



INTERNATIONAL CAR RENTAL SHOW

A large decorative graphic consisting of a grid of colored dots in shades of red, orange, yellow, green, and blue, arranged in a pattern that tapers to the right.

WHERE THE
CAR RENTAL INDUSTRY
CONNECTS

APRIL 15-17, 2018

Bally's Las Vegas

Register Now!

www.InternationalCarRentalShow.com

85%

of respondents say they count on exhibiting at Int'l Car Rental Show to obtain new business

ATTENDEE SURVEY STATS

60%

of attendee respondents plan to return to Int'l Car Rental Show next year

52%

of respondents plan to or made a purchase from an exhibitor they met at the Show

Past Sponsors

1st Source Bank
ACE Rent A Car
AFC
Ally SmartAuction
America Car Rental
Bluebird Auto Rental Systems
Collateral Consultants
Cox Automotive
DAMAGE iD
Economy Rent A Car
Ford Motor Company
Fox Reservations Systems, Inc.
Frontline Performance Group
Gallagher Automotive Services
Mex Rent-A-Car
MuvMe
PurCo Fleet Services, Inc.
Rate Highway, Inc.
Rent Centric Inc.
Rent-A-Wreck & Priceless Car Rental
TravelClick Inc.
TSD
U-Save Car & Truck Rental
Zurich Rental & Leasing Insurance Program

Participating Countries

Aruba
Australia
Barbados
Belgium
Bolivia
Brazil
Canada
China
Colombia
Costa Rica
Dominican Republic
France
Germany
Greece
Guatemala
Iceland
Jamaica
Latvia
Mexico
Netherlands
New Zealand
Panama
Philippines
Portugal
Puerto Rico
Republic of Korea
Romania
Saint Lucia
Spain
Sweden
Switzerland
Turks and Caicos Islands
Trinidad and Tobago
United Kingdom
Vietnam
Virgin Islands

87%

of exhibitors and sponsors who responded say they will exhibit, sponsor or do both again next year

What People are Saying

"For us, the International Car Rental Show was a great venue to meet with car rental operators that are interested in how new technologies can be used to improve the customer experience. With all the changes that happening in automotive—from carsharing and ridesharing to autonomous vehicles—having an event like this where all the new developments in car rental technologies can be seen under one roof is really valuable."

—**Alan Woodland**,
INVERS Mobility Solutions, Vancouver, BC Canada

"The International Car Rental Show in Vegas was a great way to network with both veterans and newcomers. The rental industry is changing rapidly and this show gives my organization's executives insight to some of the changes that will both positively and negatively affect my business. This is a must-attend show for the rental industry!"

—**Mike**, Director of Sales,
HyreCar, Los Angeles, California

"The International Car Rental Show is the one show to attend if you're interested in everything that's happening around the rental car business. It's an outstanding show with smart sessions and the best networking in the business."

—**Mark Thomas**, VP Marketing,
RideCell, San Francisco, California

"The level of engagement among our industry professionals continues to grow as does the show itself. More opportunities to build business relations; bolstering ACRA as an instrument for us to be heard and become more effective in moving our industry ahead, plus making connections in and understanding international markets. Every year I look ahead to the next show whether in Florida or Las Vegas."

—**John Poisson**, International Franchise Systems /
Rent A Wreck, Priceless Car Rental and NextCar Rental,
Laurel, MD

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

10'x10' Exhibit Space Includes:

- 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!

2018 International Car Rental Show Booth Pricing

	Regular Rate	ACRA Rate
Per 10'x10' Exhibit Space <ul style="list-style-type: none"> • 10'x10' Exhibit Space • 10'x10' Exhibit Space <i>With 6' draped table, 2 side chairs & a wastebasket</i>	\$2,445.00 \$2,795.00	<i>Proof of ACRA membership is required in order to receive discount.</i> \$2,245.00 \$2,595.00
Premium Space with Shared Column Wrap: <i>Front location in the exhibit hall, includes two 3'x8' high graphic panels.</i>		
<ul style="list-style-type: none"> • Premium Space with Shared Column Wrap • Premium Space with Shared Column Wrap <i>With 6' draped table, 2 side chairs & a wastebasket</i>	\$4,100.00 \$4,450.00	\$3,900.00 \$4,250.00



2018 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.

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.InternationalCarRentalShow.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.InternationalCarRentalShow.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.

2018 SPONSORSHIP PACKAGES (continued)

INDUSTRY Sponsorship \$7,500 (ACRA Member Rate: \$6,800)

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.



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 acknowledgment 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.

Show Floor Lounge \$10,000

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.

Monday Lunch & Expo \$9,500

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

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 acknowledgment 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.

Tuesday Breakfast General Session Sponsor \$6,500

Exclusive sponsorship of Tuesday's breakfast. Includes acknowledgment 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.

A-LA-CARTE SELECTIONS (continued)**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.

**Welcome Keynote Sponsor
\$5,000**

Your company brand will appear on the Welcome Keynote Address 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 pocket 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 available) \$3,500**

Sponsorship of Monday or Tuesday networking refreshment break. Includes acknowledgment 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).

Official Event Pens \$3,500

The only pen given away at International Car Rental Show. Great branding opportunity for your company!

**Official Event Notepad
\$3,500**

Notepads with your company logo will be placed on the table tops in all seminar rooms, for attendees to take note while in session.

**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.

**International Alley Sponsor
\$1,800**

Co-sponsorship of this exclusive area includes participation in the Latin American Meeting, opportunity for custom signage on a one-sided meter panel, acknowledgment 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, free standing 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.

Mobile App Sponsorship Opportunities



Event Mobile App \$8,000 (Exclusive)

Sponsor the International Car Rental Show Mobile App! Your brand will be live for 9 months after the show.

Watermark on "My Schedule" \$3,500 (Exclusive)

A watermark of your logo will appear on all "My Schedule" calendar pages of the Mobile App.

Secondary Launch Page/ Splash Screen \$3,000 (Exclusive)

Make the first impression to International Car Rental Show attendees. This page will appear after opening screen & will showcase your custom graphics on the Mobile App. Landing page is 320Wx418H pixels.

Weighted Banner w/ Multimedia Message or Landing Page \$2,500

Banner ad will rotate more frequently at the top of the app dashboard page. Sponsor can choose to link the banner to a customized landing page or multimedia message. Banner is 320Wx55H pixels.

Banner Ad w/ Multimedia Message \$1,500 3 Available

Banner ad will rotate at the top of the mobile app dashboard page and click through to a multimedia video message provided by the sponsor. Banner is 320Wx55H pixels. Preferred video format is HD h264 with ACC audio.

Banner Ad w/ Landing Page \$1,500

Banner ad will rotate at the top of the mobile app dashboard page & click through to a custom landing page designed by the sponsor. Banner is 320Wx55H pixels. Landing page is 320Wx418H pixels.

Push Notification \$500/each

Up to 3 Per Conference Day
Drive Traffic to your booth! Send a mobile alert to all attendees who have downloaded the app. Limited.