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MARKETING KIT

SIGMA 2012
AMERICA'S LEADING FUEL MARKETERS

**Includes all advertising,
web advertising and sponsorship
opportunities for 2012.**

Corporation Bosselman Energy, Inc. Boyett Petroleum Brabham Oil Co., Inc. Brenner Oil Company Brewer Hendley Oil Co. Busch Distributing, Inc. By Lo Oil Company, Inc. Caljet Canadian Tire Petroleum Carroll Independent Fuel Co. CarterEnergy Corporation Cary Oil Company, Inc. Casey's General Stores, Inc. Central Oil & Supply Corp. Cheshire Oil Company, Inc. Chico Enterprises Inc. Dairy Mart Foods Chronister Oil Company Dbq Qik 'n EZ CityServiceValcon Clean Energy Clifford Fuel Co. Inc. Clinton County Oil Co., Inc. C. L. Thomas, Inc. CMS Oil Company Coleman Oil Company Community Service Stations, Inc. Consumers Petroleum of CT., Inc. Couche Tard Coulson Oil Company, Inc. CPD Energy Crawford Oil, Inc. Crown Central LLC Cumberland Farms, Inc. DAG Petroleum Companies Dassel's Petroleum Inc. Delek Marketing and Supply Delta Sonic Dennis K. Burke, Inc. Diesel Direct Double AA Corporation Double Quick, Inc. Douglass Distributing Co. Downs Energy Elbow River Marketing, L.P. Empire Petroleum Holding LLC Entec Stations Inc. Erickson Oil Products Inc. E. R. Vine Inc. Etheridge Oil Company, Inc. Express Cash Fuel EZ Energy E-Z Mart Stores, Inc. Family Express

MARKETING OPPORTUNITIES 2012

**SPONSOR AN EVENT.
ADVERTISE IN OUR PUBLICATIONS.
LINK UP WITH OUR WEBSITE.**

There's no better place to attract the attention of independent gasoline marketers than at a SIGMA event or meeting. Our members are your potential buyers.

TOP 5 REASONS

YOU SHOULD MARKET WITH SIGMA

1. MARKET LEADER

For over 50 years, SIGMA has been the voice for independent gasoline marketers. Our members look to us for solutions.

2. TARGETED AUDIENCE

Our members are your customers. You will be targeting the owners, "the influentials." You won't be stuck selling products and services to gasoline executives who don't care about the issues facing independent marketers in America. Develop your targeted marketing plans.

3. NETWORKING, NETWORKING, NETWORKING

SIGMA hosts events and seminars throughout the year, providing you with numerous opportunities to sponsor an event and generate leads. Gain exposure and access to new clients and enhance relationships with current clients. SIGMA focuses all of our meetings on networking opportunities for our members.

4. INCREASED EXPOSURE

By sponsoring a SIGMA event or advertising in the association's publications or on our website, you'll acquire name-brand recognition from the top independent gasoline marketing executives.

5. ONE WORD: DISCOUNTS

Bundle your marketing package and save hundreds of dollars in marketing costs. Become a SIGMA Partner today and begin your savings!



ABOUT SIGMA

SIGMA is a non-profit, national trade association representing the most successful, progressive, and innovative independent motor fuel marketers and chain retailers in the United States. From their position of collective strength, approximately 250 corporate members sold approximately 30 percent of the 190 billion gallons of motor fuel in 2010.

BACKGROUND: SIGMA was founded in 1958 in response to the growing need to present and promote the concerns of independent petroleum marketers—to government, the public, and the larger petroleum industry from a position of collective strength. In over five decades of industry leadership and education, SIGMA has significantly advanced the interests of its marketer members. Membership growth and increasing involvement in legislative concerns prompted a move to the Washington, DC area to improve communications with members of Congress.

Leading the industry through lobbying and political action on every major regulatory battle facing motor fuel marketers, SIGMA has grown into a respected association with a reputation for integrity. Our work focuses on maintaining a free, fully competitive marketplace to help keep consumer fuel costs down.

