

# 2025 North Central PROPANE CONVENTION & TRADE SHOW



## Tri-State Gathering of Propane Professionals

**May 20 & 21, 2025**  
La Crosse Center, 300 Harborview Plaza  
La Crosse, Wisconsin

PRESENTED BY THE IOWA, MINNESOTA & WISCONSIN PROPANE ASSOCIATIONS



### Join Us at the North Central Propane Convention & Trade Show!

The North Central Propane Convention & Trade Show is the premier event dedicated to advancing innovation, fostering connections, and showcasing the best of the propane industry. This is your chance to engage with industry leaders, showcase your brand to a targeted audience, and stay ahead of the curve in a rapidly evolving market. Plan now to join us in La Crosse, Wisconsin on May 20 & 21, 2025.

#### As a exhibitor or sponsor, you'll have the unique opportunity to:

- **Elevate Your Brand:** Gain unparalleled visibility among decision-makers, influencers, and professionals across the propane sector.
- **Build Connections:** Network with industry peers, potential partners, and prospective customers in an engaging and collaborative environment.
- **Drive Innovation:** Position your company as a leader in the propane industry by presenting your latest products, services, and technologies.

#### Don't miss this opportunity to make a lasting impression!

- **Reserve Your Booth Today:** Secure your spot on the trade show floor and put your business front and center for maximum exposure.
- **Explore Sponsorship Opportunities:** Highlight your brand in impactful ways through tailored sponsorship packages designed to meet your goals.

All the details for reserving your booth and reviewing sponsorship opportunities are included in this flyer.

#### INSIDE FIND:

- « **Educational seminars** for managers, drivers and customer service representatives.
- « **Industry keynote speakers** sharing current industry issues.
- « **Trade show** showcasing solutions for your business.
- « **Unique outings** to enjoy La Crosse.
- « **Industry networking** to keep your pulse on the industry.

**Don't wait—spaces are limited, so act now to ensure your place at the North Central Propane Convention & Trade Show!**

## Monday, May 19, 2025

3:00 PM **Wisconsin Propane Gas Association Board Meeting and WPGA Member Meeting**

2:00–6:00 PM **Move-in, Trucks Only**

## Tuesday, May 20, 2025

8:00 AM–3:00 PM **Move-in, All Exhibitors**

8:00 AM **Registration Opens**

9:00 AM **Propane Safety Essentials: Reducing Explosion Risks**  
**Don Houde, E-Risk Solutions**

9:45 AM **BREAK**

### Manager Track

10:00 AM **Autogas Growing Gallons w/Paratransit Fleets**  
**Andy Ernst & Mark Porth,**  
CHS with **Paul Gauerke.**

10:45 AM **BREAK**

11:00 AM **Embrassing AI in Propane**  
**Ashley Campbell,**  
Warm Thoughts

11:45 AM **BREAK**

Noon **LUNCH Propane Updates** | Steph Hennen, Michael Baker

1:00 PM **Sustainable Conversations** | **Chris Wagner, NPGA**

1:45 PM **BREAK**

2:00 PM **Cathodic Protection for Managers**  
**Kevin Jaffe, Mopeka**

### Tech/CSR/Driver Track

**Customer Safety Response**  
**Merrill Binnall, MPA -**  
Emergency response calls best practices.

**Cathodic Protection for Technicians**  
**Kevin Jaffe, Mopeka**

**Generator Connections -**  
**Chris Strange, Generac,**  
**Merrill Binnall, MPA**  
Making the final connection of the gas line to the home generator

2:45 PM **BREAK**

3:00 PM **EV Charging Power**  
**Gene Morrisen w/GEC**  
Propane's powerful potential for charging stations

**Train the Trainer: Cylinder Fills**  
**Matt Litwiller,**  
Compass Compliance

3:45 PM **BREAK**

4:00 PM **Welcome Reception on the Trade Show floor**

6:00 PM **Riverboat Dinner Cruise or Dinner on Your Own**

8:00-11:00 PM **Hospitality** Radisson ballroom

## Wednesday, May 21, 2025

7:30 AM **BREAKFAST**

8:30 am **Building a Culture of Safety**  
**Chris Wagner, NPGA**

9:30 AM-1:30 PM

## Trade Show & Lunch on the Show Floor

### ACTIVITIES

1:45 PM **Bus to Forest Hills Golf Course**

Two buses, staggered times in front of Radisson

2:30 PM **Golf Outing**

3:00 PM **Bus to Pearl Street Brewery**  
2:30 Bus in front of Radisson

3:00 PM **Motorcycle Rally**  
Meet in front of Radisson

3:30 PM **Axe Throwing** Driftless Axe in downtown La Crosse

8:00 PM **Hospitality** at The Radisson

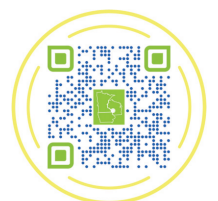
## Hotel

The Radisson will be the convention headquarters hotel. Other options include:

