



Sponsorship Opportunities Order Form

American Traffic Safety Services Association

2019 Annual Convention & Traffic Expo

Convention: February 8-12, 2019 • Traffic Expo: February 10-12, 2019

Tampa Convention Center, Tampa, Florida

This year ATSSA has developed new ways for you to market your products and services and strengthen your corporate brand at the 2019 Annual Convention & Traffic Expo. We are pleased to offer various sponsorship options to put you front and center of your target audience, while meeting your marketing budget and objectives.

To take advantage of these as well as other opportunities, contact Convention Sales Manager Bill Dallas at 540-376-3864 or email bill.dallas@atssa.com.

All 2019 Sponsors will enjoy these benefits:

- Enhanced visibility to nearly 3,500 convention attendees, including transportation officials and decision-makers
- Recognition in the *Traffic Expo Magazine* – mailed to more than 15,000 people
- Recognition during the Opening General Session
- Recognition in the official *Convention Program and Exhibit Guide* and the ATSSA event website
- Additional priority points awarded
- Recognition on convention signage
- Recognition on the 2019 Mobile App
- A chance to show your dedication to the roadway safety industry

SIGN UP TODAY! Opportunities are limited and are available on a first-come, first-served basis.

NOTE –

Other fees or charges that are the responsibility of the sponsor:

- Tampa Convention Center Catering is the exclusive food and beverage provider, and all orders must be placed directly with the Convention Center Catering Department.
- Ordering rigging and hanging of banners and fees involved for the lounge area will remain the responsibility of the sponsor. Rigging forms will be provided in the Service Kit.
- All video production and formatting is the responsibility of the sponsor.
- Contact Bill Dallas to discuss the policy and procedures for the Traffic Expo Lounge opportunity.



The ATSSA Annual Convention and Traffic Expo has been recognized as a Certified Exhibition by the International Association of Exhibitions and Events (IAEE), based on its code of ethics and standards, by continuing to offer educational credits, and by demonstrating consistent verified growth, as well as fulfilling other key criteria.



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Sponsorship Opportunities Selection

Check Choice	Cost	Sponsorship Opportunity	Description
<input type="checkbox"/>	\$20,000	Room Keys <i>EXCLUSIVE!</i>	Hotel Keys with your company logo will be given to every attendee staying at every hotel within the ATSSA room block.
SOLD <input type="checkbox"/>	\$9,500	Badge Lanyards <i>EXCLUSIVE!</i>	Lanyards are given to each attendee at registration and will display your company logo.
SOLD <input type="checkbox"/>	\$7,500	Attendee Bags <i>EXCLUSIVE!</i>	Every attendee will be your walking billboard! Your logo will be prominently placed on the official 2019 ATSSA Annual Convention & Traffic Expo tote bag.
2 LEFT <input type="checkbox"/>	\$5,000	Lounge – Hang your own banner and highlight your brand! 4 LOUNGES AVAILABLE – 1 <i>EXCLUSIVE</i> SPONSOR PER LOUNGE	Give attendees a break in the exhibit hall while they review your company material.
<input type="checkbox"/>	\$5,000	ATSSA Mobile App Dashboard Ad <i>EXCLUSIVE!</i>	Premier advertising on the dashboard of the Mobile App. You will be the only advertiser headlining on the dashboard page. When clicked, it will link to your ad and your website.
<input type="checkbox"/>	\$4,000	Chairman’s Reception Bar 4 AVAILABLE	Display your company logo and your looped message/video on the LED display.
<input type="checkbox"/>	\$3,500	ATSSA Mobile App Banner Ad 4 AVAILABLE	Rotating banner ad on the Mobile App Dashboard—rotating for 6 seconds each. When clicked, it will go to your website.
<input type="checkbox"/>	\$2,500	Committee/Attendee Refreshment Breaks 4 AVAILABLE	Signage with your logo prominently displayed lets attendees know who to thank for the much-appreciated refreshments. Your logo will also appear on break napkins.
<input type="checkbox"/>	\$2,500	Committee Breakfast/Lunch <i>EXCLUSIVE!</i>	Signage with your logo prominently displayed lets attendees know who to thank for the much-appreciated refreshments. Your logo will also appear on break napkins.



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SPONSORSHIPS ORDER FORM

Name: _____
 Company: _____
 Address: _____
 City: _____
 State: _____
 Zip: _____
 Country: _____
 Phone: _____
 Fax: _____
 Email: _____

CANCELLATION POLICY

RESERVATIONS MAY NOT BE CANCELLED WITHOUT PENALTY.

Penalty includes all fees collected from Sponsor at time of cancellation. These fees WILL NOT BE REFUNDED and ATSSA reserves the right to charge an additional \$500 Cancellation Fee, up to but not exceeding the original agreed-upon ad price.

PAYMENT INFORMATION

A credit card must be provided to reserve sponsorships. The full payment of total sponsorship(s) purchased will be charged to your credit card immediately.

Full sponsorship(s) list price due at signing: \$ _____

Charge my: VISA MC AMEX

Card Number: _____

Exp. Date (MM/YY): _____ CVV Number _____ Billing Zip: _____

Cardholder Name: _____

Authorized Signature: _____

REQUIRED STATEMENT

By initialing here _____, Sponsor acknowledges the NO CANCELLATION/NO REFUND POLICY.

By signing below, Sponsor agrees to the terms listed above in their entirety and authorizes ATSSA to charge the credit card as outlined above.

Signature _____ Date _____