OUR FUTURE: SIGMA associate membership includes fuel suppliers, financial service providers, and fleet card and transport providers as part of our unique effort to improve relationships between marketers and their suppliers.

SIGMA continues to fight for independent marketers on the issues affecting the motor fuel marketing industry. Our professional staff is committed to providing excellent member services—reflecting our dedicated volunteer leadership.

SIGMA MEMBERSHIP CATEGORIES:

SIGMA membership is divided into three basic categories depending on the type of business.

1. Regular membership companies are involved in motor fuel retailing or wholesaling and are not owned by a refinery. They are primarily chain retailers representing over 34,728 gasoline outlets in the United States. As a group they sell approximately 30% of all motor fuel sold in the U.S.

2. Associate Fuel Supplier membership companies are directly related to the manufacture or sale of motor fuels (refiners, additives, lubes, brokers, traders, terminal operators, etc.)

3. Associate membership companies offer financial services, fleet card services, or provide fuel transport services.

Suppliers of products, equipment, and/or services that do not fit into the above categories are classified as “Non-Fuel Suppliers.” SIGMA does not require dues from companies that are classified as non-fuel suppliers. These companies’ participation in SIGMA is highly valued and their marketing efforts are looked upon as a sign of support for the organization.

SIGMA MEMBER STATISTICS:

Number of Regular Members	250
Number of employees	225,406
C-Store inside sales	\$20.4 billion
Number of Retail Fuel Outlets supplied	34,728
Number of Gallons sold	56.9 billion

This list shows the businesses and services that SIGMA members provide:

BUSINESSES AND SERVICES MEMBERS PROVIDING

PETROLEUM FUNCTIONS	
Retail Marketing	68%
Wholesaling	74%
Transport	52%
Bulk Plants	40%
Terminals	19%
OTHER FUEL SALES	
Sales to Fleets	75%
Sales to Bulk End Users	68%
Mobil Refueling	21%
TYPES OF FACILITIES	
Convenience Stores	87%
Truck Stops/Travel Centers	42%
Cardlocks	38%
NON-FUEL BUSINESSES	
ATMs	70%
Branded Fast Food	57%
Carwashes	60%
Money Orders	40%
Check Cashing	12%
Non-Fuel C-Stores	21%
Bank Branches in store	8%

PARTNER PROGRAM

If you want to attract the attention of independent gasoline marketers and build brand name recognition, become a SIGMA Partner. The program has three levels of participation: Platinum, Gold, and Silver. As a SIGMA Partner, you're entitled to benefits beyond recognition at individual meetings. You'll be recognized throughout the year, with mentions in the association's annual directory, magazine and program guides, and on the association's website and meeting signs. You'll also save thousands of dollars by selecting the bundled marketing package of your choice.

IT'S EASY! First choose which Partner Package you want. Next, choose which events at the Annual Meeting, Spring Convention, and Executive Leadership Conference you want to sponsor at the level you have chosen, including the six ads in *Independent Gasoline Marketing*, the two program guide ads, and the web advertising included in the Partner Packages—and add up the total. Finally, subtract your partner discounts. No further advertising agency discounts are added on top of these discounts.

We recognize that not every package may meet your specific needs, therefore, please feel free to contact Nancy Muskett to discuss how you can customize a package better suited for your company at NMuskett@sigma.org or 703.375.0492.

BENEFITS OF THE PARTNER PROGRAM

- First choice on exclusive sponsorship opportunities
- First choice on premium advertising placements
- Recognition on website
- Recognition in *Independent Gasoline Marketing* magazine
- Recognition in Meeting Program Guides
- Separate signage at Annual Meeting, Spring Convention, Executive Leadership Conference
- Differentiation in slide show presentations
- Discounts on all advertising and sponsorships

If your order your package before January 1st 2012, you will receive 5% off all items.

