



TAXICAB, LIMOUSINE &  
PARATRANSIT ASSOCIATION



# TLPA 97<sup>th</sup> Annual Convention & Trade Show

Caesars Palace | Las Vegas, NV  
October 26-30, 2015

## SPONSORSHIP & ADVERTISING OPPORTUNITIES



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

© October 2015 Taxicab, Limousine & Paratransit Association

# 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 97TH 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 held in 1917. The trade show welcomes more than 850 transportation fleet owners and managers who represent countries such as 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 participation in the TLPA 97th Annual Convention & Trade Show through sponsorship and advertising opportunities. Taking advantage of them will promote you and help you build relationships particularly if you host one or more networking events that provide a fun and relaxed atmosphere. 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 bags, and convention bag inserts, as well as by 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 other countries.
- Companies that 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
- 2pointb
- 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
- MTData
- Paratransit Insurance Company
- T-Mobile
- 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 Convention 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 convention registration bag

- 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 convention 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 Convention 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

### GOLD LEVEL SPONSOR

#### Bronze Benefits, PLUS Gold Benefits:

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

### SILVER LEVEL SPONSOR

#### Bronze Benefits, PLUS Silver Benefits:

- 1 Complimentary Convention 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)



**TLPA**  
**97<sup>th</sup> Annual**  
**Convention**  
**& Trade Show**

Caesars Palace | Las Vegas, NV  
October 26-30, 2015

# 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	\$12,250	T-Mobile
1100 Badge Holders w/one color logo	\$9,250	Creative Mobile Technologies (CMT)
Hotel Room Key Cards	\$7,000	American Business Insurance Services (ABI)
1500 Pocket Agendas w/logo	\$7,250	Verifone
General Session Audio Visual <i>(Sponsor receives several slides during all 3 general sessions)</i>	\$12,000	
1000 Sponsor Logo Pens	\$10,000	
1500 Sponsor Logo Bottled Water	\$8,500	iCabbi
SPONSORSHIPS	SPONSORSHIP FEE*	SPONSORING COMPANY
<b>Monday, October 26th</b>		
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	iCabbi
<b>Tuesday, October 27th</b>		
Breakfast for Board of Directors	\$3,500	
Lunch for Past Presidents <i>(Sponsor receives 1 invitation to Lunch)</i>	\$4,000	iCabbi
Grand Opening Reception (Open Bar)	\$12,500	BB&T John Burnham Insurance Services
Grand Opening Reception (Hors d'oeuvres)	\$18,000	
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>	\$5,750	iCabbi
<b>Wednesday, October 28th</b>		
New Member & 1st Time Operator Attendee Breakfast & Committee Meeting Refreshments <i>(Sponsor receives 2 invitations to Breakfast)</i>	\$5,000	The Black Car Fund
Continental Breakfast	\$10,250	Paratransit Insurance Services
Exhibit Hall Lunch	\$25,000	
Foundation Board Meeting & Lunch	\$3,500	
Member Appreciation Reception (Open Bar)	\$7,750	
Member Appreciation Reception (Snack Foods)	\$5,250	
President's Private Reception for Board of Directors <i>(Sponsor receives 2 invitations to Reception)</i>	\$5,500	MTData
Private Dinner for Overseas Operator Members <i>(Sponsor receives 2 invitations to Dinner)</i>	\$5,500	MTData
<b>Thursday, October 29th</b>		
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>	\$12,500	

\*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 97th 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: \_\_\_\_\_

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.