

INTERNATIONAL **Car Rental** SHOW

April 17-19, 2016 • Bally's Las Vegas

2016 SPONSORSHIP & EXHIBITOR PROSPECTUS

The International Car Rental Show is the perfect opportunity to reach today's automotive rental industry leaders.



The International Car Rental Show is a unique conference and exposition specifically designed to address the latest issues impacting the entire automotive rental market. Nowhere else is there a forum that showcases the finest cars, trucks, buses, products and services the industry has to offer. Attendees represent independent and franchised auto rental operations from all over the world.

The 2016 International Car Rental Show is the only conference and expo that truly represents the auto rental industry. It's the one opportunity that you don't want to miss!

Visit www.CarRentalShow.com
or call 800-576-8788 for more information.

INTERNATIONAL Car Rental SHOW

Why Exhibit?

The International Car Rental Show in conjunction with American Car Rental Association (ACRA) is the industry's premier gathering. Our information-packed seminars and enlightening keynote speakers provide the tools you need to put your existing resources to work and increase profits! As an International Car Rental Show exhibitor you will:

- Make Sales
- Meet Qualified Buyers Face-to-Face
- Generate Hot New Leads
- See New Competition
- Network with Your Peers

10'x10' Exhibit Space

- Pipe & drape
- Company identification sign
- Website company listing with a link
- The entire exhibit hall is carpeted
- Mobile App listing with company information
- Two exhibitor registrations per 10x10 space
- 7 Hours of face-to-face exhibitor time!



2016 International Car Rental Show Booth Pricing

Per 10'x10' Exhibit Space

- Regular Rate: \$2,445.00
- ACRA Member Rate: \$2,245.00
Proof of ACRA membership is required in order to receive discount.
- Premium Space with Shared Column Wrap: \$4,100.00
Front location in the exhibit hall, includes two 8' high graphic panels.
- Premium Space with Shared Column Wrap - ACRA Member: \$3,900.00
*Front location in the exhibit hall, includes two 8' high graphic panels.
Proof of ACRA membership is required in order to receive discount.*

Please contact Joni Owens for information on sponsorship and exhibit participation.

Phone: (310) 533-2530

Email: Joni.Owens@Bobit.com



2016 SPONSORSHIP PACKAGES

Increase your visibility at the International Car Rental Show. Take advantage of one of the numerous sponsorship opportunities designed specifically for exhibitors to reach a wider audience and increase booth traffic. Increase your exposure both on-site and during the months leading up to the event through website promotion, signage and banner placement on site, and a special mention in the official event program. Act quickly: Options are limited and subject to availability!

For more information or to customize your sponsorship, please contact Joni Owens at Joni.Owens@Bobit.com or call (310) 533-2530.

(Please visit www.CarRentalShow.com for updated availability)

LEAD Sponsorship **\$18,000** (ACRA Member Rate: **\$16,500**)

All Lead Sponsorship packages are inclusive of the following:

- 20'x20' booth space.
- 6 complimentary full registration passes. (Additional passes available at \$600 each.)
- Logo in the sponsor section on www.CarRentalShow.com with a live link to your website.
- Company logo in "Lead Sponsor" category on all pre-show print and email promotions.
- Company logo and hyperlink on the exhibitor page of the website.
- Logo next to the exhibitor listing and 20-word description in the event mobile app.
- Logo in the "Lead Sponsor" category on the show entrance unit and signage pertaining to sponsored items.
- Post-show attendee roster including name, company, city and state.
- \$12,000 credit toward any of the available a-la-carte selections listed on the following pages.



PREMIER Sponsorship **\$12,000** (ACRA Member Rate: **\$11,000**)

All Premier Sponsorship packages are inclusive of the following:

- 10'x20' booth space.
- 4 complimentary full registration passes. (Additional passes available at \$600 each.)
- Logo in the sponsor section on www.CarRentalShow.com with a live link to your website.
- Company logo in "Premier Sponsor" category on all pre-show print and email promotions.
- Company logo and link adjacent to your listing on the exhibitor page of the website.
- Logo next to the exhibitor listing and 20-word description in the event mobile app.
- Logo in "Premier Sponsor" category on entrance unit and signage pertaining to sponsored items.
- Post-show attendee roster including name, company, city and state.
- \$7,500 credit toward any of the available a-la-carte selections listed on the following pages.

