



# PROMOTIONAL OPPORTUNITIES PROSPECTUS

# FOOD & BEVERAGE OPPORTUNITIES

All include branded signage and napkins, and evening event sponsorships include a three minute speaking opportunity

## Breaks

Coffee and tea breaks. Includes logo sleeves for coffee cups, napkins, and an opportunity to distribute swag items. Sponsor can provide branded table cloth or drape. Two (2) breaks per day. Choose one, two, or all three days.

\$3,500 for Monday  
\$3,500 for Tuesday  
\$3,500 for Wednesday  
\$9,000 for all three

## Water Station

Several water stations placed in strategic, high-traffic areas for the duration of the three-day conference. Includes branded signage.

\$4,000

## Trade Show Grand Opening Reception

One (1) platinum sponsor  
\$15,000  
OR two (2) gold sponsors  
\$7,500 each

## Trade Show After Party

One (1) platinum sponsor  
\$10,000  
OR two (2) gold sponsors  
\$5,000 each

## Leadership Academy Alumni Networking Social Hour

One (1) platinum sponsor  
\$10,000  
OR two (2) gold sponsors  
\$5,000 each

## Big Night Out

Platinum sponsor *One (1) available*  
\$40,000  
Gold Sponsor *Two (2) available*  
\$17,500  
Silver Sponsor *Two (2) available*  
\$5,000

# EDUCATIONAL OPPORTUNITIES

All include branded signage and speaking opportunities

## Opening General Session Sponsor – Monday

One (1) available. On stage branding and a 5 minute pitch/presentation which must include the use of a video. Includes mobile push with brand mention.

\$10,000

## Closing General Session Sponsor – Wednesday

One (1) available. On stage branding and a 5 minute pitch/presentation which must include the use of a video.

\$10,000

## Workshop Sponsor

3 minute pitch/presentation at the beginning of a selected workshop on why the workshop topic is so important. This sponsorship is for a workshop already listed on our schedule. This is not an opportunity to create your own workshop. Grant-funded workshops are not eligible.

\$3,500

## Create your own Workshop: 45 minutes

Six (6) available. Provide content directly to attendees! A 45 minute opportunity to present your product or service, alongside a current user, to your intended customer. These workshops must include a current user that can provide operation details on your product. Includes mobile push with brand mention.

\$5,000

# EXHIBIT BOOTH ADD-ON OPPORTUNITIES

All registered exhibit booth attendees have full event access including workshop sessions, food and beverage events, and a ticket to the closing party.

To become an exhibitor, contact Vicki Cummins at [vcummins@showmgt.com](mailto:vcummins@showmgt.com) or 856-429-0100.

## Trade Show Aisle Signs

Your logo appears on the aisle sign in your exhibit booth's aisle, or on all aisle signs.

**\$1,000 for one aisle**

**\$7,000 for all aisles**

## Lanyards

Branding on name badge lanyards for all conference attendees.

**\$7,500**

## Hotel Key Cards

Branding on host key cards given to attendees at hotel check-in.

**\$7,500**

## Driving Experiences

Pick up attendees from the conference site and show them your latest and greatest vehicles with a ride around San Diego.

**\$4,000**

## Wheelchair Securement Demo

Provide a hands-on opportunity for 30 participants in CTAA's on-site PASS class to learn how to secure a wheelchair in your vehicle on the trade show floor. The demonstration will be led by a PASS trainer prior to trade show hours and last approximately 40 minutes.

**\$1,000**

## Attendee Lounge

Two (2) available. Sponsor a themed attendee lounge set up throughout the trade show exhibit hall. Themes include smoothie, massage therapist, charging/tech refresh, snack bar, or coffee/tea bar.

**\$3,500 per lounge**

## Custom Mobile Push Announcement

One mobile message sent to attendees before demonstration or other special branded announcement. Exhibitor to work with CTAA to determine exact timing of push.

**\$1,500**



# BUS SHOW

Participate in the 2025 CTAA EXPO and CALACT Spring Meeting Bus Show! All buses will be outside, just steps from the indoor exhibit hall.

## Bus Show Exhibitor

Listing as a bus show participant. Includes one outdoor bus space, one six foot tabletop at the bus show (outdoors), and one registration.

