

dealer summit

May 3-5, 2016 Sheraton Tampa Riverwalk Hotel Tampa, Fla.

2016 Sponsorship Opportunities

Lead Sponsor: \$10,000*

- Table Top Display**
- 2 Full Show Passes
- 2 Full-Page, Four-Color Ads in *Auto Dealer Today* magazine w/Premium Position:
 1. Pre-show Issue
 2. Special Show Issue
- Two ePromos to the *Auto Dealer Today* Circulation List
- Literature Bag Insert
- Lead Company Profile on Show Website w/150 words and 4 Product PDFs
- Company Logo as Lead Sponsor in Special Show Issue of *ADT*
- Company Logo as Lead Sponsor on Show Website
- Company Logo as Lead Sponsor on Show Signage
- Company Logo as Lead Sponsor on all Pre/Post Show Marketing Materials

Premier Sponsor: \$8,500

- Table Top Display
- 2 Full Show Passes
- 2 Full-Page, Four-Color Ads in *Auto Dealer Today* magazine:
 1. Pre-show Issue
 2. Special Show Issue
- One ePromo to the *Auto Dealer Today* Circulation List
- Literature Bag Insert
- Premier Company Profile on Show Website w/100 words and 2 Product PDFs
- Company Logo as Premier Sponsor in Special Show Issue of *ADT*
- Company Logo as Premier Sponsor on Show Website
- Company Logo as Premier Sponsor on Show Signage
- Company Logo as Premier Sponsor on all Pre/Post Show Marketing Materials

General Sponsor: \$6,500

- Table Top Display
- 2 Full Show Passes
- 2 Half-Page, Four-Color Ads in *Auto Dealer Today* magazine:
 1. Pre-show Issue
 2. Special Show Issue
- Literature Bag Insert
- General Company Profile on Show Website w/50 words and 1 Product PDF
- Company Logo as General Sponsor in Special Show Issue of *ADT*
- Company Logo as General Sponsor on Show Website
- Company Logo as General Sponsor on Show Signage
- Company Logo as General Sponsor on all Pre/Post Show Marketing Materials

Display Area Only: \$4,500

- Table Top Display & 2 Full Show Passes

*6 Lead Sponsorships available **Table Top Display include 6-foot table, table drape, two chairs and wastebasket

Additional Sponsorship Information

Breakfast Sponsor: \$3,000 (2 available)

Exclusive sponsorship of breakfast; includes acknowledgment in the special show issue of magazine, and on signage during breakfast.

Luncheon Sponsor: \$3,000 (2 available)

Exclusive sponsorship of luncheon; includes acknowledgment in the special show issue of magazine, and on signage during luncheon.

Refreshment Break Sponsor:

\$3,000 (3 available)

Exclusive sponsorship of coffee break; includes acknowledgment in the special show issue of magazine, and on signage during break.

Evening Reception Sponsor:

\$5,000 (1 available)

Exclusive sponsorship of evening reception; includes acknowledgment in the special show issue of magazine, and on signage during the reception.

Registration Sponsor: \$5,500

Front line branding exposure at the registration counter and on badges. As the Registration Sponsor your logo is included on the show badge, your logo will appear on all registration signage and in the show program on all registration listings.

Registration Giveaway Sponsor: \$4,000

Your company will be featured in two pre-show press releases as the Registration Giveaway Sponsor, and your company will be quoted in the press releases. At show site, your company will be recognized as the sponsor, and an executive from your company will be present when the prizes are given out during the opening general session.

Conference Tote Bags: \$5,000

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

Meter Panel: \$1,500 (8 available)

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

Show Guide Full Page Ad: \$2,500

Don't miss this great opportunity to promote your company in the official Dealer Summit Show Issue.

Show Guide Half Page Ad: \$1,500

Don't miss this great opportunity to promote your company in the official Dealer Summit Show Issue.

ePromo: \$1,500 (limited availability)

Don't miss this great opportunity to promote your company to all Dealer Summit attendees.

Literature Bag Insert: \$1,250

Don't miss this great opportunity to include one piece of collateral or promotional item (no pads or pens) in conference tote bag. (sponsor-supplied)

Keynote or Workshop Table Drop:

\$1,500 (5 available)

A great way to get your message in front of a targeted group of conference attendees. (sponsor-supplied)

Badge Lanyards: \$4,500

Seen on the neck of every Dealer Summit attendee. Make sure it's your logo they see associated with the conference.

Official Event Pads: \$4,500

A great tool for Dealer Summit attendees while in session. Your logo will be prominently placed on the event pad.

Official Event Pen: \$2,500

The only one that will get distributed officially at the 2016 Dealer Summit.

Pocket Schedule: \$3,000

Put your logo on the schedule that includes all keynotes, panels, and workshops.

Podium Sponsor: \$5,000

What better way to ensure visibility of your brand than to have it appear boldly in all general sessions and workshops on the podium signage.

Hotel Room Drop: \$3,500 (2 available)

While your attendees are out, we'll deliver your company's literature to each room; a clever way to ensure your message is seen by all! (sponsor-supplied)

Exclusive Cigar Lounge: \$5,500 (1 available)

Invite conference attendees to join you on the patio directly adjacent to the expo area. Sponsorship includes 250 Churchill-style cigars and advertising support.

Chair Covers: \$5,000 (4 available)

A great way to get your company noticed. Your company's logo will be prominently placed on all the chair backs in the general session for the entirety of the Dealer Summit Conference.

Sponsor an Attendee Dinner Event!

Ask for details!

Call David Gesualdo at 727-947-4027 today!