PLATINUM PARTNER PACKAGE	GOLD PARTNER PACKAGE	SILVER PARTNER PACKAGE
<p>(\$30,000 AND UP) </p> <p>MEMBERSHIP DIRECTORY full-page color ad</p> <p>INDEPENDENT GASOLINE MARKETING four-color, full-page ad in each issue</p> <p>PROGRAM GUIDE ADVERTISING full-page, black & white ads in annual & spring guides</p> <p>KNOWLEDGE EXCHANGE rotating banner ad on Sigma Exchange home page</p> <p>SPONSORSHIP OF ANNUAL MEETING gold sponsorship of your choice</p> <p>SPONSORSHIP OF SPRING CONVENTION gold sponsorship of your choice</p> <p>SPONSORSHIP OF EXECUTIVE LEADERSHIP CONFERENCE gold sponsorship of your choice</p>	<p>(\$25,000 AND UP) </p> <p>MEMBERSHIP DIRECTORY four-color, full-page ad</p> <p>INDEPENDENT GASOLINE MARKETING four-color, full-page ad in each issue</p> <p>PROGRAM GUIDE ADVERTISING full-page, black & white ads in annual & spring guides</p> <p>KNOWLEDGE EXCHANGE banner or button ad on Sigma Exchange</p> <p>SPONSORSHIP OF ANNUAL MEETING silver sponsorship of your choice</p> <p>SPONSORSHIP OF SPRING CONVENTION silver sponsorship of your choice</p> <p>SPONSORSHIP OF EXECUTIVE LEADERSHIP CONFERENCE silver sponsorship of your choice</p>	<p>(\$20,000 AND UP) </p> <p>MEMBERSHIP DIRECTORY four-color, full-page ad</p> <p>INDEPENDENT GASOLINE MARKETING four-color, full-page ad in each issue</p> <p>PROGRAM GUIDE ADVERTISING full-page, black and white ads in annual & spring guides</p> <p>KNOWLEDGE EXCHANGE button ad on Sigma Exchange</p> <p>SPONSORSHIP OF ANNUAL MEETING bronze sponsorship of your choice</p> <p>SPONSORSHIP OF SPRING CONVENTION bronze sponsorship of your choice</p> <p>SPONSORSHIP OF EXECUTIVE LEADERSHIP CONFERENCE bronze sponsorship of your choice</p>

PLEASE CONTACT SIGMA AT 703-375-0492

A LA CARTE PACKAGE

If you are not interested in a being a partner but would like to receive a bundled discount, you can qualify for the Early Bird A-la-Carte discount by choosing print advertising, web advertising, and sponsorships.

JOIN THE PARTNER PROGRAM

Questions? Contact Nancy Muskett at 703.375.0492 or email NMuskett@sigma.org



PRINT ADVERTISING



MEMBERSHIP DIRECTORY

Give your ad year-long exposure to the petroleum industry's largest independent chain retailers and we'll give you their names and addresses!

Reach the top 250 independent companies in the petroleum marketing industry, who each year:

Sell more than **\$7.14 billion** in convenience items

Sell **56.9 billion** gallons of motor fuel

Invest **\$1.4 billion** in new stations and stores or in capital expenditures on existing ones

Averaged **\$430,000** each on environmental testing, remediation, and equipment

57 percent operate branded fast food outlets in conjunction with their motor fuel operations

60 percent operate car washes

Over **70 percent** have facilities offering money orders and ATMs

Add the names of the decisionmakers at these companies to your prospect list. Get your message in front of them for a full year. There is no other way to get this list. You can't buy the SIGMA membership list—the members won't let us sell it. But if you put your ad in the Membership Directory, we'll send you a copy which you can then use to reach the best of the independent chain retailers in the gasoline industry!

MEMBERSHIP DIRECTORY PRINT RATES

FOUR-COLOR RATES	RATES	WIDTH	HEIGHT
Full page	\$3,000	7"	10"
1/2 page	\$2,600	7"	4-3/4"
BLACK & WHITE RATES			
Full page	\$2,600	7"	10"
1/2 page	\$2,000	7"	4-3/4"
PREMIUM POSITIONS (FOUR-COLOR)	RATES	WIDTH	HEIGHT
Cover 2	\$3,700	7"	10"
Cover 3	\$3,300	7"	10"
Cover 4	\$3,700	7"	10"
Divider Tab	\$3,200	7"	10"

