

March 3, 2008

Dear CTPMA Associate Member:

You are invited to be an exhibitor at the **2008 CTPMA Business Forum & Tradeshow from June 25-27 at Rancho Bernardo Inn Golf Resort & Spa** just outside San Diego. This event will be the primary convention meeting of Chevron and Texaco jobber marketers in 2008, so I'm sure you'll appreciate the value of this opportunity for one-on-one interaction with your customers. If you were at Chevron's Marketing Convention in Denver last year, you will want to join us this June to renew old relationships and build new ones as a supplier to the Chevron and Texaco jobber channel of trade.

Enclosed for your use is the *Tradeshow Exhibitor and Sponsor Agreement*. There will only be 40-45 exhibit booths (approximately 10'x10' for basic tabletop exhibits), so return your completed Exhibitor Agreement now to assure your space. The Tradeshow will be located adjacent to our meeting room to provide maximum exposure for you and marketer attendees. In addition, all breakfasts and coffee breaks will be held in the Tradeshow area. The preliminary Tradeshow exhibit schedule is as follows:

Wednesday, June 25	1:00-5:00pm	Exhibit setup
Wednesday, June 25	6:00-9:00pm	Tradeshow Open/Welcome Reception
Thursday-Friday, June 26-27	6:30-8:00am	Tradeshow open
	9:30-10:30am	“ “
Thursday, June 26	2:00-3:30pm	“ “
Friday, June 27	1:00-5:00pm	Exhibit teardown

The exhibitor fee provides pipe, drape and signage for your booth plus complementary registration for one person to all meal functions. Additional exhibitor attendees who wish to participate in all meal functions must pay registration fees. Otherwise there is no cost for additional booth staff whose participation is restricted to the Tradeshow. Registration information will be mailed in February.

Please note that CTPMA is arranging for decorator company services to assist you with your shipping and storage as well as booth furnishings, e.g. tables, chairs, etc. Upon receipt of your Exhibitor Agreement, you will be sent further information on decorator services and hotel electrical requirements.

**Please also consider increasing the impact of your participation as an exhibitor by becoming a Business Forum sponsor.** Special recognition will be given to our sponsors in program materials, signage and at every possible opportunity throughout the various Business Forum functions.

We anticipate this to be our largest Business Forum with management from all levels of Chevron Corporation, including Shariq Yosufzai, Danny Roden and others in attendance. Watch your mail in February for complete registration information. In the meantime, please complete and return the enclosed *Tradeshow Exhibitor and Sponsor Agreement*. Keep in mind that you must be an Associate Member of CTPMA to participate in this event.

We look forward to seeing you in San Diego in June!

David Rendall  
Executive Director