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2016 SPONSORSHIP PACKAGES *(continued)*

INDUSTRY Sponsorship \$7,500 (ACRA Member Rate: \$7,000)

All Industry Sponsorship packages are inclusive of the following:

- 10'x10' booth space.
- 4 complimentary full registration passes. (Additional passes available at \$600 each.)
- Logo in the sponsor section on www.CarRentalShow.com with a live link to your website.
- Company logo in "Industry Sponsor" category on all pre-show print and email promotions.
- Logo next to the exhibitor listing and 20-word description in the event mobile app.
- Logo in "Industry Sponsor" category on entrance unit and signage pertaining to sponsored items.
- Post-show attendee roster including name, company, city and state.
- \$5,000 credit toward any of the available a-la-carte selections listed on the following pages.

GENERAL Sponsorship \$5,000 (ACRA Member Rate: \$4,500)

All General Sponsorship packages are inclusive of the following:

- 10'x10' booth space.
- 2 complimentary full registration passes. (Additional passes available at \$600 each.)
- Logo in the sponsor section on www.CarRentalShow.com with a live link to your website.
- Company logo in "General Sponsor" category on all pre-show print and email promotions.
- Logo next to the exhibitor listing and 20-word description in the event mobile app.
- Logo in "General Sponsor" category on entrance unit and signage pertaining to sponsored items.
- Post-show attendee roster including name, company, city and state.
- \$2,500 credit toward any of the available a-la-carte selections listed on the following pages.

Integrated Marketing Package \$3,500 (ACRA Member Rate: \$3,200)

All Integrated Marketing Packages are inclusive of the following:

- 10'x10' booth space.
- 2 complimentary full registration passes. (Additional passes available at \$600 each.)
- Logo next to the exhibitor listing and 20-word description in the event mobile app.
- Post-show attendee roster including name, company, city and state.

Plus select one of the following options (Subject to availability):

1. Web banner for 3 months on the *Auto Rental News* Website: www.autorentalnews.com.
2. Web banner for 3 months on *The Reporter, Auto Rental News'* weekly eNewsletter: <http://newsletters.autorentalnews.com/reporter/>.
3. Web banner for 3 months on the show Website: www.CarRentalShow.com.

...A-La-Carte Selections next page



A-LA-CARTE SELECTIONS *(subject to availability)*

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

Monday Networking Reception **\$12,000**

Exclusive sponsorship of the Evening Reception in the exhibit hall. Includes acknowledgement on the website and in the mobile app. Sponsor logo on signage at reception and food and drink areas, logo napkins, and opportunity for servers to wear collared sponsor-provided logo shirts.

Monday Lunch & Expo **\$9,500**

Grab attendees' attention right at the start of the show! Includes acknowledgement on the website, on signage, in the mobile app and opportunity for servers to wear sponsor-provided collared shirts.

Tuesday Lunch & Expo **\$9,500**

This exclusive sponsorship Includes acknowledgement on the website, on signage, in the mobile app and opportunity for servers to wear sponsor-provided collared shirts.

Event Mobile App \$8,000 (exclusive) \$2,500 (shared)

Sponsor the first International Car Rental Show Mobile App! Your brand will be featured on a take home item with 12 months of brand exposure.

Show Floor Lounge **\$7,500**

Attendees can relax in the comfortable lounge in the center of the show while they enjoy a refreshment and learn about your company's services. Includes the opportunity to place collateral on tables, (4) 8' signs, and set up your display within the 20'x20' space.

Closing Keynote & Hosted Mixer **\$7,500**

Attendees will have the opportunity to mingle and get a refreshment in the general session before being seated for the closing keynote address. Includes logo on signage and opportunity to place collateral on seats. Your logo will appear on screen as attendees enter the room prior to the session.

Sunday Welcome Cocktail Reception **\$7,500**

Sponsorship of the Sunday Welcome Cocktail Reception includes acknowledgement on the website and in the mobile app. Sponsor logo on signage at the reception, and opportunity to speak at the podium for up to 5 minutes.