DEADLINE: Ad reservations due February 1

Materials due February 15



PRINT ADVERTISING

INDEPENDENT GASOLINE MARKETING (IGM)

THE READERS

SIGMA member companies have long been recognized, both within and outside the industry, as the most aggressive, innovative, and price-competitive segment of motor fuel marketers. The readers of *Independent Gasoline Marketing* are the owners, CEO's, and key executives of such companies. They are businessmen and women . . . independent in spirit and entrepreneurial in nature. They are the final decisionmakers who determine the course that the company will follow. The bimonthly magazine has a circulation of over 3,800 people.

Independent Gasoline Marketing readers are "the influentials" among motor fuel marketers—the 10% whom the other 90% follow. They represent the leadership in six channels for the sale of motor fuel in the United States: traditional motor fuel marketing chains, both major brand and private brand; traditional convenience store chains, including those without gasoline at all units; truck stop/travel center chains; warehouse clubs, grocers, and other "big box" and high volume retailers; cardlock/fleet fuelers; and mobile refuelers. Their numbers speak for themselves:

TYPICAL READER PROFILE	MEDIAN	MID-RANGE
Motor Fuel Supplied	101.4 million gallons	64.3 to 305.8 million gallons
Non-Fuel Sales (Mostly C-store items)	39.3 million	18.8 to 129 million
Retail Outlets Supplied	75	35 to 230
Employees	145	30 to 610
Buying from Many Different Fuel Suppliers	10 suppliers	5 to 21 suppliers
Selling Fuel Under Multiple Brands	2 brands	1 to 5 brands
Operating in Multiple States	3 states	2 to 5 states

EDITORIAL

Editorial content of the magazine is tightly controlled to focus on topics only of interest to senior management. It is narrowly targeted to the highest-level decisionmakers in growing and successful companies. The editorial content of *Independent Gasoline Marketing* is not homogenized for appeal to every level of manager in the industry and *Independent Gasoline Marketing* does not try to cover every aspect of the convenience store. A regular feature of the magazine is the corporate profile. The profiles are an extension of the philosophy that at this level of management you learn the most from your peers. *Independent Gasoline Marketing* does cover those topics that a CEO would be concerned with including:

- Legislative activity and regulatory decisions that impact the industry
- Fuel supply and product availability
- Emerging technology trends that could impact our members
- Success stories of our member companies
- Tips on marketing, customer service, human resources, and management
- Member-proven solutions for overcoming competitive threats
- New profit opportunities
- Informative columns on national issues facing the industry

Major Display Advertising in 2011 included the following categories:

- Car Wash Services
- C-Store products
- Electronic Signage
- Environmental Consultants
- Financial Services
- Fueling Solutions
- Fuel Suppliers
- Gasoline Equipment
- Gasoline Refineries
- Information Services
- Payment Systems
- Real Estate Services
- Software Automation Services

PRINT ADVERTISING

2012

INDEPENDENT GASOLINE MARKETING EDITORIAL CALENDAR

JANUARY/FEBRUARY

Crude Oil Forecast: What's Coming Next
Electric Vehicles Infrastructure
Member Profile

Ad materials: December 8

MARCH/APRIL

Succession Planning and Family Business
Wholesale Focus: Dealing with Dealers
Member Profile

Ad materials: February 6

MAY/JUNE

Forecourt Marketing
Building Community/Community
Relations
Statistical Report
Member Profile

Ad materials: April 6

JULY/AUGUST

Human Resources: Employment Issues
Multi-Industry Update Track: Fuels,
Lubes, Propane
Member Profile

Ad materials: June 8

SEPTEMBER/OCTOBER

Retail Sales Trends
Electronic Media Liabilities
Member Profile

Ad materials: August 6

NOVEMBER/DECEMBER

Election 2012 Update and Ramifications
Environmental Concerns
Member Profile

Ad materials: October 8



For editorial questions or to submit a proposal for an article, please contact

Sue Crosby, Communications Director
at SCrosby@sigma.org.

