



**THE MEETING**  
WHERE CONSIGNORS **CONNECT**  
MARCH 14-15, 2012 • CAESARS PALACE, LAS VEGAS



# 2012 SPONSORSHIP & EXHIBITOR PROSPECTUS

March 14-15, 2012  
Caesars Palace, Las Vegas, NV



As planning begins for the Conference of Automotive Remarketing 2012, how will you ensure your name is recognized by hundreds of CAR attendees?

Visit [www.CARconference.com](http://www.CARconference.com)  
or call 800-576-8788 for more information



## Why Exhibit?

The Conference of Automotive Remarketing offered in partnership with NAAA and co-located with IARA is a high-powered, compelling mix of big names and suppliers in the automotive remarketing industry. Ensure your company takes part in this exciting opportunity. As a CAR exhibitor you will:

- Expose your brand and product to potential customers and industry leaders.
- Develop sales leads from an audience that is focused on learning more about automotive remarketing innovations and products.

Don't miss out on this opportunity to promote your automotive remarketing products and services to the most qualified audience you will see this year.

### Included with each 10x10 Exhibit Space:

- Pipe & drape
- Company identification sign
- Website company listing with a link
- The entire exhibit hall is carpeted
- Show program listing including company information
- Two full exhibitor registrations per 10x10 space

## Upgrade to a Sponsorship Package!

Sponsorship Boosts Sales with Precision Messaging. Increase your visibility at the Conference of Automotive Remarketing in Las Vegas. Take advantage of one of the numerous sponsorship opportunities designed specifically for exhibitors to reach a wider audience and increase booth traffic.

CAR provides cost effective ways of maximizing your exposure at the 2012 show. Take advantage of these sponsorship opportunities and stand out from your competition. Highly visible opportunities are highlighted but many more exist and can be customized to fit your company's needs.

Successful tradeshow participation often depends on your marketing efforts prior to, on show site, and after the event. Let us work together with you to find solutions to meet your trade-show marketing objectives.

CAR offers a variety of sponsorship options for CAR 2012, but key sponsorships go fast! Submit a signed contract to secure your participation level and benefit from the promotion surrounding this event. Sponsorship reservations will be processed on a first-come, first-served basis. Call today to discuss additional ideas to make your company stand out, such as a Martini Lounge, Shoe Shine Station, Entertainment Lounge, Wi Gaming Lounge, Luggage Check and More!

Don't Miss Out On This Critical Industry Event!

**Please contact Eric Bearly for information on sponsorship and exhibit participation.**

**Phone: (310) 533-2579**

**Email: [Eric.Bearly@Bobit.com](mailto:Eric.Bearly@Bobit.com)**

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# SPONSOR & EXHIBIT PACKAGES

* Indicates Category Exclusive	LEAD	PREMIER	INDUSTRY	GENERAL	EXHIBITOR
Total Cost of Sponsorship Category	\$15,000	\$12,000	\$7,500	\$5,000	\$2,195
A La Carte Selections (choose any of items on the next two pages to equal the value to the right)	\$10,000	\$7,500	\$3,500	\$1,500	n/a
Full Conference Registrations for your Customers (\$795 value each)	6	4	n/a	n/a	n/a
<b>Exhibit Package</b>					
10' x 20' Exhibit Space (\$4,390 value)	●	●			
10' x 10' Exhibit Space (\$1,995 value)			●	●	●
Premium Space Selection	*				
Booth Drape and Carpet	●	●	●	●	●
7" x 44" Company Identification Sign	●	●	●	●	●
Full Exhibitor Passes (all events)	4	4	2	2	2
<b>Pre-Show Brand Exposure</b>					
Company logo in respective category in the sponsor section on every page of www.CARconference.com with a link to the webpage of your choice.	●	●	●	●	
Company logo prominently featured in respective category on all pre-show print and email promotions.	●	●	●	●	
Company logo featured as a "Friend" of the CAR Conference.	●	●	●	●	
Company logo and link adjacent to your listing on the exhibitor page.	●	●	●	●	●
<b>On-Site</b>					
Premium placement for a full page 4-color advertisement in the Official Event Program (inside front or back).	*				
Prime placement full page 4-color ad in the Official Event Program		●			
Half page 4-color advertisement in the Official Event Program			●	●	
Enhanced logo listing and 20-word description in Official Event Program.	●	●	●	●	
General listing in the Official Event Program.					●
Logo featured in respective category on sponsor signage.	●	●	●	●	
<b>Post-Show</b>					
Attendee roster including name, company, city and state.	●	●			
Website exposure maintained for one month after the event.	●	●	●	●	

