

Sponsorship Information



Green Fleet Conference & Expo

October 1-2, 2013

Phoenix Convention Center, Phoenix, AZ



The Right Place. The Right Time.

Driving Fleet Efficiencies.



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SPONSORSHIP LEVELS

	LEAD	PREMIER	MAJOR	GENERAL
Category Cost	\$15,000	\$12,000	\$7,500	\$5,000
A La Carte Selection Credits	10,000 Credits	7,500 Credits	3,500 Credits	1,500 Credits
Registrations (\$695 value each)	10	8	6	4
PRE-SHOW BRAND EXPOSURE				
Company logo featured in respective category in the sponsor section on every page of www.GreenFleetConference.com with a link to the webpage of your choice.	•	•	•	•
Company logo prominently featured in respective category on all pre-show print promotions (40,000 impressions).	•	•	•	•
Company logo and link adjacent to your listing on the exhibitor webpage.	•	•	•	•
ON-SITE				
Enhanced logo listing and 20-word description in the Event Guide.	•	•	•	•
Company logo featured in respective category on sponsor signage.	•	•	•	•
Recognition in announcements at a general session.	•			
POST-SHOW				
Attendee roster including name, company, city and state.	•	•		
Website exposure maintained for four months after the event.	•	•	•	•

CONTACT

Great Lakes Area
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SPONSORSHIP OPTIONS

10' x 10' Exhibit Space 2,295 Credits

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

Registration* 10,000 Credits

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 * SOLD

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!

Tuesday Evening Reception in the Exhibit Hall* 7,500 Credits

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.

USB Drive* 7,500 Credits

Take-home information will be available from every session! In an effort to be green, we'll place all the items on a flash drive with your logo on the front.

Internet Café* 7,500 Credits

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 Credits

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 Credits

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.

Networking Break 5,000 Credits

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.

Keynote Presentation 5,000 Credits

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.

Ride & Drive Event* 5,000 Credits

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 Credits

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

Breakfast 5,000 Credits

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.

Conference Pens* SOLD

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 Credits

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 Credits

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

Custom Email Promotion to Registered Attendees 2,500 Credits

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 Credits

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.

Full Page Ad in the Event Guide 2,000 Credits

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

Meter Panel 1,500 Credits

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

Attendee Bag Insert 1,500 Credits

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.)

Banner Ad at www.GreenFleetConference.com 1,500 Credits

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

Passport Program Stamp 695 Credits

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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