For advertising information, please contact

Nancy Muskett
at NMuskett@sigma.org
703.375.0492.

PRINT ADVERTISING

INDEPENDENT GASOLINE MARKETING (IGM)

ADVERTISING RATES

FOUR-COLOR RATES	1X	3X	6X
1 page	\$2,700	\$2,500	\$2,300
2-page spread	\$4,000		
1/2 page	\$2,200	\$2,000	\$1,800

BLACK AND WHITE RATES	1X	3X	6X
1 page	\$2,100	\$1,900	\$1,700
2-page spread	\$3,400		
1/2 page	\$1,600	\$1,400	\$1,200

COVER PREMIUMS	
Inside Front Cover	\$500 premium
Inside Back Cover	\$400 premium
Outside Back Cover	\$600 premium

POSITIONS

Guaranteed placement of advertisements for a 20% additional charge.

PROGRAM GUIDES

Spring Convention Program Book

\$1250	\$900	\$2000	\$1600	March 1st
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Annual Meeting Program Book

FULL PAGE	1/2 PAGE	BACK COVER	INSIDE COVERS	RESERVE BY
\$1250	\$900	\$2000	\$1600	September 30

ALL ADS ARE BLACK AND WHITE EXCEPT THE COVER ADS.

Mechanical Specification

Full Page	4"x 9"
Half Page	4"x 4.5"

MECHANICAL SPECIFICATIONS

TRIM SIZE: 8" wide X 10 3/4

AD SIZES	WIDTH X DEPTH
2-page spread	16" X 10" & 1/8" bleed on all sides
1 page	8" X 10.75" & 1/8" bleed on all sides
2/3 page	4 9/16" X 10"
1/2 page horizontal	7" X 4 7/8"

To upload your ads over the internet go to: DCPprint.com and follow these steps:

CONFIGURE FILE NAME AS: (Company name) IGM (issue)

GO TO: www.dcpprint.com

CLICK FTP

FOLLOW INSTRUCTIONS

ATTENTION TO: Margie Hugel

REPRINTS, ARTICLES, OR ADS

Available on request. Cost based on number of copies desired. For more information, call 703-709-7000.

Executive Leadership Conference Sheets

Full page, Black & white	\$ 300
Full page, color	\$ 500 plus ads
Back Cover, color*	\$2000 plus ads

Mechanical Specification

Full Page	8 1/2"x 11"
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Promotional Jackets

EXECUTIVE LEADERSHIP CONFERENCE, SPRING CONVENTION, ANNUAL MEETING

Full page, 4 color ad on back of promotional jacket
\$2000

On-Site Conference Newsletter

Exclusive, Full Page, Black and White ad on back of update
\$1500

SIGMA EXCHANGE/WEB ADVERTISING

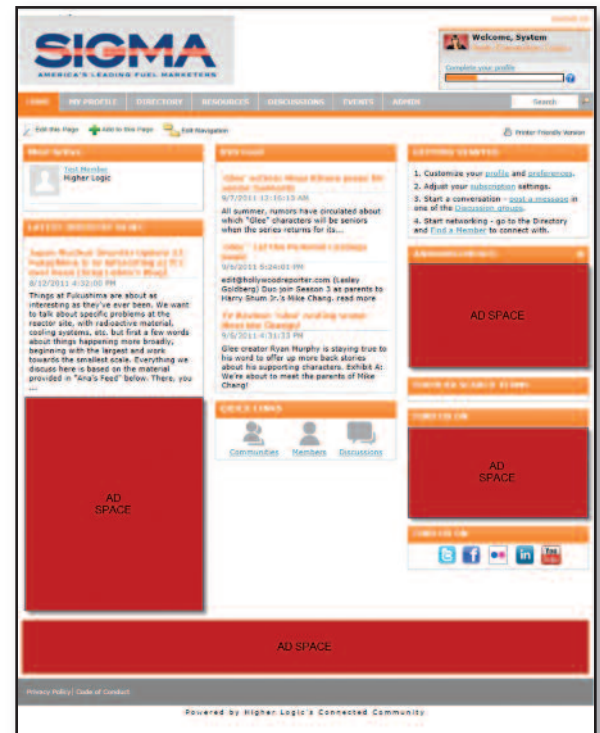
The SIGMA Exchange is the premier online community for fuel marketers. The SIGMA Exchange will connect like-minded members of all levels of management with their counterparts across the industry to encourage networking, idea sharing, and problem solving. This online platform provides an open forum that bypasses time and geographic boundaries, sure to be the “go to” place for marketers to go for answers to all questions, from everyday operations to long-range strategic planning. Sponsorship and advertising opportunities are available on the home page and the different community home pages.