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## SPONSORSHIP A-LA-CARTE SELECTIONS

Items can be purchased separately from sponsor packages depending on availability.

**Evening Reception (1 available).....\$12,000**  
Sponsor the CAR Opening Reception. Includes sponsor logo on sigs at reception, logo napkins, and opportunity for servers to wear sponsor-provided logo wear.

**NEW! Networking Break-All Day (2 avail.).....\$10,000 ea**  
Sponsor a full day of networking breaks where coffee will be provided to attendees **all day!** Includes logo on signs in break area. Add mugs with your logo for an extra splash!

**Hotel Room Key Cards.....\$10,000**  
Exclusive sponsorship of the official headquarters hotel key cards. Your company message will be in the hand of every attendee every time they enter their hotel room.

**Lunch Sponsor.....\$8,500**  
Exclusive sponsorship of Thursday's lunch. Includes acknowledgement on the website and in the event guide. Logo on signage at lunch and food areas, and opportunity for servers to wear sponsor-provided logo wear.

**Badge Holder Neck Wallets.....\$8,500**  
Seen on the neck of every CAR attendee. Make sure it's your logo they see associated with the conference.

**Exclusive Event Guide Sponsor.....\$8,000**  
Premium exposure in the event guide. Your logo will appear on the front of the guide, and you will receive a full page 4-color ad on the back cover.

**NEW! Closing General Session Sponsor.....\$7,500**  
Sponsorship of Thursday's closing general session. Includes sponsor logo on signage and on podium, and opportunity to place sponsor collateral on seats in the room. Company logo or message will also appear on screen as attendees enter the room prior to the session.

**Exclusive Conference Tote Bags.....\$7,500**  
Your company's name will be seen everywhere with your logo prominently placed on one side of the tote bags carried by all attendees during (and after!) the event.

**Registration Sponsorship.....\$7,500**  
Front line branding exposure at registration. As the Registration Sponsor your logo is included on all registration signage and counters on-site, as well as all pages of the on-line attendee registration website, and printed registration forms. Opportunity for sponsor provided collateral (specific size required) to be included with badge mailing to attendees who are pre-registered.

**Internet Café.....\$7,500**  
The way to stay connected – to fellow conference attendees and to the folks at home. Have your customized message appear on the computer screens when attendees are catching up on the daily news. Set the home page to your website so it's the first page attendees see when they use the internet café computers. Includes signage in Internet Café area.

**Thursday Keynote Sponsorship.....\$5,000**  
Your company brand will appear front and center in Thursday Morning's Keynote address on the podium, room signage and you will have the opportunity to place your company collateral on the table tops.

**NEW! Show Floor Lounge Sponsorship.....\$5,000 ea**  
Attendees can relax in one of the comfortable lounges right on the show floor while they enjoy a refreshment and learn about your company's services. You'll have the opportunity to place your collateral prominently in the lounge area.

**Official CAR Conference Padfolio.....\$5,000**  
A great tool for CAR attendees while in session. Your company logo will be printed on faux leather notebooks, included in the show bags given to every attendee.

**NEW! Flash Drive or USB Port.....\$5,000**  
An electronic item with great take-home value that will have your company imprint! Your choice of flash drives or USB ports.

**Water Stations with Reusable Water Bottles.....\$5,000**  
Given to every attendee to carry around and fill up at the various water stations. Each station will be branded with sponsor logo and bottles will be provided by CAR as they arrive at registration.

