

# 2019 Sponsorship Prospectus



## Title (3 Available) ..... \$25,000

This top-level sponsorship opportunity delivers the most exposure for your company. We'll ensure you reach our decision-makers.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ At top of website
- ▶ On show ads
- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage
- ▶ In attendee brochure

### Added Value:

- ▶ Show Registration Bag Stuffer

## General (10 Available) ..... \$3,500

Be a sponsor for the show without breaking the bank.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage
- ▶ In attendee brochure

### Added Value:

- ▶ Show Registration Bag Stuffer
- ▶ 1 Full Show Pass

## Premier (3 Available) ..... \$10,000

Enjoy the most branding opportunities with this sponsorship—great visibility and value.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage
- ▶ In attendee brochure

### Added Value:

- ▶ E-Blast
- ▶ Show Registration Bag Stuffer
- ▶ App Alert
- ▶ Half Page Ad in CD Magazine

## Affiliate (20 Available) ..... \$1,850

Our most cost-effective sponsorship, which is only available to one company per market.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage
- ▶ In attendee brochure

### Added Value:

- ▶ Show Registration Bag Stuffer
- ▶ 1 Full Show Pass

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# Parties and Receptions

## Sunday Night Party .....\$25,000

**(Co-Sponsorship: \$12,500)**

Excited show-goers never miss this event—a premier sponsorship opportunity.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the event

**Added Value:**

- ▶ App Alert
- ▶ Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- ▶ In pre- and post-show ads in CD promoting the event
- ▶ In attendee brochure
- ▶ On all signage at show promoting the event
- ▶ Throughout the event by entertainment and/or CD staff
- ▶ Opportunity to distribute promotional materials at the event

## Tuesday Charity Auction & Awards Dinner .....\$25,000

**(Co-Sponsorship: \$12,500)**

Don't miss your chance to be a part of an inspirational event and give back to a heartwarming charity.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the event

**Added Value:**

- ▶ App Alert
- ▶ Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- ▶ In pre- and post-show ads in CD promoting the event
- ▶ In attendee brochure
- ▶ On all signage at show promoting the event
- ▶ Throughout the event by entertainment and/or CD staff
- ▶ Opportunity to address those in attendance at the event
- ▶ Opportunity to distribute promotional materials at the event

## Monday Night Party .....\$25,000

**(Co-Sponsorship: \$12,500)**

This highly visible sponsorship offers lots of exposure and puts your brand—and you—in front of the masses.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the event

**Added Value:**

- ▶ App Alert
- ▶ Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- ▶ In pre- and post-show ads in CD promoting the event
- ▶ In attendee brochure
- ▶ On all signage at show promoting the event
- ▶ Throughout the event by entertainment and/or CD staff
- ▶ Opportunity to distribute promotional materials at the event

## Charity Event App .....\$10,000

Receive brand recognition through the app where attendees conveniently bid on items for the charity event.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On official mobile app
- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage
- ▶ In attendee brochure

**Added Value:**

- ▶ Show Registration Bag Stuffer

*You will also be recognized as an app sponsor (or co-sponsor):*

- ▶ In pre- and post-show ads in CD promoting the event
- ▶ In attendee brochure
- ▶ On all signage at show promoting the event app
- ▶ Throughout the event by CD staff



## Women in the Industry Networking Breakfast .....\$15,000

**(Co-Sponsorship: \$7,500)**

This networking event caters exclusively to the ladies of chauffeured ground transportation.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the event

**Added Value:**

- ▶ App Alert
- ▶ Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- ▶ In pre- and post-show ads in CD promoting the event
- ▶ In attendee brochure
- ▶ On all signage at show promoting the event
- ▶ Throughout the event by entertainment and/or CD staff
- ▶ Opportunity to address those in attendance at the event
- ▶ Opportunity to distribute promotional materials at the event

# Educational and Networking Events

## Educational Program ..... \$20,000

Be a part of what matters. In addition to having your logo on all of our educational materials, you'll help support the core of our show.

