

# SPONSORSHIP GUIDE

## SWTA ANNUAL CONFERENCE & EXPO



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2024

Sponsorship Opportunity	Description	Sponsorship Amount	Sponsorships Available	Conference Registrations Included	Includes 10 x 10 Booth	On-Site Print Recognition on conference Banner	Pre-Conference Email highlighting Sponsor (will be one email for anyone in this category to attendees)	Pre-Conference Social Media Post	Post-Conference Social Media Post	Name, Logo, and Sponsor URL on Event Emails	Name, Logo, and Sponsor URL on Event Page	Name, Logo, and Sponsor URL on Registration Page
Presenting Title Sponsor	Own the show. Vehicle exhibitors receive at least 6 vehicles at prime locations on the Expo Trade Fair floor. Top listing & recognition among sponsors.	\$10,500	1	6	6 Vehicles	X	X	X	X	X	X	X
Diamond Sponsor	Sponsorship of the SWTA Membership Meeting Luncheon on Feb. 5, including up to 20 minute address by company representative and prominent EXPO placement.	\$8,500	1	4	X	X	X	X	X	X	X	X
Platinum Sponsor	Welcome conference attendees and have the first opportunity to promote your brand! Sponsor to set up a table near registration to welcome attendees and provide a pre-approved welcome gift that includes the SWTA/conference logo and sponsor logo purchased by sponsor or SWTA (Purchasing party determines sponsorship amount). Prominent EXPO placement.	\$8,000	1	2	X	X	X	X	X	X	X	X
Gold Sponsor - Monday	Sponsorship of the Monday, Feb. 5 Opening session, including 5 min. introductory remarks from company representative(s) and prominent EXPO placement.	\$6,000	1	2	X	X	X	X	X	X	X	X
Gold Sponsor - Tuesday	Sponsorship of the Tuesday, Feb. 6 Morning Session, including 5 min. introductory remarks from company representative(s) and Prominet EXPO placement.	\$6,000	1	2	X	X	X	X	X	X	X	X
Silver Vehicle Sponsor	Two vehicles, prominent EXPO placement.	\$4,000	3	2	2 Vehicles	X				X	X	X
Silver Booth Sponsor	20 x 20 booth prominent EXPO placement.	\$4,000	3	2	X	X				X	X	X

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Bronze Sponsor	10 x 10 booth, prominent EXPO placement.	\$2,000	6	1	X	X				X	X	X
Tuesday Evening Offsite Social Event Sponsor	Appropriate signage during the event. Giveaways provided by sponsor distributed at the event. Company representatives may greet attendees at the entrance to the event. If event is ticketed, sponsor name will appear on ticket.	\$6,000	1	2		X	X	X	X	X	X	X
Conference Notebooks Sponsor	Your logo/design along with conference logo on conference notebooks available to all attendees.	\$5,500	1	2	X	X				X	X	X
Conference Evening with Vendors EXPO Event Sponsor	Standout at the EXPO opening and reception. Appropriate signage during the event. Giveaways provided by sponsor distributed at the bars (coasters, cups, napkins, etc.) Company representatives may greet attendees at the entrance to the event. If event is ticketed, sponsor name will appear on ticket.	\$5,000	1	2		X	X	X		X	X	X
Conference Welcome Reception Sponsor	Most energetic networking event of the conference. Leading remarks by company representative. Appropriate signage during the event. Giveaways provided by sponsor distributed at the event. Company representatives may greet attendees at the entrance to the event. If event is ticketed, sponsor name will appear on ticket.	\$5,000	1	2		X	X	X	X	X	X	X
Conference Lanyard Sponsor	Attendees MUST wear their lanyards / badges at all times during the conference – great daily exposure!	\$4,500	1	2		X				X	X	X

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Hotel Room Key Sponsor	Quite possibly the highest branding exposure opportunity at the event. Your message/logo on one of side keys with a quick agenda on the back. Design must include SWTA logo or the name of the conference.	\$4,000	1	2		X				X	X	X
Workshop / Session Sponsor	Sponsorship of a 90-minute Session with topic, speakers & format of your choosing (in coordination with SWTA staff).	\$3,500	5	1		X				X	X	X
Tuesday EXPO Luncheon	Appropriate signage during the event. Promotional materials provided by sponsor distributed at the event. Company representatives may greet attendees at the entrance to the event.	\$3,000	1	1		X				X	X	X
Workshop Track Sponsor	Appropriate signage outside track session room and welcoming remarks at the beginning of each day's track sessions.	\$2,500	5	1		X				X	X	X
Conference Badges Sponsor	Attendees MUST wear their badges at all times during the conference – great daily exposure!	\$2,500	1	1		X					X	X
Agenda / Conference Card Sponsor	Your company logo is prominently displayed on the conference agenda or conference card.	\$1,500	1			X					X	X
Speaker Gift Sponsor	Conference Speakers will receive a gift at the conference with a personal message from SWTA. The message will include recognition to the sponsor.	\$1,500	1			X					X	X
Conference Breakfast Sponsor - Monday	Brief introduction from organization representative at the end of the breakfast window before the General Session officially begins.	\$1,500	1			X					X	X