REQUESTED PLACEMENT	SIZE (IN PIXELS)	DURATION	RATE
HOME PAGE	320 x 250	6 Months	\$3,000
		12 Months	\$4,000
	320 x 120	6 Months	\$2,000
		12 Months	\$3,000
	320 x 60	6 Months	\$1,500
		12 Months	\$2,500
Bottom Banner (968 x 144)	6 Months	\$4,000	
	12 Months	\$6,000	
INTERIOR PAGE	320 x 250	6 Months	\$2,400
		12 Months	\$3,500
	320 x 120	6 Months	\$1,500
		12 Months	\$2,400
	320 x 60	6 Months	\$1,000
		12 Months	\$1,500
	Bottom Banner (968 x 144)	6 Months	\$3,000
		12 Months	\$4,500

*PLEASE CONTACT NANCY MUSKET FOR SPECIFIC INFORMATION ABOUT PLACEMENT.

EXCHANGE COMMUNITIES

- Human Resources
- Cardlock Fueling
- Financial Services
- Fuel Supplier
- Marketer Operations
- Mobile Refueling
- Fleet Fueling
- Member to Member Communication



UPCOMING MEETINGS



www.sigma.org

2012

SIGMA WINTER COMMITTEE MEETINGS

J.W. Marriott Hotel Cherry Creek
January 19-20
Denver, CO

SIGMA INTERNATIONAL STUDY MISSION

March 7-14
Rio de Janeiro, Brazil/Buenos Aires, Argentina

SIGMA SUMMER LEGISLATIVE MEETING

The Westin Georgetown
July 17-18
Washington, DC

SIGMA EXECUTIVE LEADERSHIP CONFERENCE

Vail Marriott Mountain Resort & Spa
January 22-25
Vail, CO

SIGMA SPRING CONVENTION

Naples Grande Beach Resort
May 8-11
Naples, FL

SIGMA ANNUAL MEETING

Location: TBD

SIGMA 2012 SHARE GROUPS

IT

February 8-9

RETAIL: CATEGORY MGT, BUSINESS INTELLIGENCE AND SOCIAL MEDIA/MARKETING

April 11-12

PROPANE

(in conjunction with NPGA Tradeshow)
April 13-14

OPERATIONS AND SALES FOR MOBILE REFUELING/CARDLOCK AND FLEET CARDS

Sept 25-26

FINANCIAL

Sept 27-28

LUBES

(in conjunction with ILMA Annual Conference)
October 13-14

HR

October 25-26

MAINTENANCE AND ENVIRONMENTAL

Dec 4-5

TRANSPORTATION

Dec 6-7

2013

SIGMA EXECUTIVE LEADERSHIP CONFERENCE

The Peaks Resort
January 27-30
Telluride, CO

SIGMA SPRING CONVENTION

Hyatt Regency Scottsdale
May 2-5
Scottsdale, AZ

SIGMA SUMMER LEGISLATIVE MEETING

The Westin Georgetown
July 16-17
Washington, DC

REGISTER ONLINE AT WWW.SIGMA.ORG



SHARE GROUPS AND SPONSORSHIP

SUPPORT SIGMA NON-CONFERENCE EDUCATION AND PAY IT FORWARD SCHOLARSHIPS

SIGMA SHARE GROUPS

SIGMA best practices share groups provide an educational and networking forum where employees of a marketer's business can get together in a topic focused environment.

Share Groups provide education in the business areas of operations, sales, administrative, HR, IT, Finance, Propane, Lubes, and more.