Radisson 608-668-2448	\$145 to \$165
Hampton Inn 608-791-4004	\$152
Marriot Courtyard 608-782-1000	\$159
Home 2 Suites 608-881-6666	\$154 King Studio
Fairfield Inn & Suites 608-782-1491	\$159
GrandStay Hotel & Suites 608-796-1615	\$169 to \$189 Bed Bedroom Suite & 2 Bed Studio Suite

Go to QR code  
to book your room.

Hotel cut-off is  
April 17, 2025



Hotel Reservations

## Exhibitor Information

The North Central 2025 Convention and Trade Show invites companies who provide goods and services to the propane industry in the upper Midwest.

### Booth Rates

<input type="checkbox"/> 10' X 10' Booth	\$900
<input type="checkbox"/> Premium Booth	\$1000
<input type="checkbox"/> Additional 10' X 10'	\$645
<input type="checkbox"/> Bobtail, Truck 10' X 30'	\$1200
<input type="checkbox"/> Second Truck	\$1040
<input type="checkbox"/> Premium Truck	\$1360
<input type="checkbox"/> Transport (trailers)	\$1950

### Special Notice

Your first booth rental includes the cost of the Supplier Hospitality Activities. Non-exhibiting suppliers who wish to participate in the activities will be invoiced separately.

### Booth Specifications

All booths are 10' X 10'. Each contains back and side curtains and an exhibitor name-plate, one 8' skirted table, two padded folding chairs and one 110 volt electrical outlet. Drayage colors are hunter green & white.

For exhibitors interested in bringing tanker trucks or bobtail trucks, please call Dave Wager 763-634-5611 for specifications.

*If, in the opinion of the Convention Committee, a booth setup is in conflict with another exhibitor, the Convention Committee will make the final determination on the setup.*

### Set-up Hours

Monday, May 19, 2025, 2-6 PM

Move-in – Trucks Only

Tuesday, May 20, 2025, 8 AM - 3 PM

Move-in – All exhibitors

### Exhibit Hours

Tuesday, May 20, 4-6 PM

Wednesday, May 21, 9:30 AM-1:30 PM

### Move Out Hours

Wednesday, May 21, 2-5 PM

Thursday, May 22, 8-10 AM



## Tentative map of the North Central 2025 Propane Convention and Trade Show

Layout may change as needed, before the trade show begins. Booths and truck spaces will be reserved on a first come, first served basis. A completed registration form with payment must be sent to reserve your space.

**Please mark your preferred space with your first, second and third choices.**

Premium Booths 1, 6, 7, 12, 13, 18, 19, 24, 25, 33, 34, 42

Premium Truck Spaces 3, 4, 5

## Exhibitor Information

### Exhibit Space Reservations

**Enclosed is a floor plan for the La Crosse Center and a contract form for the exhibit space.** This year we have arranged for 42 booth spaces and 14 truck spaces. *There is no limit of booths per company and two free exhibitor badges will be given per company with a maximum of 4 free badges regardless of the number of booths.* Any additional badges will be billed.

All booths will be assigned on a first-come, first-served basis. Booth spaces will be assigned by date of receipt of the signed contract and check via return mail, express mail, overnight mail, email or by fax accompanied by a qualifying credit card. Space cannot be blocked out by fax or email without proper payment.

**To make your booth reservation, select three booth choices, complete the enclosed Exhibit Space Contract and return to:**

Minnesota Propane Association  
12475 - 273rd Ave NW  
Zimmerman, MN 55398

admin@mnpropane.com | FAX 763.631.4272

### Payment/Refund

**Booths must be paid in full to reserve space.** Refunds before March 14, 2025 will be in full. After March 14, 2025 refunds will be made only if space is resold. Exhibitor Services Kits: Each exhibitor will receive an exhibitor service kit approximately 45 days prior to the show. The kit includes forms for ordering booth furnishings, heavy usage electricity and shipping.

