

SPONSORSHIP & ADVERTISING OPPORTUNITIES

HENRY B GONZALEZ CONVENTION CENTER

TLPA 96th ANNUAL CONVENTION & TRADE SHOW

Grand Hyatt San Antonio
Henry B. Gonzalez Convention Center
San Antonio, Texas/October 15-19, 2014



TAXICAB, LIMOUSINE &
PARATRANSIT ASSOCIATION

3200 Tower Oaks Blvd., Suite 220 • Rockville, MD 20852
P: (301) 984-5700 • F: (301) 984-5703 • E: mjasper@tlpa.org • W: www.tlpa.org

About TLPA

Established in 1917, the Taxicab, Limousine & Paratransit Association (TLPA) is a non-profit trade association of and for the private passenger transportation industry. Our extensive membership spans the globe to include over 100,000 vehicles operated by 1,100 taxicab companies, executive sedan and limousine services, airport shuttle fleets, non-emergency medical transportation companies, and paratransit services.

Our mission is to provide our membership with a network of programs, services and support that will enhance their ability to effectively and profitably serve local public transportation needs. We are the leading information, education, and legislative resource in the passenger transportation industry.

ABOUT THE 96TH ANNUAL CONVENTION & TRADESHOW

The TLPA Annual Convention trade show is the largest trade show for for-hire transportation fleet owners in the taxicab, limousine & paratransit industry.

The TLPA Annual Convention trade show is where leading industry vendors showcase and introduce the most advanced products, services, technologies and solutions to key decision makers. The trade show will help you market and grow your business and allow you to reach the largest number of transportation fleets anywhere—from the U.S. and abroad.

CONVENTION & TRADE SHOW HISTORY & STATISTICS

The first trade show was first held in 1917. The trade show welcomes more than 850 transportation fleet owners and managers who represent countries from Australia, Canada, England, and France, as well as, the United States of America. Over 100 exhibiting companies use this opportunity to showcase products and services in over 25 categories and in more than 38,000 gross square feet of exhibit space.

SPONSORSHIP & ADVERTISING

Bring added value to your sponsorship of the TLPA 96th Annual Convention & Trade Show through sponsorship and advertising opportunities. Taking advantage of these opportunities will promote you and help you in relationship building through the hosting of attendee networking events where you can provide attendees a fun and relaxed atmosphere in which to continue networking and collaboration. Signage and other branding opportunities will showcase the sponsors of these events to attendees.

Maximize branding opportunities, through name badge holders, hotel room keys, convention bag, and convention bag inserts as well as placing ads in the Association's publication—*Transportation Leader* magazine. Note that pricing depends on the event, sponsorship and advertising opportunity you choose.

ATTENDEE PROFILE

The TLPA Annual Convention & Trade Show brings together:

- Owners and managers of passenger transportation companies located in the United States of America and internationally.

- Companies who sell a product or service to passenger transportation companies.
- Local, state and international public sector entities such as regulatory agencies and universities.
- State and local non-profit trade associations affiliated with the for-hire passenger transportation industry.
- More than 500 companies are currently members of TLPA's Taxicab Division.
- More than 250 companies are currently members of TLPA's Limousine & Sedan Division.
- More than 300 transportation companies are currently members of TLPA's Paratransit & Contracting Division.

PAST CONVENTION & TRADE SHOW SPONSORS

Below is a partial list of past sponsors in the last five years.

- #TAXI
- Atlas Financial Holdings
- American Business Insurance
- BB&T John Burnham Insurance Services
- BCAC/The Black Car Fund
- Cabconnect
- Capital One
- CCSi
- Creative Mobile Technologies
- Curb
- Digital Dispatch Systems
- Flywheel
- FTi
- In Vehicle Vending Systems
- Mobile Knowledge
- MTData
- Paratransit Insurance Company
- T-Mobile
- Taxi Charge
- Transcast
- Verifone
- Verizon

Let us know what your budget is and we can help you reach our audience! The following pages will describe in detail the opportunities available to you.