Each share group is designed as 50% education and 50% sharing of best practices and/or lessons learned. The meetings are generally 1 1/2 days, allowing time to travel home on day two.

Share Group Focus: The groups generally have 25 plus people attend and up to 50 for some groups. Attendees appreciate the economic cost to attend a share group and recognize that would not happen without the support from our sponsors.

2012 Share Group Schedule:

Subject to change based on location availability.

MULTIPLE SPONSORSHIPS OPPORTUNITIES

WHEN	TOPIC FOCUS
Feb 8/9	IT
April 11/12	Retail: Category Mgt, Business Intelligence and Social Media/ Marketing
April 13/14	Propane (in conjunction with NPGA Tradeshow)
Sept 25/26	Operations and Sales for Mobile Refueling/Cardlock and Fleet Cards
Sept 27/28	Financial
October 13/14	Lubes (in conjunction with ILMA Annual Conference)
October 25/26	HR
Dec 4/5	Maintenance and Environmental
Dec 6/7	Transportation

Sponsors gets one comp registration to the share group:

\$799 value

- Platinum Share Group Sponsor **\$2,500**
- Networking Reception **\$1,200**
- Lunch and Breaks **\$1,200**
- **One per Share Group:** With topic approval by the Coordinator, an Education Speaking Slot—Must be a Case Study or a Customer Presentation: **\$3,500. Includes two comp registrations.**

SIGMA PAY IT FORWARD SCHOLARSHIP SPONSORSHIP—\$1,000, \$500.... ANY AMOUNT HELPS:

This is a great place for your Public Affairs group to put their budget. Why?

It all starts with something. Anything! After that it has a life of its' own. If you can, you do, If you don't think you can, you still do something. If you can't and want assistance, accept proudly knowing you will "Pay IT Forward Another Day"

The Pay It Forward Scholarship recognizes those students entering college and in college (undergraduate, graduate or PhD) that contribute back to their community in addition to their scholastic efforts.

SIGMA MASTERS LEVEL EDUCATION - SPONSORSHIP COST: \$5,000

SIGMA conducts Masters Programs every year. These programs are targeted towards our marketer members and focus on a specific industry topic. It is a two-day program averaging about 30 attendees.

In 2012 we will have two Masters workshops, a Dealer Business Strategy and Strategic Planning/Wealth Creation Masters Program.

SIGMA FAMILY LEADERSHIP FORUMS: SPONSORSHIP COST \$2500*

Two scheduled for 2012— 1.5 days in late July and early August

These forums are invite-only groups of non-competing marketers that address the unique family challenges of transitioning from one generation to the next or to a professionally managed company. Two experts, one Professor of Family Entrepreneurship and one Family Psychologist support the groups as they travel this fun and at times challenging path..