### Exposition Services:

The La Crosse Center has two loading docks for loading and unloading. Doors are 8' X 10' and a street level 20' X 21'.

### Shipping Information

**Exhibitor allows the La Crosse Center to handle the unloading, delivery to the booth, reloading and processing of freight shipments** made to the exposition as described on the bill of lading. All shipments must be prepaid. Please advise all persons in charge of your exhibits of how and when shipments were made. This will help in tracking missing or delayed shipments.

Address all inquiries to:

La Crosse Center  
300 Harborview Plaza  
La Crosse, WI 54601

Or (608) 789-7400

Please include your booth number and the North Central 2025 Propane Convention on the shipping paperwork. The La Crosse Center will not accept freight prior to May 15, 2025.

Shipments arriving early will be refused or diverted to a warehouse, in which case there will be a charge for warehousing plus an additional delivery charge by the trucking company.

### Show Coordinator

Dave Wager  
Minnesota Propane Association  
12475 - 273rd Ave NW  
Zimmerman, MN 55398  
dave@mnpropane.org | 763-634-5611

### Utilities

**Electrical service is available to all booths.** However, if you require heavy usage of electricity please write that on the contract so that we assign the space in an area that can handle the usage.

Water is available in certain areas; please indicate if needed on the contract.

### Liability

2025 North Central Propane Convention and Trade Show or the La Crosse Center are not responsible for lost, stolen or damaged equipment, supplies, etc.

*Register names  
for convention.*



Event Registration

## SPONSORSHIPS

**Sponsoring a convention is a powerful way to elevate your brand, connect with a targeted audience, and position your company as an industry leader.**

**It provides unmatched visibility** through prominent branding and offers direct access to potential customers, allowing you to showcase your products, engage meaningfully, and build trust.

**Beyond immediate exposure, sponsorship enhances your credibility** by associating your brand with a respected event and opens doors to valuable networking opportunities with partners and industry influencers.

**It's an investment in visibility, reputation, and long-term growth**—empowering your company to lead the conversation and drive real impact.

### EDUCATION SPONSOR \$1,000

Support all education at the convention. Your logo on PowerPoint at each educational seminar.

### LA CROSSE QUEEN \$1,700 EXCLUSIVE DINNER CRUISE \$600 CO-SPONSOR

Tuesday, May 20, 2025

Sponsor the 2.5-hour cruise, featuring a unique tour through the locks, and an unforgettable evening of dining, scenic views, and community connection on the Mississippi River.

### GOLF OUTING

Wednesday, May 21, 2025 Forest Hills Golf Course  
600 Losey Blvd N | La Crosse, WI 54601 | (608) 779-4653

**HOLE SPONSOR \$80 PER HOLE**

**BEVERAGE CART SPONSOR  
\$2,200 EXCLUSIVE**

**LUNCH SPONSOR \$2,000 EXCLUSIVE \$1,000 CO-SPONSOR**

**BUS SPONSOR \$1,000 EXCLUSIVE \$500 CO-SPONSOR**

### ACTIVITIES

Your sponsorship will include your logo on signage

**AXE THROWING \$600 CO-SPONSOR**

**BREWERY TOUR \$400 CO-SPONSOR**

### UNIQUE OPPORTUNITIES

**WIFI PASSWORD \$700**

Your company name is the password.  
Up to 7 characters.

**TRADE SHOW CASH \$165**

Marketer names are entered to win \$100 from your company. One sponsorship per company.

**LANYARD SPONSORSHIP \$700**

Lanyards will be ordered by North Central, and feature your logo prominently on this essential item worn by all attendees for maximum visibility throughout the event.

**REGISTRATION REFRESHMENTS TUESDAY  
\$1,350 EXCLUSIVE \$600 CO-SPONSOR**

**SEMINAR REFRESHMENTS TUESDAY  
\$1,900 EXCLUSIVE \$600 CO-SPONSOR**

**LUNCH SPONSOR TUESDAY  
\$3,800 EXCLUSIVE \$900 CO-SPONSOR**

**BREAKFAST SPONSOR WEDNESDAY  
\$3,400 EXCLUSIVE \$600 CO-SPONSOR**

**LUNCH SPONSOR WEDNESDAY  
\$3,800 EXCLUSIVE \$900 CO-SPONSOR**

**TRADESHOW REFRESHMENTS  
\$1,600 EXCLUSIVE \$600 CO-SPONSOR**

\_\_\_\_\_  
Name of Contact Person

\_\_\_\_\_  
Company

\_\_\_\_\_  
Address

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

\_\_\_\_\_  
Phone Email

**Convention Exhibitor Contract**

Please reserve the following exhibit/ truck space(s) for the North Central 2025 Propane Convention and Trade Show, La Crosse Center in La Crosse, Wisconsin.\*

