

2026 EXHIBITOR INFORMATION



**April 1-2, 2026
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**



2026 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 FUELlowa 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 2026 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 at 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 2025 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.

	<u>Member</u>	<u>Non-Member</u>
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 than a serving size for food 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 Tuesday, March 31, 2026, early morning (6 am).

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

SCHEDULE: (Tentative)

<u>MOVE IN:</u>	Tuesday, March 31, 2026	
	Truck Move-in	6:00 am
	Set up	10:00 am - 4:00 pm
<u>EXHIBIT HOURS:</u>	Wednesday, April 1, 2026	10:30 am - 4:30 pm***
	Thursday, April 2, 2026	10:00 am - 3:00 pm
<u>MOVE OUT:</u>	Thursday, April 2, 2026	<u>AFTER</u> 3:30 PM

***All Exhibitors are invited to attend the Welcome Reception at the InterContinental Hotel, Saint Paul Riverfront, on Wednesday, April 1st, 2026.

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 3:30pm on Thursday, April 2, 2026. Move-out time will be monitored. Any exhibitor that begins taking their exhibit down prior to 3:30 pm will have their 2027 booth price doubled. This policy will be strictly enforced by the Fueling Minnesota & FUEllowa Board of Directors. All equipment must be out by Friday, April 3, 2026, 10:00 am. 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 3:30 pm. Exhibitors can be in the aisles at 3:45 or once the aisle carpet has been removed.)

PAYMENT/REFUND:

Booths must be paid in full to reserve a space. Refunds before January 1, 2026 will be in full. After January 1, 2026, 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.

Pre-registration form for exhibitor badges and hotel reservations will be in your exhibit packet available in **JANUARY**.

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:

Reservation forms will be in
your exhibitor packet - January 2026

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.

2025 UMCS EXHIBITORS

AA EQUIPMENT COMPANY INC
ACRE CUSTOM SOLUTIONS
ADD SYSTEMS
AG TECH BUSINESS
ALL ENERGY SOLAR
AMERICAN LUNG ASSOCIATION
ARROW TANK & ENGINEERING CO
ASCENTIUM CAPITAL
ASSURED PARTNERS
ATM SOURCE
AUTOWASH SYSTEMS, INC
B & H PETROLEUM EQUIPMENT CO
BALLMAN ROOFING & COATING
BAY WEST LLC
CARLSON MCCAIN, INC
CAT SCALE COMPANY
CHAMBERS & OWEN
CHEMQUEST
CHEVRON RENEWABLE ENERGY
GROUP
CHS INC./CENEX
CITGO PETROLEUM
CORPORATION
CONWAY, DEUTH & SCHMEISING,
PLLP (CDS)
CORE-MARK
DALE PETROLEUM COMPANY
DJV LABEL & PACKAGING
DOOLEYS PETROLEUM
EMC INSURANCE COMPANIES
ENDLESS FUN LLC
ETP
FARMCHEM
FARSTAD OIL
FEDERATED INSURANCE
FUELING MINNESOTA
FUEL IOWA
FUHR ENT/CARWASH
TECHNOLOGIES
GENEREUX FINE WOOD
PRODUCTS
HEIL TRAILER INTERNATIONAL
HENRY'S FOODS
HF SINCLAIR
HOLIDAY STATIONSTORES
FRANCHISE
HOME CITY ICE
HTP ENERGY
HUNT BROTHERS PIZZA
Irely
ISTOBAL
INTL WHOLESALE SUPPLY - IWS
KALIBRATE
KAY TANK
LAUNCH—THE CAR WASH
COMPANY/ALL PAWS PET WASH
LBT INC
LIBBY LAW OFFICE

LPG & NH3 SUPPLY
LSI INDUSTRIES
MASON BROTHERS COMPANY
MEG CORP
MERTHAN ENTERPRISES
METCO
MIDWEST PETROLEUM EQUIPMENT
MINNESOTA BIODIESEL COUNCIL
MINNESOTA BIOFUELS COUNCIL
MINNESOTA PETROLEUM SERVICE
MN DEPT OF REVENUE/
PETROLEUM TAX UNIT
MN POLLUTION CONTROL AGENCY
MN WEIGHTS & MEASURES
DIVISION
MOPIT/SPECTRUM IND PRODUCTS
NORTH AMERICAN TRAILER SALES
NORTH CENTRAL INTERNATIONAL
NORTHLAND PETROLEUM SERVICE
O'DAY EQUIPMENT LLC
OIL EQUIPMENT COMPANY
OLM FOOD SOLUTIONS
OMNTEC MFG INC
OPIS
OPW-CIVICON
P&G MARKETING
PATRON POINTS INC
PIUSI
POLAR TANK
PRICEEASY
PUMP & METER SERVICE
R & R PETROLEUM EQUIPMENT
RAIN FOR RENT
RED RIVER SOFTWARE
RELIABLE PLUS CAR WASH
SERVICES INC
RHINO TUFF TANKS
RINAlliance
ROLLIES SALES & SERVICE
ROSE CITY CANOPY & SIGN
RUDOLF INSURANCE
CONSULTANTS
S & R SALES, INC
SCR
SEAYER COMPANY
SEMLER INDUSTRIES
SENECA COMPANIES
SENECA TANK
SRP COMPANIES
SSCS
STAN MORGAN AND ASSOCIATES
INC
STONES RIVER ELECTRIC
TANK MANAGEMENT SERVICES INC
TANKNOLOGY INC
TFC CANOPY & FABRICATION
THE SCAN GROUP
THE YES GROUP INC

TOTAL SOURCE INC
TRIPLE C TECHNOLOGIES
TRUENORTH STEEL
TSBL DISTRIBUTING
UNIFIED CONTRACTING SERVICES INC
UNIVERSAL TRUCK SERVICE
VALLEY PETROLEUM EQUIPMENT INC
VENTURE FUELS
VP RACING FUELS
WALSH LONG & COMPANY
WAYNE TRANSPORTS
WELL VERSED
WEST CENTRAL ENVIRONMENTAL
CONSULTANTS
WESTERN GLOBAL
WESTMOR INDUSTRIES
WINTHROP & WEINSTINE, PA
XCEL ENERGY
XTREME WASH SYSTEMS
ZAHLE-PETROLEUM MAINTENANCE CO

**Thank you for
exhibiting in 2025,
we look
forward to seeing you
in 2026.**



FUELING 
MINNESOTA™

FUEL  **IOWA**

Upper Midwest Convenience Store & Energy Convention 2026

March 31-April 2, 2026

St. Paul RiverCentre Expo Halls A & B

