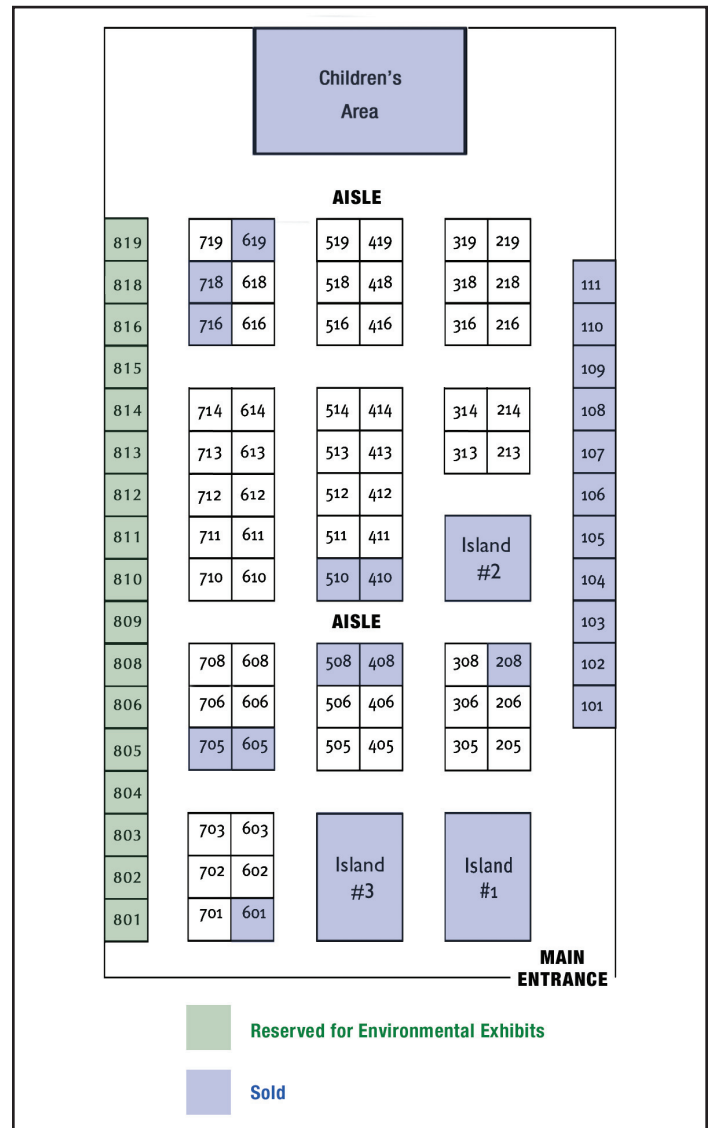
### ADDITIONAL SERVICES

A Service Kit containing order forms for furniture, labor, shipping, carpet, drayage, and other services will be mailed to exhibitors six weeks prior to the show.

Water, telephone, ice and audio visual equipment are available through The Ocean City Convention Center. High speed internet service and dedicated phone lines can also be provided at an additional cost. Please contact TIA for more information about these services.

### SHOW SPECIALS

All exhibitors are requested to develop at least one exclusive show special for The Mega Show. Prior to the trade show, The Mega Show will promote specials in various promotional mailings. For more information, please contact LaKisha Pindell at 800-876-8372, ext. 104.



To reserve your booth or for more information please contact:

**LaKisha Pindell**

Phone: 800-876-8372 ext. 104 • Fax 301-430-7280

email: lpindell@tireindustry.org

website: www.tireindustry.org

**Tire Industry Association**  
**1532 Pointer Ridge Place, Suite G**  
**Bowie, MD 20716**

# TIA ENVIRONMENTAL SYMPOSIUM & THE MEGA SHOW

## EXHIBITOR RULES & REGULATIONS

September 30 - October 2, 2010 • Ocean City Convention Center • Ocean City, Maryland

**CODES & AGREEMENTS.** Exhibitor hereby agrees to be bound by the "Rules and Regulations of the Trade Show." Exhibitor further agrees to adhere to and be bound by (i) all applicable fire, utility, and building codes and regulations; (ii) any rules or regulations of the facility where the trade Show is held; (iii) the terms of all leases and agreements between the WMDA Service Station & Automotive Repair Association (WMDA) and the managers or owners of said facility, or between the WMDA and such managers or owners; and (iv) the terms of any and all leases and agreements between the WMDA and any other party relating to the Trade Show. Exhibitor shall not, nor shall Exhibitor permit others to do anything to the booth or do anything in the facility where the Trade Show is held, or bring anything into said facility, which would cause a difference in conditions from those previously approved by the insurance carriers of the WMDA, or the owners or managers of said facility, which will in any way increase premiums payable by any of said parties for fire insurance and said facility, or any property therein. Exhibitor agrees to pay on demand by any of said parties any such increase resulting from a violation of this section.

