

# SPONSORSHIP PROSPECTUS

## Green Fleet CONFERENCE & EXPO 2.0

The game has changed.  
Get ready for the next generation of  
Green Fleet Conference & Expo.

October 29-30, 2014

Renaissance Schaumburg Convention Center Hotel  
Schaumburg, IL



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[www.GreenFleetConference.com](http://www.GreenFleetConference.com)

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Renaissance Schaumburg Convention Center Hotel, Schaumburg, IL

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**GREEN FLEET HDT**

## SPONSORSHIP LEVELS

### All sponsorship levels include the following:

- Company logo featured in the sponsor section on every page of [www.GreenFleetConference.com](http://www.GreenFleetConference.com) with a link to the webpage of choice.
- Company logo prominently featured on all show print promotions (40,000 impressions).
- Enhanced logo listing and 20-word description in the Event Guide.
- Company logo featured in respective category on sponsor signage.
- Website exposure for four months after the event.
- Company logo and link adjacent to your listing on the exhibitor webpage.

### Each sponsorship level comes with the following additional enhancements:

<b>Lead Sponsor—\$15,000</b> *Sponsorship item selection up to \$ 10,000	10 registrations (\$695 value each, total value \$6,950), recognition in announcements at general session, attendee roster including name, company, city and state.
<b>Premier Sponsor—\$12,000</b> *Sponsorship item selection up to \$ 7,500	8 registrations (\$695 value each, total value \$5,560), attendee roster including name, company, city and state.
<b>General Sponsor—\$6,500</b> *Sponsorship item selection up to \$3,500	4 registrations (\$695 value each, total value \$2,780)

#### \*How do you select your sponsorship items?

Once you have chosen your sponsorship level you can choose from a variety of sponsorship items to enhance your brand marketing at the show. All sponsorship items are listed on the following page, you can select one or multiple items that add up to your sponsor level selection amount.

#### Also want to exhibit?

If you would also like to purchase exhibit space it can easily be added to your current sponsorship.

#### Exhibit Space

10' x 10' Exhibit Space.....\$2,295

100 square feet of prime display space in the main exhibit hall. This package includes standard booth drape and a company ID sign.

CONTACT

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OCTOBER 29-30, 2014 | SCHAUMBURG, IL

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## SPONSORSHIP ITEM SELECTIONS

### Registration\* ..... \$10,000

You can't beat a registration sponsorship for first impressions! Every single attendee has to visit the registration area to pick up their badge. Your brand will be featured on the registration area graphics, forms, and your logo will appear on all pre-show registration items including the website. You'll also get the opportunity to place branded items on the registration counters.

### Lanyard and Badge Holder \* ..... \$7,500

Badge lanyards are an excellent way to "wrap" your brand around your target market. Given to every attendee to wear around their neck, the continued eye-level exposure won't be missed. Lanyards also end up in almost every picture; talk about value!

### Evening Reception in the Exhibit Hall\* ..... \$7,500

Headline a great networking event with logo recognition wherever the Reception is listed, custom signage at all bars and food areas, recognition through loudspeaker announcements, and custom logo beverage napkins.

### Internet Café\* ..... \$7,500

Help attendees tend to business by providing the Internet Café. You get logo recognition wherever the Internet Café is listed and computer home pages set to the website of your choice. You can also place logo scratch pads and pens at each station. (Pads and pens supplied by sponsor.)

### Attendee Bags ..... \$7,500

Given to every attendee, the show bag is a great opportunity to increase your brand recognition. For two days, attendees will carry your bag as walking advertisements for your company. Even better, the bags show up in the pictures for exposure even after the event ends! One side available.

### Lunch ..... \$7,500

A luncheon is a great opportunity to promote your company while you solve a big problem - an empty stomach! You'll get logo recognition wherever the Lunch is listed, company logo signs on every table and the opportunity to place literature or giveaways at every seat. (2 Available)

### Networking Break ..... \$5,000

Be their hero - give them coffee! You'll get logo recognition wherever the Break is listed and a company logo sign at each Break station. You also get the opportunity to provide giveaway logo mugs. (3 Available)

### Keynote Presentation or General Session ..... \$5,000

Get logo recognition wherever the keynote presentation is listed, company logo on the presentation screen, recognition in the announcements and up to two minutes of podium time to deliver a custom message. You can also place an item at every seat. (4 Available)

### Ride & Drive Event\* ..... \$5,000

Get logo recognition wherever the Ride & Drive is listed, custom signage throughout the Ride & Drive area and priority vehicle placement in the Ride & Drive area.

### Mobile App\* ..... \$5,000

Bring the show program into the palm of the attendees' hands with the mobile app!

### Breakfast ..... \$5,000

The way to an attendee's heart is through their stomach! Get logo recognition wherever the Breakfast is listed and a company logo sign on every table. You also get the exclusive opportunity to place literature or giveaways at every seat. (2 Available)

### Conference Pens\* ..... \$3,500

Attendees will need something to write with while they take notes at our high-impact sessions. These pens will be in every room.

### Conference Notepads\* ..... \$3,500

They will also need something to write on! These notepads will be in every room. Couple this with the conference pens for maximum exposure.

### Hotel Room Drop ..... \$3,000

Late night reading! Have an item placed in each attendee hotel room. (Item provided by sponsor.)

### Custom Email Promotion to Registered Attendees ..... \$2,500

Get YOUR message out with a custom email promotion sent on your behalf to all registered attendees. This opportunity may be used pre-show or post-show where available. (Only three pre-show and two post-show available.)

### Set of Concurrent Sessions ..... \$2,500

All eyes forward at the sessions. You get your company logo wherever the Set is listed, a logo podium sign and the opportunity to place literature or giveaway at every seat. (4 Available)

### Full Page Ad in the Event Guide ..... \$2,000

One full-page four-color ad in the official event guide.

### Meter Panel ..... \$1,500

Put your message on display on a 39" x 96" four-color sign in the main conference foyer. That's eight feet high! (15 Available)

### Attendee Bag Insert ..... \$1,500

Promote your company by placing an item in every attendee bag. Whether it's a discount promotion just for attendees, a market-specific message, or a fun take-home item for their desks, a bag stuffer is a cost-efficient way to reach every attendee. (Item provided by sponsor.) (10 Available)

### Banner Ad at www.GreenFleetConference.com ..... \$1,500

Opportunity to place a custom banner advertisement for one month on the home page of www.GreenFleetConference.com. (1 Available)

### Passport Program Stamp ..... \$695

Increase traffic to your booth by adding it as a stop on the daily passport. Attendees will attempt to complete their passports for a chance to win prizes at the end of every day.

\* Denotes exclusivity.

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