SPONSORSHIP LEVELS

A TREMENDOUS VALUE FOR YOUR COMPANY

PREMIER LEVEL SPONSOR

Bronze Benefits, PLUS Premier Benefits:

- Your own 1-hour Roundtable Session on Thursday, October 16
- Sponsor name and/or logo on the cover of the Convention Program and landing page of the Convention Website with a hyperlink to your company website
- 5 min. speaking time at a General Session (up to 5 slides)
- 3 Complimentary Conference Registrations (optional events not included)
- 1 full-page ad in the Convention Program (Ad placements are assigned on a first come, first served basis) Locations include:
 - A) Inside Front Cover (Color)
 - B) Inside Back Cover (Color)
 - C) Back Cover (Color)
- 2 company representatives may attend the private TLPA President's Reception
- Upgrade to Heavyweight Sales Literature in the Registration Bag

PLATINUM LEVEL SPONSOR

Bronze Benefits, PLUS Platinum Benefits:

- Sponsor name and/or logo on the landing page of the Convention Website with a hyperlink to your company website
- 3 minutes speaking time at a General Session (up to 3 slides)
- 2 Complimentary Conference Registrations (optional events not included)
- 1 full-page ad in the Convention Program (Ad placements are assigned on a first come, first served basis) Locations include:
 - A) Inside Front Cover (Color) – If not selected by a Premier Level Sponsor
 - B) Inside Back Cover (Color) – If not selected by a Premier Level Sponsor

- C) Back Cover (Color) – If not selected by a Premier Level Sponsor
- D) Opposite Inside Front Cover (Black & White)
- E) Opposite President's Letter (Black & White)
- F) Opposite Inside Back Cover (Black & White)
- 2 company representatives may attend the private TLPA President's Reception
- Upgraded to Heavyweight Sales Literature in the Registration Bag

GOLD LEVEL SPONSOR

Bronze Benefits, PLUS Gold Benefits:

- 1.5 minutes speaking time at a General Session (1 slide)
- 1 Complimentary Conference Registration
- Half-page Black & White ad in Convention Program

SILVER LEVEL SPONSOR

Bronze Benefits, PLUS Silver Benefits:

- 1 Complimentary Conference Registration
- Half-page Black & White ad in Convention Program

BRONZE LEVEL SPONSOR

- Enhanced Sponsor Name and/or Logo Recognition on the Annual Convention & Trade Show Sponsorship Page with a Hyperlink to Your Company Web Site
- Signage and Appreciation at Your Sponsored Event(s)
- Lightweight Sales Literature in the convention registration bag
- Pre-Conference Attendee Listing (3 weeks in advance)



SPONSORSHIP OPPORTUNITIES

PREMIER CONVENTION SPONSOR—Companies whose sponsorship totals \$30,000 or more

PLATINUM CONVENTION SPONSOR—Companies whose sponsorship(s) total \$20,000 to \$29,999

GOLD CONVENTION SPONSOR—Companies whose sponsorship(s) total \$15,000 to \$19,999