**SPACE ASSIGNMENTS.** The WMDA shall use its best efforts to locate the booth in one of the locations designated by Exhibitor on the contract, to provide physical separation of the booth from the booths of those competitors from whom Exhibitor has requested such separations on the contract. Notwithstanding the above, the WMDA reserves the right to change location assignments at any time, as it may in its sole discretion deem necessary.

**HOSPITALITY SUITES.** Hospitality Suites shall not be open during regular scheduled hours of meetings, exhibits or other functions.

**EQUIPMENT.** Booth equipment provided by the WMDA shall be returned to the WMDA at the end of the term hereof, complete and in good condition, normal wear and tear expected. Exhibitor shall have no right, title or interest in such equipment, but only the right to use it under this lease. All other equipment shall be provided by Exhibitor at his own expense. All draping and decorative materials used by Exhibitor shall be flame proofed. All booth equipment shall be in keeping, and consistent, with all rules, codes and regulations referred to under Codes & Agreements above. All demonstrations and displays shall be confined to booth.

**EXCLUSION.** The WMDA shall have the right to exclude or to require modification of any display or demonstration which, in its sole discretion, it considers unsuitable to or not in keeping with the character of the Trade Show. The WMDA shall have the right to prohibit the use of amplifying equipment or music which, in its sole discretion, it considers objectionable.

**ASSIGNMENT AND SUBLEASE.** Exhibitors shall not sublet the booth or any equipment provided by the WMDA nor shall Exhibitor assign this Lease in whole or in part.

**LIABILITY.** This Agreement shall not constitute or be considered a partnership, employer-employee relationship, joint venture, or agency between the WMDA and Exhibitor. Exhibitor hereby agrees to and does indemnify, hold harmless and defend the WMDA from and against any and all liability, responsibility, loss, damage, cost or expense of any kind

whatsoever (including, but not limited to cost, interest and attorney's fees) which the WMDA may incur, suffer, pay or be required to pay incident to or arising directly or indirectly from any intentional or negligent act or omission by Exhibitor or any of its employees, servants, or agents. Exhibitor further agrees that the WMDA and its respective agents and employees shall not be responsible in any way for (i) damage, loss or destruction of any property of Exhibitor or (ii) injury to Exhibitor or its representatives, agency employees, licensees or invitees.

**CANCELLATION OR POSTPONEMENT OF TRADE SHOW.** In the event that the Trade Show is postponed due to any occurrence not occasioned by the conduct of the WMDA or Exhibitor, whether such occurrences be an Act of God or the common enemy or the result of war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this Lease, then the performance of the parties under this agreement shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effect thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the Trade Show, the obligations of the parties under this Agreement shall be automatically terminated and all rental payments under this Lease shall be refunded to Exhibitor, less a pro rata share of expenses actually incurred by the WMDA in connection with the Trade Show.

**HANDLING AND STORAGE.** The WMDA and the owners or managers of the facility where the Trade Show is to be held shall not accept or store display materials or empty crates, and Exhibitor shall make its own arrangements for shipment, delivery, receipt and storage of such materials and empty crates. Such arrangements may be made through the decorator.

**CANCELLATION OF LEASE.** Exhibitor shall have the right to cancel this Agreement at any time by written notice to the WMDA. In the event of such cancellation the WMDA shall be under no obligation to refund rental payments made by Exhibitor and shall have the right to lease the booth to any other Exhibitor. No refund on cancellation by Exhibitor within 60 days of Trade Show.

**SECURITY.** The WMDA shall provide guard service throughout the closed hours of the show, and exercise reasonable care for the protection of the Exhibitor's materials and display. Beyond this, the WMDA, the show facility, or any officer or staff member thereof will not be responsible for the safety of the property of the Exhibitor, his agents, or employees, from theft, damage by fire, accident, or any other cause.

**ARRANGEMENT OF EXHIBITS.** Standard booth back-drop, side rails, decorated with drapes with one table, wastebasket, two chairs and uniform vendor sign are provided without charge. Equipment used in a display must remain within the confines of the booth.

**CONDUCT.** Exhibitor agrees that it and its agents, servants, representatives, associates and employees shall conduct themselves at all times with courtesy, dignity and respect and that they shall refrain from any conduct (including but not limited to fighting, profanity, arguing or the use of loud or boisterous language) that could, in any way, be disruptive to WMDA, its members, its other exhibitors or its invitees.