\$2,500

## Additional registrations or other add-ons

Reach out to Vicki Cummins at [vcummins@showmgmt.com](mailto:vcummins@showmgmt.com) or 856-429-0100 to find out your options!

\$ depends on options chosen

## Additional Vehicles OR adding an outdoor bus space to an existing indoor booth exhibit

\$750

Questions? Contact **Vicki Cummins** at [vcummins@showmgmt.com](mailto:vcummins@showmgmt.com) or 856-429-0100

# ROADEO PROMOTIONAL OPPORTUNITIES

## Full Event Sponsor

Company name on all attendee name badges, branded welcome bags for drivers and judges, and branding on all event signage and digital promotions.

**\$40,000**

## Lanyard

Branding on name badge lanyards for drivers and judges.

**\$3,000**

## Sunscreen

Branded sunscreen given in welcome bag to all participants and judges.

**\$2,000**

## Hats

Branded hats worn by all drivers and judges.

**\$5,000**

## T-Shirts

Branded t-shirts worn by all drivers and judges.

**\$5,000**

## Golf Cart

Branding on two (2) golf carts used on the course during the Rodeo.

**\$3,000**

## Tent

Branding on driver and spectator tents.

**\$3,000**

## Bottled Water

Branded water bottles and signage at water refill stations for participants and judges.

**\$3,000**

## Breakfast

Branded signage, napkins, and to-go box for driver and judge breakfast.

**\$4,000**

## Lunch

Branded signage, napkins, and to-go box for driver and judge lunch.

**\$5,000**

## Rodeo Celebration

Sponsor the celebration of the day's events for drivers, judges, and guests including branded signage, napkins, and 3 minute pitch/presentation.

**\$20,000**

## Transportation

Branded transportation for participants, judges, and spectators between the host hotel and rodeo course location.

**\$5,000**



# CONTRACT

CTAA EXPO 2025 – June 2–4 – San Diego, California

## CONTACT INFORMATION

Organization\_\_\_\_\_

Address\_\_\_\_\_

Submitted by\_\_\_\_\_ Title\_\_\_\_\_

Phone\_\_\_\_\_ Email\_\_\_\_\_

Website\_\_\_\_\_

## CONFERENCE SPONSORSHIP

By signing this contract and submitting this contract, I/we agree to abide by the Terms and Conditions below. In addition, the signer represents and warrants that he/she is authorized by the above-mentioned company to bind that company to this contract.

### PROMOTIONAL OPPORTUNITY DESCRIPTION:

### COST:


## TERMS AND CONDITIONS:

I/We understand this is officially a contract when submitted to and accepted by CTAA. A 50% deposit is due with the contract. The balance must be paid in full by **March 3, 2025**. I/We understand that the deposit is due and non-refundable regardless of participation if canceled before **March 3, 2025** and the balance is due and non-refundable for cancellations after **March 3, 2025**. This will not release us from financial obligation.

Sponsorships are subject to availability and are on a first-come, first-serve basis (exception for the prior year's sponsor's right of first refusal).

If CTAA is unable to legally convene due to ordinances put in place by local, state, and/or federal governments, sponsors and exhibitors will be given the option to utilize their paid sponsorship towards a virtual sponsorship (if applicable), receive a refund of the paid sponsorship or transfer paid sponsorship to the following year's event. Sponsors who decide to cancel their participation prior to an official event cancellation announcement from CTAA will do so in accordance with the normal cancellation schedule and will not be eligible for any additional refunds should CTAA be forced to cancel the event at a later date.

## TOTAL FEES

\$\_\_\_\_\_

Authorized Signature\_\_\_\_\_ Date\_\_\_\_\_

## PAYMENT INFORMATION

Make Checks Payable to: CTAA, 1341 G St NW, Ste 210, Washington, DC, 20005

Credit Card Payments Through Link Below or Scan QR Code →

[https://ctaa.formstack.com/forms/online\\_payments\\_expo\\_sales\\_sponsorship](https://ctaa.formstack.com/forms/online_payments_expo_sales_sponsorship)



**SUBMIT COMPLETED CONTRACT TO Vicki Cummins at [vcummins@showmngmt.com](mailto:vcummins@showmngmt.com)**

**ACCEPTED BY CTAA** Signature\_\_\_\_\_ Date\_\_\_\_\_