



# Sponsorship Opportunities Order Form

American Traffic Safety Services Association

2018 Annual Convention & Traffic Expo

January 26-30, 2018 • San Antonio, Texas

**This year ATSSA has developed new ways** for you to market your products and services and strengthen your corporate brand at the 2018 Annual Convention & Traffic Expo. We are pleased to offer sponsorship packages to put you front and center of your target audience. Each package is tailored to provide you with maximum exposure while maintaining the quality and sophisticated level of service our members and attendees have come to expect. Please take a look at the General Session and Multi-Media level participation designed to meet your marketing budget and objectives.

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

## High-Level Sponsorship Packages

### General Sessions Sponsor: \$20,000

- Opportunity to introduce the keynote speaker
- Team photo with keynote speaker
- Reserved table up front at the General Session
- One Tab advertisement in the *Convention Program and Exhibit Guide*
- Banner advertisement on the Traffic Expo website
- Banner advertisement on the Mobile App
- Three push notifications on the Mobile App during the Traffic Expo
- Signage during the convention

### Multi-Media Sponsor: \$15,000

- Opportunity to showcase your products and services via a 30-second video loop at the reception entrance
- One Tab advertisement in the *Convention Program and Exhibit Guide*
- Banner advertisement on the Mobile App
- One push notification on the Mobile App during the Traffic Expo
- Signage during the convention
- One Lounge Area on the Traffic Expo Floor

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

- Henry B. Gonzalez 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.

### All 2018 Sponsors will enjoy these benefits:

- Enhanced visibility to more than 3,300 convention attendees, including transportation officials and decision-makers
- Recognition in the *Traffic Expo Magazine* – mailed to more than 20,000 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 2018 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.**



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## High-Level Sponsorship Opportunities Selection

Check Choice	Cost	High-Level Sponsorship Opportunity	Description
<input type="checkbox"/>	<b>\$20,000</b>	<b>General Sessions Sponsor</b> <b>EXCLUSIVE!</b>	See page 1 for sponsorship inclusions
<input type="checkbox"/>	<b>\$15,000</b>	<b>Multi-Media Sponsor</b> <b>EXCLUSIVE!</b>	See page 1 for sponsorship inclusions

## Additional Sponsorship Opportunities Selection

Check Choice	Cost	Sponsorship Opportunity	Description
<input type="checkbox"/>	<b>\$20,000</b>	<b>Room Keys</b> <b>EXCLUSIVE!</b>	Hotel Keys with your company logo will be given to every attendee staying at every hotel within the ATSSA room block.
<b>SOLD</b> <input type="checkbox"/>	<b>\$7,500</b>	<b>Badge Lanyards</b> <b>EXCLUSIVE!</b>	Lanyards are given to each attendee at registration and will display your company logo.
<b>SOLD</b> <input type="checkbox"/>	<b>\$6,000</b>	<b>Attendee Bags</b> 2 AVAILABLE – FRONT AND BACK OF BAG	Every attendee will be your walking billboard! Your logo will be prominently placed on the official 2018 ATSSA Annual Convention & Traffic Expo tote bag.
<b>Only 1 Left</b> <input type="checkbox"/>	<b>\$5,000</b>	<b>Lounge – Hang your own banner and highlight your brand!</b> 4 LOUNGES AVAILABLE – 1 <b>EXCLUSIVE</b> SPONSOR PER LOUNGE	Give attendees a break in the exhibit hall while they review your company material. Display your looped message/video on the LED screen.
<input type="checkbox"/>	<b>\$5,000</b>	<b>ATSSA Mobile App Dashboard Ad</b> <b>EXCLUSIVE!</b>	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"/>	<b>\$4,000</b>	<b>Chairman’s Reception Bar</b> 4 AVAILABLE	Display your company logo and your looped message/video on the LED display.
<input type="checkbox"/>	<b>\$3,500</b>	<b>ATSSA Mobile App Banner Ad</b> 4 AVAILABLE	Rotating banner ad on the Mobile App Dashboard—rotating for 6 seconds each. When clicked, it will go to your website.
<b>1 Sold, 3 Left</b> <input type="checkbox"/>	<b>\$2,500</b>	<b>Committee/Attendee Refreshment Breaks</b> 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"/>	<b>\$2,500</b>	<b>Committee Breakfast/Lunch</b> <b>EXCLUSIVE!</b>	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.

Contact: Bill Dallas

[bill.dallas@atssa.com](mailto:bill.dallas@atssa.com)

Phone: 800-272-8772

Direct: 540-376-3864



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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.

## DEPOSIT PAYMENT INFORMATION

**A credit card must be provided to reserve sponsorships.** The initial deposit of 50% of total sponsorship(s) purchased will be charged to your credit card immediately.

The remaining balance will be invoice and is due **August 31, 2017**. If invoices are not paid per the invoice terms, the credit card will be charged.

**50% of sponsorship(s) list price due at signing: \$** \_\_\_\_\_

Charge my:             VISA             MC             AMEX  
 Card Number: \_\_\_\_\_  
 Exp. Date (MM/YY): \_\_\_\_\_ CVV Number \_\_\_\_\_  
 Cardholder Name: \_\_\_\_\_  
 Authorized Signature: \_\_\_\_\_

## REQUIRED STATEMENT

By intitaling 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 \_\_\_\_\_