



TAXICAB, LIMOUSINE &
PARATRANSIT ASSOCIATION

FLEET*Forward*▶



TLPA 98th Annual Convention & Trade Show

Hyatt Regency / Phoenix Convention Center
Phoenix, AZ, October 31-November 4, 2016

#FleetForward

SPONSORSHIP & ADVERTISING OPPORTUNITIES



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 1,000 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 98TH ANNUAL CONVENTION & TRADE SHOW

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. Today, it welcomes more than 850 transportation fleet owners and managers who represent the U.S., Australia, Canada and Europe. Over 100 exhibiting companies use this opportunity to showcase products and services in over 25 categories and in more than 40,000 gross square feet of exhibit space.

SPONSORSHIP & ADVERTISING

Bring added value to your participation in the TLPA 98th Annual Convention & Trade Show through sponsorship and advertising opportunities. Take advantage of them to promote your company and strengthen relationships with TLPA members. Signage and other branding opportunities will showcase the sponsors of specific events to attendees.

Maximize branding opportunities through name badge holders or lanyards, pocket agendas, General Session AV, logo bottled water, hotel room keys, convention bags and convention bag inserts, as well as by placing ads in the association's magazine—*Transportation Leader*. Note that pricing depends on the event, sponsorship and advertising opportunity you choose.

ATTENDEE PROFILE

The TLPA Annual Convention & Trade Show brings together the following:

- 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

View a partial list of past sponsors from the last five years in the Exhibitors' Prospectus.

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.



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SPONSORSHIP LEVELS

A TREMENDOUS VALUE FOR YOUR COMPANY

PREMIER LEVEL SPONSOR

Bronze Benefits, PLUS Premier Benefits:

- Your own 45-minute Discussion Group on Tuesday, November 1
- Sponsor name and/or logo on the cover of the Convention Program
- 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:
 - 1) Inside front cover (color)
 - 2) Inside back cover (color)
 - 3) Back cover (color)
- 2 company representatives may attend the private TLPA President's Reception
- Upgrade to heavyweight sales literature in the convention registration bag
- Inclusion on TLPA's Wall of Honor

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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
- Inclusion on TLPA's Wall of Honor

SILVER LEVEL SPONSOR

Bronze Benefits, PLUS Silver Benefits:

- 1 complimentary convention registration
- Half-page black & white ad in Convention Program

PLATINUM LEVEL SPONSOR

Bronze Benefits, PLUS Platinum Benefits:

- 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)
 - B) Inside back cover (color)
 - C) Back cover (color)
 - D) Opposite inside front cover (black & white)
 - E) Opposite President's Letter (black & white)
 - F) Opposite inside back cover (black & white)

BRONZE LEVEL SPONSOR

- Enhanced sponsor name and/or logo recognition on the Annual Convention & Trade Show sponsorship page with a hyperlink to your company website
- Signage and appreciation at your sponsored event(s)
- Lightweight sales literature in the convention registration bag
- Pre-conference attendee listing (3 weeks in advance)



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SPONSORSHIP OPPORTUNITIES

PREMIER CONVENTION SPONSOR—Companies whose sponsorship(s) 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(s) totals \$3,500 to \$8,499

BRANDING OPPORTUNITIES	FEE	SPONSORING COMPANY
1000 Convention Bags w/One Color Logo	\$12,250	iCabbi
1100 Badge Holders w/One Color Logo or Lanyards*	\$9,250	CMT Group
Hotel Room Key Cards	\$7,000	American Business Insurance Services, Inc.
1500 Pocket Agendas w/Logo	\$7,250	iCARS
General Session Audio Visual <i>(Sponsor receives several slides during all 3 general sessions)</i>	\$12,000	Autocab
1500 Sponsor Logo Bottled Water	\$8,500	iCabbi
SPONSORSHIPS	SPONSORSHIP FEE**	
Monday, October 31		
TLPF Golf Tournament and Golf Awards Ceremony	\$15,000	Atlas Financial Holdings, Inc.
TLPA Registration Desk (Hotel)	\$10,000	iCabbi
TLPA Convention Kick-Off Party w/Golf Awards	\$20,000	MTData
Tuesday, November 1		
Foundation Board Meeting & Breakfast	\$3,500	Autocab
New Member & 1st-Time Operator Attendee Lunch & Committee Meeting Refreshments <i>(Sponsor receives 2 invitations to Breakfast)</i>	\$5,000	Autocab
Exhibit Hall Grand Opening Reception (Open Bar)	\$12,500	BB&T-John Burnham Insurance Services
Exhibit Hall 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	The Black Car Fund
Wednesday, November 2		
Exhibit Hall Lunch	\$25,000	
Lunch for Past Presidents <i>(Sponsor receives 1 invitation to Lunch)</i>	\$4,000	DeltaWing Technology Group
Member Appreciation Reception (Open Bar)	\$7,750	iCARS
Member Appreciation Reception (Snack Foods)	\$5,250	Autocab
President's Private Reception for Board of Directors <i>(Sponsor receives 2 invitations to Reception)</i>	\$5,500	CMT Group
Thursday, November 3		
Hot Breakfast in Exhibit Hall	\$15,000	
TLPA Board Lunch	\$7,500	iCARS
Annual Banquet (Open Bar & Dinner Wine) <i>(Sponsor receives 2 invitations to Dinner)</i>	\$10,000	Verifone
Annual Banquet Entertainment <i>(Sponsor receives 2 invitations to Dinner)</i>	\$12,500	
*TLPA will decide depending on which badge stock is selected.		
**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.		



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BLANK AREA FOR OFFICE USE ONLY

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SPONSORSHIP COMMITMENT CONTRACT

**Complete, sign[†] and return this contract to the TLPA office
to sponsor an event at the 98th 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; and,
- 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; and,
- 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/Province: _____ Zip/Postal Code: _____

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/Postal 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.