Registration Sponsorship **\$7,500**

As the exclusive Registration Sponsor your logo is the first thing attendees see when they arrive! Logo included on the show badge, registration signage on-site, on the on-line attendee registration page, printed and on-site registration forms.

Tues. Breakfast General Session Sponsor **\$6,500**

Exclusive sponsorship of Tuesday's breakfast. Includes acknowledgement on the website and mobile app on signage at breakfast, and opportunity for servers to wear sponsor-provided logo wear.

Exclusive Conference Tote Bags **\$6,000**

Your company's name will be seen everywhere with your logo prominently placed on one side of the bags carried by all attendees during (and after!) the event.

Attendee Badge Lanyards **\$5,500**

Seen on the neck of every International Car Rental Show attendee, make sure it's your logo they see!

Session Chair Covers **\$5,500**

A great way to get your company noticed. Your company's logo will be prominently placed on all chair backs in the International Car Rental Show general session room or concurrent seminar room(s), depending on availability.

Hallway Sponsor **\$5,000**

Sponsor the main entrance leading into the conference with a custom gobo of your logo, (6) 8' graphics (39" x 96" 4-color signs) and lighting.



A-LA-CARTE SELECTIONS *(continued)*

- Welcome Keynote Sponsor** **\$5,000**
Your company brand will appear on the Welcome Keynote Address on signage and you'll have the opportunity to place your collateral on the tables.
- Branded Phone Charging Station** **\$4,500**
Place a custom electronic charging station in the foyer. One unit will have four charging stations for almost all types of electronic devices. Includes power and your company graphics for an excellent branding opportunity.
- Exclusive Pocket Schedule** **\$4,500**
Put your logo on the schedule that includes all keynotes, panels and workshops.
- Large Column Graphics** **\$4,500 (exclusive)**
Stand out as attendees walk into the exhibit hall on a column wrap almost 10' high and 3' wide! Cover the 4 sided column with your custom 4-color graphics.
- Networking Break Sponsor (2 avail.)** **\$3,500**
Sponsorship of Monday or Tuesday's networking refreshment break. Includes acknowledgement on signage, the ICRS website and in the mobile app.
- Set of Sessions or General Session** **\$3,500**
Place your brand front and center in a pair of concurrent sessions or one of the general sessions. Your logo will be on signage and your company collateral placed on table tops in all rooms pertaining to your sponsored session(s).
- Integrated Marketing Package** **\$3,500**
Includes the following items:
- 10'x10' booth space.
 - 2 complimentary full registration passes.
 - Logo listing in the event program.
 - Your choice of one of the following options:
 - Web banner for 3 months on the *ARN* Website.
 - Web banner for 3 months on The Reporter, *Auto Rental News'* weekly eNewsletter.
 - Web banner for 3 months on the ICRS Website.
- Official Event Pens** **\$3,500**
The only pen given away at International Car Rental Show. Great branding opportunity for your company!
- First Timer's Orientation** **\$2,500**
Get in front of first time attendees! Your logo will be on the podium, room signage and have your company collateral placed on table tops in the room. This event was jam packed last year and we expect a great turnout at this special session taking place just before the official start of the conference.
- Internet Epromo** **\$2,000**
Get a customized message out to registered attendees before or after ICRS. Dates can be selected depending on availability.
- Column Graphics** **\$1,800 (2) or \$3,400 (4)**
Make a bold statement on a 9' tall column wrap. 4-color signage will be placed in main foyer near registration and session rooms.
- Latin American Meeting Sponsor** **\$1,600**
Co-sponsorship of this meeting includes acknowledgement on ICRS signage, website and mobile app, the opportunity to place your collateral on the tables and a post-show meeting roster with contact information.
- Meter Panels** **\$1,500 (1), \$2,800 (2) or \$4,500 (4)**
Put your message on display on double-sided, 8' tall, 4-color signs in the conference hallway.
- Table Drop (limited availability!)** **\$1,500**
A great way to get your message in front of a targeted group of conference attendees. Items to be provided by sponsor.
- Attendee Bag Insert** **\$1,000**
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 and item must be pre-approved by show management.

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