*Logo and web link on CD Show website, and logo to also appear:*

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit
- In room during the event (via gobo)
- In attendee brochure

*Added Value:*

- App Alert
- Show Registration Bag Stuffer
- Ad in Show Seminar Book

*You will also be recognized as an event sponsor (or co-sponsor):*

- In pre- and post-show ads in CD promoting the sessions
- In attendee brochure
- On all signage at show promoting the sessions
- On podium signage

## Operator Mentoring Program ..... \$10,000

This always popular and exclusive session pairing groups of operators with some of the industry's biggest names.

*Logo and web link on CD Show website, and logo to also appear:*

- In pre- and post-show ads in CD promoting the sessions
- In attendee brochure
- On all signage at show promoting the sessions
- On podium signage
- On banner in exhibit hall

*Added Value:*

- App Alert
- Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- In pre- and post-show ads in CD promoting the event
- In attendee brochure
- On all signage at show promoting the event
- Opportunity to address those in attendance at the event

## State of the Industry ..... \$10,000

Your company will receive prominent display as industry leaders discuss the future of ground transportation.

*Logo and web link on CD Show website, and logo to also appear:*

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit
- In room during the event (via screen)
- In attendee brochure

*Added Value:*

- App Alert
- Show Registration Bag Stuffer
- Ad in Show Seminar Book

*You will also be recognized as an event sponsor (or co-sponsor):*

- In pre- and post-show ads in CD promoting the session
- In attendee brochure
- On all signage at show promoting the session
- On podium signage
- Opportunity to address those in attendance at the event

## Owner's Game ..... \$10,000

Get in on the ground floor for this exciting new interactive activity exclusive to CD.

*Logo and web link on CD Show website, and logo to also appear:*

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit

*Added Value:*

- App Alert
- Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- In pre- and post-show ads in CD promoting the event
- In attendee brochure
- On all signage at show promoting the event
- Opportunity to address those in attendance at the event

## Center Stage Tech Panel ..... \$10,000

Your company will receive prominent display during this general session and a panel discussion devoted to technology.

*Logo and web link on CD Show website, and logo to also appear:*

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit
- In room during the event (via screen)
- In attendee brochure

*Added Value:*

- App Alert
- Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- In pre- and post-show ads in CD promoting the session
- In attendee brochure
- On all signage at show promoting the session
- On podium signage
- Opportunity to address those in attendance at the event

## International Meet & Greet ..... \$10,000

Hundreds of operators from all around the globe will be attending this wildly popular international networking event.

*Logo and web link on CD Show website, and logo to also appear:*

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- In attendee brochure

*Added Value:*

- App Alert
- Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- In pre- and post-show ads in CD promoting the event
- In attendee brochure
- On all signage at show promoting the event
- Opportunity to distribute promotional materials at the event

## Audio Visual ..... \$7,500

Be recognized for providing the AV for all events during the show.

*Logo and web link on CD Show website, and logo to also appear:*

- On all Power Points in educational sessions and networking events
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit
- In room during the event (via screen)
- In attendee brochure

*Added Value:*

- Show Registration Bag Stuffer

*You will also be recognized as an AV sponsor (or co-sponsor):*

- In pre- and post-show ads in CD promoting the session
- In attendee brochure
- On all signage at show promoting the session
- On podium signage
- By moderator during sessions
- Throughout the events that have AV, by entertainment and/or CD staff

## Association Summit ..... \$10,000

Association leaders from across the country will provide updates on their unique struggles and discusses hot-button topics.

*Logo and web link on CD Show website, and logo to also appear:*

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- In attendee brochure

*Added Value:*

- App Alert
- Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- In pre- and post-show ads in CD promoting the event
- In attendee brochure
- On all signage at show promoting the event
- Opportunity to address those in attendance at the event
- Opportunity to distribute promotional materials at the event

## FAST LANE Sessions ..... \$7,500

Condensed, informative sessions that delve into a range of laser-focused topics right on our show floor.