	Member*	Total
Booth	\$ 900	<input type="text"/>
Premium Booth(s)	\$1,000	<input type="text"/>
Additional Booth <i>non-premium</i>	\$ 645	<input type="text"/>
Bobtail or Truck (10 x 30)	\$1,200	<input type="text"/>
Second Truck	\$1,040	<input type="text"/>
ALL Premium Truck	\$1,360	<input type="text"/>
Transport	\$1,950	<input type="text"/>

**TOTAL BOOTH FEE**

\*All displaying vendors must be a member of one of the three participating state associations: Iowa, Minnesota, or Wisconsin.

If you are a non-exhibitor in the trade show, you still can sponsor Suppliers Hospitality Activities at the convention and receive acknowledgement. Fees are:

Members	\$180	<input type="text"/>
Non-members	\$360	<input type="text"/>

**TOTAL ACTIVITY FEE FOR NON-EXHIBITORS**

I have enclosed a copy of the show floor map with our booth choices.

It is our understanding that exhibit spaces are allotted in the order which paid contracts are received. In case our first three choices have been previously sold, we understand the Association will assign booth location(s). We further understand that the North Central 2025 Convention and Trade Show or the La Crosse Center 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.

Move out may not begin prior to 2 PM Wednesday May 21, 2025. Pre-registration form for exhibitor badges and hotel reservations will be in your exhibitor packet mailed 45 days prior to the show.

CHECK Please mail this contract & make checks payable to:

**Minnesota Propane Association**  
12475 273rd Ave NW | Zimmerman, MN 55398  
FAX 763.631.4272

CREDIT CARD Please return this contract & payment to:

**Minnesota Propane Association**  
12475 273rd Ave NW | Zimmerman, MN 55398  
or email to [admin@mnpropane.org](mailto:admin@mnpropane.org) FAX 763.631.4272

Mastercard  Visa  American Express  Discover

**Golf Outing Sponsorship**

HOLE SPONSOR  \$80 per hole

BEVERAGE CART SPONSOR  Exclusive \$2,200

LUNCH SPONSOR  Exclusive \$2,000  Co-Sponsors \$900

BUS SPONSOR  Exclusive \$1,000  Co-Sponsors \$500

**TOTAL GOLF OUTING SPONSORSHIP FEE**

**Convention Sponsorships**

	EXCLUSIVE SPONSORSHIP	CO-SPONSORSHIP	TOTAL
<b>TUESDAY, MAY 20</b>			
Registration Refreshments	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$600	<input type="text"/>
Education Sponsor		<input type="checkbox"/> \$1,000	<input type="text"/>
Seminar Refreshments	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$600	<input type="text"/>
Lunch	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$1000	<input type="text"/>
Dinner Cruise on La Crosse Queen	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$600	<input type="text"/>
<b>WEDNESDAY, MAY 21</b>			
Breakfast	<input type="checkbox"/> \$3,400	<input type="checkbox"/> \$600	<input type="text"/>
Lunch	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$1000	<input type="text"/>
Trade Show Refreshments	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$600	<input type="text"/>
<b>ACTIVITIES</b>			
Axe Throwing		<input type="checkbox"/> \$600	<input type="text"/>
Brewery Tour		<input type="checkbox"/> \$400	<input type="text"/>
<b>OTHER EVENT SPONSORSHIPS</b>			
WIFI Password	<input type="checkbox"/> \$700		<input type="text"/>
Lanyard	<input type="checkbox"/> \$700		<input type="text"/>
Trade Show Cash		<input type="checkbox"/> \$165	<input type="text"/>
<b>TOTAL SPONSORSHIP FEE</b>			<input type="text"/>
<b>TOTAL OF ALL FEES</b>			<input type="text"/>

\_\_\_\_\_  
Name on Credit Card *If different from registration name*

\_\_\_\_\_  
Address *If different from registration address*

\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_  
Exp Date CVC Code

\_\_\_\_\_  
Signature