**NEW! Luggage Check Sponsorship.....\$5,000**  
Attendees will have the opportunity to check their luggage at the CAR Registration area, courtesy of the luggage check sponsor. Your company logo will appear on signage and luggage tags with your logo will be given to all attendees who take advantage of this service.

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## SPONSORSHIP A-LA-CARTE SELECTIONS (CONTINUED)

**Breakfast Sponsor.....\$4,500**  
Exclusive sponsorship of the Thursday Breakfast. Sponsorship includes sponsor logo on signage at breakfast and food areas, and opportunity for servers to wear sponsor-provided logo wear.

**Hotel Room Drop (2 available).....\$4,500 ea**  
Drop of your collateral or special gift to all hotel guests in the CAR Show host room block.

**Exclusive Directional Signage Sponsor.....\$4,500**  
Your company logo will appear on all directional signs for the event. Attendees will see your logo prominently displayed as they look for a session or event.  
*(does not appear on signs pertaining to other sponsored items or events).*

**Networking Break Sponsor (4 available).....\$3,500 ea**  
Sponsor of one of four **half-hour long** networking coffee breaks. Includes sponsor logo on signs in break area.

**Set of Concurrent Sessions.....\$3,500 ea**  
Place your brand front and center in the concurrent sessions! Your logo will be on podiums, room signage and have your company collateral placed on table tops in all rooms during one set of concurrent sessions.

**Official Event Pens.....\$3,500**  
The only pen that will get distributed officially at CAR!

**Official Event Notepads .....\$3,500**  
Notepads with your company logo will be placed on table tops in all the seminar rooms, for attendees to take notes while in session!

**NEW! Meter Panel Graphics.....\$3,000/2 or \$4,500/4**  
Put your message on display on double-sided, 39" x 96" four-color signs in the main foyer. That's eight feet high!

**Web Banner Ad (limited availability!).....\$3,000 ea**  
Place your company advertisement right on the home page of the CAR website. Animate it and link it to your website.

**NEW! Exclusive Directional Floor Stickers....\$2,500 ea**  
Put your message throughout the expo hall, in the most visible place: the floor! Ten (10) floor stickers printed by CAR.

**NEW! Innovative Solutions Session.....\$2,000 ea**  
The Innovative Solutions Session will take place on Thursday at 12:00pm. Own the podium for five (5) minutes to present your product or service to all attendees! Attendees will have the opportunity to select companies to request more information which means you obtain hot leads! Sign up now! Limited Availability!

**Internet Epromo (limited availability!).....\$2,000 ea**  
Get a customized message out to registered attendees before the show – draw traffic to your booth and be ahead of the game. Dates depending on availability can be selected within one month prior to the show or one month after.

**Event Program Full Page 4-Color Ad.....\$1,250 ea**  
Get your brand and message included in the official Event Program. Attendees will see your message as they browse through the day's activities.

**Show Bag Insert (limited availability!).....\$1,000 ea**  
Don't miss this great opportunity to include one piece of collateral or promotional item (no pads or pens) in conference tote bag. Sponsor to supply collateral.

**Event Program Half Page 4-Color Ad.....\$700 ea**  
Purchase a half page ad in the official Event Program.

**Meeting Room Rental\* (limited availability!)....\$650 ea**  
Organize a meeting with your customers and/or staff. Rental is per room, per day and on a first come-first serve basis. Audiovisual, catering and other special requests are the responsibility of the exhibitor/sponsor. Time and location will be subject to approval by show management.

*\*Participating company's staff rooms must be booked in the headquarters hotel, Caesar's Palace, in order to qualify for meeting room rental.*

**Exhibitor Listing logo in Event Program.....\$200 ea**  
Make your exhibitor listing in the show guide stand out by supplementing it with a 4-color company logo.

**Please remember sponsorships go fast and the above list is subject to availability. Options are not limited to the above selections. Call today to discuss additional ideas to make your company stand out, such as a Martini Lounge, Shoe Shine Station, Entertainment Lounge, Wii Game Lounge and More!**

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