*Logo and web link on CD Show website, and logo to also appear:*

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit

*Added Value:*

- App Alert
- Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- In pre- and post-show ads in CD promoting the sessions
- In attendee brochure
- On all signage at show promoting the sessions
- On podium signage
- By moderator during sessions

## Charging Lounge ..... \$10,000

Be the reason attendees are able to charge their phone and rest their feet in our comfortable lounge.

*Logo and web link on CD Show website, and logo to also appear:*

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- In attendee brochure

*Added Value:*

- App Alert
- Show Registration Bag Stuffer

*You will also be recognized as a sponsor (or co-sponsor):*

- In pre- and post-show ads in CD promoting the charging stations
- In attendee brochure
- On all signage at show promoting charging stations

## Affiliate Central Global Partner Forum ..... \$15,000

Our 2018 event featured nearly 70 tables and was attended by 1,000 operators maximizing the potential of a casual networking environment.

*Logo and web link on CD Show website, and logo to also appear:*

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- In room during the event (via screen)
- In attendee brochure

*Added Value:*

- App Alert
- Show Registration Bag Stuffer
- Affiliate Table

*You will also be recognized as an event sponsor (or co-sponsor):*

- In pre- and post-show ads in CD promoting the event
- In attendee brochure
- On all signage at show promoting the event

## Hotel Keycards ..... \$10,000

Your name and logo will be the last thing attendees see every night with this unique sponsorship opportunity.

*Logo and web link on CD Show website, and logo to also appear:*

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- In attendee brochure

*You will also be recognized as a sponsor (or co-sponsor):*

- In pre- and post-show ads in CD
- In attendee brochure
- On banner in exhibit hall



# Printed Materials

## Registration Area ..... \$25,000

Have your logo prominently displayed in the one area that every single attendee is guaranteed to visit.

*Logo and web link on CD Show website, and logo to also appear:*

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- In attendee brochure

*Added Value:* \_\_\_\_\_

- Show Registration Bag Stuffer

## Pocket Itinerary-at-a-Glance ..... \$7,500

Readily accessible and easy to refer to, these pocket-sized schedules are highly visible ways to promote your company.

*Logo and web link on CD Show website, and logo to also appear:*

- On pocket itinerary-at-a-glance
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- In attendee brochure

*Added Value:* \_\_\_\_\_

- Show Registration Bag Stuffer
- Ad in Pocket Program

## Registration Bags ..... \$15,000

*(Co-Sponsorship: \$7,500)*

One of the truly mobilized sponsorship options that will feature your logo wherever attendees carry their bags—even well after the show.

*Logo and web link on CD Show website, and logo to also appear:*

- On registration bags
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit
- In attendee brochure

*Added Value:* \_\_\_\_\_

- Show Registration Bag Stuffer

## Signage ..... \$10,000

Your logo will appear on every sign located in both the hotel and convention center, making it one of the best ways to guarantee that your company is branded all throughout the CD Show.

*Logo and web link on CD Show website, and logo to also appear:*

- In attendee brochure
- On all signs at the show (over 60)
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

*Added Value:* \_\_\_\_\_

- Show Registration Bag Stuffer

## Seminar Padfolios ..... \$7,500

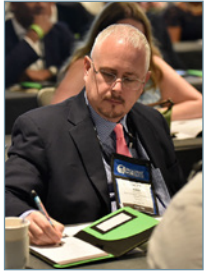
In addition to being the easiest way for attendees to take notes throughout the CD Show, these notebooks are often used months after the event.