# TIA ENVIRONMENTAL SYMPOSIUM & THE MEGA SHOW EXHIBITOR APPLICATION & CONTRACT

September 30 - October 2, 2010 • Ocean City Convention Center • Ocean City, Maryland

## ALLOCATION OF SPACE & DEPOSIT

Space will be assigned in the order that applications are received. Phone reservations will be taken on a tentative basis for ten days pending receipt of a completed application and deposit. A \$400.00 deposit per booth must accompany the 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 three (3) weeks prior to The Mega Show. The Mega Show reserves the right to modify booth assignments. Final balance is due no later than August 31, 2010. Any applications received after August 31, 2010 must be accompanied by full payment. All exhibit spaces must be paid in full prior to exhibit setup. Membership status must be active to receive member rate.

## CANCELLATION

A refund will be made upon written cancellation received before July 31, 2010. All terms and conditions contained on the Exhibitor Rules & Regulations page hereof are integral parts of this agreement.

## TO VALIDATE CONTRACT

- Complete Application & Contract.
- Include a \$400.00 deposit per booth space.
- Make all checks payable to TIA.
- The Exhibitor acknowledges that the products listed are those which will be displayed or demonstrated; The Mega Show must be notified in writing of any changes prior to the Show.

## RETURN COMPLETED CONTRACT & DEPOSIT TO:

### Tire Industry Association

1532 Pointer Ridge Place, Suite G  
Bowie, MD 20716  
or fax to 301-430-7280

For more information, please contact LaKisha Pindell at 800-876-8372, ext. 104, or by email at [lpindell@tireindustry.org](mailto:lpindell@tireindustry.org).

## EXHIBITOR INFORMATION (PLEASE PRINT OR TYPE)

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

Name to appear on Exhibitor Sign & Official Program: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

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

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

Website: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Products to be exhibited: \_\_\_\_\_

Yes, I will supply a Show Special: \_\_\_\_\_

To help us in assigning you the best possible booth, please list names of companies you **do not** wish to be near: \_\_\_\_\_

Preference in booth locations: First choice: \_\_\_\_\_ Second choice: \_\_\_\_\_ Third choice: \_\_\_\_\_

## PAYMENT INFORMATION

Check Enclosed  Visa  MasterCard  American Express Zip Code of Billing Address for Charge Card \_\_\_\_\_

Cost of booth(s): \$ \_\_\_\_\_ Account # \_\_\_\_\_

Electrical hook-up (if required): # \_\_\_\_\_ \$ \_\_\_\_\_ Expiration Date \_\_\_\_\_ CVV Code \_\_\_\_\_

Deposit enclosed (\$400.00 per booth): \$ \_\_\_\_\_ Account Name (print) \_\_\_\_\_

**Balance due** (August 31, 2010): \$ \_\_\_\_\_ Signature \_\_\_\_\_

# 2009 MEGA SHOW

## EXHIBITORS

September 30 - October 2, 2010 • Ocean City Convention Center • Ocean City, Maryland

ActionCOACH  
Advantage Environmental Consultants, LLC  
Air and Vac Services, Inc.  
Air Solutions  
Alternative Environmental Solutions  
American Tire Distributors  
ATM Express  
Automotive Training Institute  
B.G. Products & Services  
Benjamin F. Brown Insurance Agency  
Besche Oil Co.  
CAR  
Car People Marketing, Inc.  
Carroll Branded Fuels  
Carroll Tire  
CATO Gas & Oil Company  
Century Distributors, Inc.  
Clean Edge  
Columbia Amusements  
Community College of Baltimore County  
Cooper-Booth Wholesale Co.  
Eastern Wash Systems  
Eby-Brown  
Eco Heating Systems  
Environmental Alliance, Inc.  
Ewing Oil Company, Inc.  
FCC Environmental  
First Merchant Services  
Glacial Energy  
Hollender Consulting, LLC  
Hunter Engineering Company  
JB Plastics  
Jasper Engines & Transmissions  
Jones & Frank Corp  
Kelly Benefit Strategies  
Lock America, Inc.  
Maryland Pump & Tank, Inc.  
Meadowbrook Insurance Group  
Metromedia Power  
MGS Services, LLC  
Mitchell 1  
Motor Watch  
MTD Services, Inc.  
NAPA Auto Parts  
Ocean Petroleum, LLC  
PAI ATM Services Group/Intelicom, Inc.  
Patriot Capital  
Petroleum Capital & Real Estate  
Piccadilly Circus Pizza  
PPC Lubricants  
Pro-Cut International  
R.C. Holloway Co.  
RYKO MFG Co.  
Service Station Computer Systems, Inc.  
Shades Under The Sun  
Six Flags America  
Snap-On Tools  
Spigler Petroleum Equipment LLC  
Tastee-Freez  
The George J. Falter Company  
Tilley Chemical & Lubes  
Tire Industry Association  
Total Convenience Marketing  
Triple-C Wholesalers, Inc.  
Utica National Insurance Group  
WASHTECH  
Waymon Lynch Insurance Agency  
Wittenbach Business Systems  
WMDA PAC