SILVER EVENT SPONSOR—Companies whose sponsorship(s) total \$8,500 to \$14,999

BRONZE EVENT SPONSOR—Companies whose sponsorship totals \$3,500 to \$8,499

SPONSORSHIP OPPORTUNITIES

BRANDING OPPORTUNITIES	FEE	SPONSORING COMPANY
1000 Convention Bags w/ one color logo	\$12,000	Mobile Knowledge
1100 Badge Holders w/ one color logo	\$9,000	Creative Mobile Technologies
Hotel Room Key Cards	\$7,000	ABI
1500 Pocket Agendas w/ logo	\$7,000	
General Session Audio Visual <i>(Sponsor receives several slides during all 3 general sessions)</i>	\$12,000	Curb
1000 Sponsor Logo Pens	\$10,000	
1500 Sponsor Logo Bottled Water	\$8,000	T-Mobile
SPONSORSHIPS	SPONSORSHIP FEE*	SPONSORING COMPANY
Wednesday, October 15th		
TLPF Golf Tournament, TLPF Fundraising Party & Golf Awards Ceremony	\$10,000	Atlas Financial Holdings, Inc., who owns American Country, American Service, and Gateway* Insurance Companies (dba Alano Insurance Company in California)
TLPA Registration Desk (Hotel)	\$10,000	
Thursday, October 16th		
Breakfast for Board of Directors	\$3,500	Curb
Lunch for Past Presidents <i>(Sponsor receives 2 invitations to Lunch)</i>	\$7,500	
Grand Opening Reception (Open Bar)	\$12,000	BB&T
Grand Opening Reception (Hors d'oeuvres)	\$20,000	T-Mobile
Women In Transportation (Open Bar) <i>(Sponsor receives 2 invitations to Dinner)</i>	\$3,500	
Women In Transportation (Dinner) <i>(Sponsor receives 2 invitations to Dinner)</i>	\$5,500	
Friday, October 17th		
New Member & 1st Time Operator Attendee Breakfast & Committee Meeting Refreshments <i>(Sponsor receives 1 invitation to Breakfast)</i>	\$5,000	The Black Car Fund
Continental Breakfast	\$10,000	Paratransit Insurance
Exhibit Hall Lunch	\$25,000	
Foundation Board Meeting & Lunch	\$3,000	T-Mobile
Member Appreciation Reception (Open Bar)	\$7,500	Creative Mobile Technologies
Member Appreciation Reception (Snack Foods)	\$5,000	2Pointb
President's Private Reception for Board of Directors <i>(Sponsor receives 2 invitations to Reception)</i>	\$5,000	MTData
Private Dinner for Overseas Operator Members <i>(Sponsor receives 2 invitations to Dinner)</i>	\$5,500	MTData
Saturday, October 18th		
Continental Breakfast	\$10,000	
Exhibit Hall Lunch	\$20,000	
Annual Banquet (Open Bar & Dinner Wine) <i>(Sponsor receives 2 invitations to Dinner)</i>	\$10,000	
Annual Banquet Entertainment <i>(Sponsor receives 2 invitations to Dinner)</i>	\$15,000	

*Co-Sponsorships: The fee for two companies to mutually agree to share a single sponsored event/item is a surcharge of 50% over the sponsorship fee. There is a limit of two company sponsors per co-sponsored event/item and each company should submit a contract with payment to TLPA.



**TAXICAB, LIMOUSINE &
PARATRANSIT ASSOCIATION**



BLANK AREA FOR OFFICE USE ONLY

SPONSORSHIP COMMITMENT CONTRACT

Complete, sign† and return this contract to the TLPA office to sponsor an event at the 95th Annual Convention & Trade Show.

To those exhibitors who choose to sponsor an event at the convention, TLPA commits to providing the Annual Convention & Trade Show Sponsor with:

- the benefits, appropriate to the sponsorship level contracted for, as indicated on the sponsorship form;
- quality management by TLPA staff working with the hotel (or other appropriate) staff for the sponsored event;

The sponsoring company commits to provide TLPA with:

- a single point of contact who shall be responsible for coordinating or carrying out the sponsor’s obligations under the contract;
- logo artwork in high resolution EPS or JPEG format and within the schedule developed by TLPA;
- the full sponsorship fee with contract is due within 15 days of sponsorship selection.

CONTRACT & PAYMENT

†Once the contract is signed and submitted to the TLPA, it will be a binding, non-cancellable contract.

Company Name: _____

Contact Name: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Authorized Company Representative: _____

**Co-Sponsoring Company (if any): _____

Sponsorship Opportunity (ies): _____

Sponsorship Level: Premier Platinum Gold Silver Bronze Sponsorship Amount: \$ _____

Full Payment due within 15 days of sponsorship selection.

Payment Method:

Credit Card: American Express MasterCard Visa Check

Name on Card _____ Card # _____ Exp. Date _____ Security Code _____

Authorized Amt. Charged \$ _____ Authorized Signature _____ Billing Street # and Zip Code _____

Checks:

Please make checks payable to the **Taxicab, Limousine & Paratransit Association**. All fees must be paid in U.S. currency and drawn on a U.S. bank.