*Logo and web link on CD Show website, and logo to also appear:*

- On seminar padfolio
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- In attendee brochure

*Added Value:* \_\_\_\_\_

- Show Registration Bag Stuffer



## Lanyard/Badge Holder ..... \$15,000

*(Co-Sponsorship: \$7,500)*

The only sponsorship that is literally a walking advertisement, placing your company name and logo on every attendee of the Chauffeur Driven Show.

*Logo and web link on CD Show website, and logo to also appear:*

- On all lanyards/badges
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit
- In attendee brochure

*Added Value:* \_\_\_\_\_

- Show Registration Bag Stuffer

## Pens ..... \$5,000

Be in everyone's pocket with this entry-level sponsorship. It's a great way to make a lasting impression after the show

*Logo and web link on CD Show website, and logo to also appear:*

- On pens
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- In attendee brochure

*Added Value:* \_\_\_\_\_

- Show Registration Bag Stuffer



## Official Mobile App ..... \$15,000

Attendees will see your name and logo every time they open our app, which features everything from venue maps to daily schedules to digital networking.

*Logo and web link on CD Show website, and logo to also appear:*

- On official mobile app
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- In attendee brochure

*Added Value:* \_\_\_\_\_

- Show Registration Bag Stuffer

# Food and Beverage

## Monday Breakfast ..... \$20,000 (Co-Sponsorship: \$10,000)

Help our attendees start their days off right by providing them with a tasty breakfast.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage
- ▶ On napkins at the event

*Added Value:*

- ▶ Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- ▶ In pre- and post-show ads in CD promoting the breakfast
- ▶ In attendee brochure
- ▶ On all signage at show promoting the breakfast

## Tuesday Lunch on Show Floor ..... \$20,000 (Co-Sponsorship: \$10,000)

A delicious lunch will be served to our hungry attendees and your company will be a hero.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the lunch

*Added Value:*

- ▶ Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- ▶ In pre- and post-show ads in CD promoting the lunch
- ▶ In attendee brochure
- ▶ On all signage at show promoting the lunch

## Monday Lunch ..... \$20,000 (Co-Sponsorship: \$10,000)

Provide the mid-day fuel that keeps your industry peers on the go.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage
- ▶ On napkins at the event

*Added Value:*

- ▶ Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- ▶ In pre- and post-show ads in CD promoting the lunch
- ▶ In attendee brochure
- ▶ On all signage at show promoting the lunch

## Wednesday Lunch on Show Floor ..... \$20,000 (Co-Sponsorship: \$10,000)

You can help everyone close out their time at the show on a high-note by sending them home with full stomachs.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the lunch

*Added Value:*

- ▶ Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- ▶ In pre- and post-show ads in CD promoting the lunch
- ▶ In attendee brochure
- ▶ On all signage at show promoting the lunch

## Coffee Service (for all 4 days) ..... \$15,000

You can provide the coffee that keeps our industry running all show long.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the seminars

*Added Value:*

- ▶ Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- ▶ In pre- and post-show ads in CD promoting the sessions
- ▶ In attendee brochure
- ▶ Throughout the event by CD staff
- ▶ On all signage at show promoting the sessions

## Monday Happy Hour on Show Floor ..... \$20,000 (Co-Sponsorship: \$10,000)

Everyone always welcomes the freely flowing drinks that come with our show-floor happy hour.

*Logo and web link on CD Show website, and logo to also appear:*

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit

*Added Value:*

- ▶ App Alert
- ▶ Show Registration Bag Stuffer

*You will also be recognized as an event sponsor (or co-sponsor):*

- ▶ In pre- and post-show ads in CD promoting the happy hour
- ▶ In attendee brochure
- ▶ On all signage at show promoting the happy hour

## Breakout Meeting ..... \$2,500

If you have a user-group that you would like to appear on the schedule during the show we will provide you with meeting space, (you will be responsible for AV, food, and beverage).

- ▶ Your logo will appear on signage outside of meeting space
- ▶ Your meeting will appear on official show schedule



## Other Opportunities

**Registration Bag Insert ..... \$1,000**