

NASM MARKETER MEMBERSHIP BENEFITS

Your company's membership with NASM saves you time and money, and helps you grow professionally.

PROGRAMS & SERVICES

- **Retailer Contract Packages:** NASM's retailer contracts are patterned after Shell's current incentive and supply agreements. These contracts are provided free of charge to members.
- **Shell Wholesale Marketer Agreement Analysis:** This document summarizes the major provisions of the Shell Wholesale Marketer Agreement and contains comments by NASM Legal Counsel. This analysis is intended to assist you in understanding your rights, responsibilities and potential liability under the Agreement.
- **Legal Consultation:** Businesses face legal concerns every day. NASM's legal counsel, Bill Taylor of Taylor & Powell PLLC, provides a free half hour of legal consultation to NASM members on any issues of concern to them. When needed, additional consultation is provided at discounted hourly rates.
- **Discounted Equipment, Services & Publications:** Many of NASM's Supplier Associate members offer significant discounts to NASM members for publications, equipment, and other business services.
- **Supplier Directory:** The NASM Supplier Associate Directory on www.nasmonline.com serves as a quick reference to aid you in selecting companies from which to purchase petroleum marketing and c-store equipment, supplies and services.

ADVOCACY

NASM maintains an ongoing dialogue with Shell representatives and with the Wholesale Council in order to effectively promote the interests of Shell marketers on legal and policy matters. In addition, NASM monitors legislative and regulatory issues, together with litigation, of concern to the petroleum industry. If a matter of interest arises, NASM's members are notified via email. NASM is also involved with numerous industry coalitions that work to safeguard your business in connection with legislative and regulatory initiatives.

EDUCATION

- **Webinars:** NASM offers periodic one-hour educational webinars. Webinars are conducted by experts in their subject area, and all the webinars are archived in NASM U for later playback.

COMMUNICATIONS & NETWORKING

- **e-Newsletter:** @NASM provides updates on industry and Shell-specific issues, covers business related issues, and offers ideas on how to save money and grow your business. It also includes news and updates of Marketer and Supplier Associate members.
- **Legal Bulletins:** NASM issues legal bulletins with explanations, advice and updates on legal matters that may affect Shell marketers and on litigation that may have industry-wide ramifications.
- **Membership Directory:** NASM's website, www.nasmonline.com, has a searchable members-only directory of both marketer and associate members.
- **Meetings and Events:** NASM holds a membership meeting each year and all members are invited to attend. NASM meetings and events provide you with a new perspective on your company by connecting you with other marketers to solve common problems.
- **Committee Participation:** As an active NASM member, committee participation is one of the fastest and most convenient ways to meet other Shell marketers and is a first step on the ladder to NASM leadership. The committees often break out into open discussions about issues affecting their business. You are invited to participate on one or more of the available committees.
- **Social Networking:** NASM groups on LinkedIn and Facebook offer new opportunities to connect and communicate with other Shell marketers.





Working with marketers to grow the Shell brand

NASM Marketer Membership Application

I hereby make application for membership in the National Association of Shell Marketers (NASM). I will abide by its bylaws, support its objectives, comply with its standards of conduct, and pay its established dues.

Company Name _____

Contact Name _____ Title _____

Mailing Address _____ City _____ State _____ Zip _____

Street Address (if different from above) _____ City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Average annual gallons of Shell-branded petroleum products (gallons rounded off to even 100,000):
(This information is kept confidential)

Motor Gasoline: _____

Diesel Fuel: _____

Lubricants: _____

Other: _____

Total Gallons: _____

(Each 8 lbs. of grease=1 gallon liquids)

Number of Shell motor fuel retail outlets:

Direct Operated: _____

Dealer: _____

Commercial: _____

Brands:

Shell

Other _____

Supplier:

SOPUS

Motiva

Suncor

Tesoro

Other: _____

Membership Dues (calculated based on average annual gallons of Shell-branded petroleum products sold): Dues are assessed on a calendar year basis, pro-rated as of the month you join and are tax deductible as an ordinary business expense.

Send this application to:

Mail - 2365 Harrodsburg Road, Suite A325, Lexington, KY 40504

Fax - 859.406.1179

Email - nasm@nasmonline.com

Questions? Call - 888.340.6276

Less than 5 million gallons=\$650

Formula for more than 5 million gallons=

1. Shell Gallons — 5,000,000=
2. Answer / 100,000=
3. Answer X 5=
4. Answer + 650

=Total Dues

Note: Dues cap is \$1,700.

Total Membership Payment: \$ _____ Check Credit Card

Credit Card # _____ Exp. Date _____

Print Cardholder Name _____

Cardholder Signature _____

Billing Address: _____

Billing Phone Number: _____

NASM bulletins and newsletters are sent via e-mail. Please provide the e-mail address(es) you would like these sent to:
(I understand that by providing the e-mail(s) below, on behalf of the company specified above, I am authorized to and hereby consent to receive e-mail sent by or on behalf of NASM)