** Due to the sensitive nature of the discussions, sponsor can only attend the nightly receptions with the group.*

Corporation Fastrac Markets, LLC Fauser Energy Resources, Inc. Fikes Wholesale Flash Foods/Fuel South Fleet Card Fuels F. L. Roberts & Co., Inc. Foster Blue Water Oil Fred H. Wood Frost Oil Co. Fuel Distributors G and G Oil Co., Inc. Garb Ko, Inc./ 7 Eleven Food Stores Garvin Oil Company Gasamat Oil Corp. of Colorado GasAmerica Services, Inc. Go Mart, Inc. GPM Investments GROWMARK, Inc. Gull Industries Guttman Oil Company H.A. Mapes, Inc. Hartland Fuel Products, LLC Heritage Petroleum LLC Hightowers Petroleum Company Hocker Oil Company Holiday Companies Hutchinson Oil Co. Indigo Energy Partners Jacobus Energy, dba Quick Fuel Jaco Oil Co. J. D. Streett & Co. Inc. J.E. DeWitt, Inc. JEMD Petroleum Jet Pep, Inc. JFM, Incorporated K. E. Austin Corporation Keck Energy Keego Energy, Inc. Keithco Petroleum, Inc. Keys Energy Keystops, Inc. Kirschner Brothers Company Kum & Go, L.C. Kwik Trip, Inc. Lard Oil Company Lavigne Oil Company of Baton Rouge LLC Le Groupe Harnois Inc. Lehigh Gas Lewis & Raulerson, Inc. Lincoln Energy Solutions Lipscomb Oil Company, Inc. Loco, Inc. Love's Travel Stops & Country Stores, Inc. Luke Oil Company Lykins Oil Company MacEwen Petroleum Inc. Mansfield Oil Co. Maples Gas Co., Inc. Martin Eagle Oil Co., Inc. Maxum Petroleum, Inc. M.B. Jones Oil Company, Inc. McDougall Energy Inc. McWhirter Distributing Company Mid South Petroleum Corporation Midwest Petroleum Company Mirabito Energy Products Molo Oil Company M. Spiegel & Sons Oil Corp. MTG Management, Inc. Mutual Oil Co. Inc. Nella Oil Company Nice N Easy Grocery Shoppes, Inc. NOCO Energy Corp. O'Dell Oil Company Inc. Offen Petroleum, Inc. On Site Fuel Service, Inc. OSCO, Inc. Pacific Convenience & Fuels LLC PAPCO, Inc. Parkland Industries Ltd. PDQ Food Stores, Inc. Pester Marketing Company Petr All Petroleum Corp. DBA Express Mart PetroCard Systems, Inc. Petroles Crevier Inc. Petroleum Marketers, Inc. Petro South, Inc. Pilot Travel Centers, LLC Pioneer Energy LP Plaid Pantries, Inc. dba Plaid Pantry Plains Marketing, L.P. Ports Petroleum Co., Inc. Prima Marketing, LLC Prince Oil Co., Inc. Propel Fuels Pro Petroleum, Inc. Protec Fuel Management Quality Oil Company Quarles Petroleum, Inc. Quick Chek Food Stores QuikTrip Corporation RaceTrac Petroleum, Inc. Rally Stores Inc. Red Hed Oil Co., Inc. Retif Oil & Fuel, LLC R. H. Smith Dist. Co., Inc. Rinehart Oil, Inc. Rinker Oil Corp. RKA Petroleum Companies, Inc. Road Ranger, LLC Robinson Oil Corporation Rocket Oil Co. Rogers Petroleum, Inc. Rutter's Farm Stores Sampson Bladen Oil Co., Inc. Savings Oil Company / Dodge's Stores SC Fuels Schmitt Sales, Inc. Self Serve Petroleum, Inc. Service Oil, Inc. Severson



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Oil Company Shipley Group Simcol Group Site Oil Company SKS, Inc. Slidell Oil Company SMF Energy Corporation Sokolis Group Southern States Cooperative, Inc. Southwest Georgia Oil Co., Inc. Space Age Fuel Inc. Spark Oil Co., Inc. Speedway LLC Sprague Energy Springer Eubank Company Star Fuel Stinker Stores Stuarts' Petroleum Sturdy Oil Summit Distributing, LLC Sumrall Oil Services, Inc. Sun Coast Resources, Inc. Susser Petroleum Company, LLC Swifty Oil Co., Inc. Terrible Herbst, Inc. The Kroger Co. The McPherson Oil Companies, Inc. The Pantry, Incorporated The Radiant Group / Gas Kwick The Reid Group The Spinx Company, Inc. Thorntons Inc. Tibar East End Tom Thumb Food Stores, Inc. Toot'N Totum LP Top Star Inc. TravelCenters of America Tri Star Marketing, Inc. Truman Arnold Companies U Gas, Inc. United Supermarkets U.S. Venture, Inc. Van De Pol Enterprises, Inc. Venture Fuels, LLC Victron Energy Volta Oil Company, Inc. Wallis Oil Company Walthall Oil Company Warrenton Oil Company Waterway Gas & Wash WESCO Inc. Western Convenience Stores Wilson Fuel Co. Ltd. World Fuel Services WR Hess Company D.B.A. Hess Oil Company WTG Fuels, Inc. XTR Energy Company Ltd. Young Oil, Inc.