

## Vehicle Displays Detroit

25th Annual Symposium & Expo

Burton Manor Conference Center, Livonia, MI | Sept 25-26

Presented by Detroit Chapter | Society for Information Display



# SPONSORSHIPS & PROMOTIONS

## VEHICLE DISPLAYS DETROIT 2018

### BURTON MANOR CONFERENCE CENTER

Sponsorship Opportunities

Pages 1 - 3

### Add Power to Your Vehicle Displays Detroit Exhibit with a Sponsorship Opportunity

Vehicle Displays Detroit: Sept 25-26, 2018 • Burton Manor Convention Center, Livonia, MI

*As an exhibitor at Vehicle Displays Detroit, you recognize the importance of face-to-face marketing. Now discover the power of a sponsorship to maximize your company's brand recognition on and off the tradeshow floor.*

*The Center for Exhibition Industry Research (CEIR) reports that trade show booth efficiency increases by 104% when sponsorship is included in the exhibit plan.*

*Sponsorship opportunities exist for exhibitors of all sizes and budgets. Whether*

*you are looking to increase brand recognition, reinforce your reputation as an industry leader, or establish a new business, a Vehicle Displays Detroit sponsorship will help you achieve your goals.*

*Looking for something different? Contact us for a customized program that fits your needs and budget.*

#### **Tabletop and Sponsorship Sales Contact:**

Joe Nemchek  
jnemchek@pcm411.com, 203-502-8338





# Become a Sponsor of Vehicle Displays Detroit 2018

## THINK BEYOND THE BOOTH:

Make Vehicle Displays Detroit Attendees Take Notice Even Before They Reach the Show Floor

### BADGE LANYARDS

**\$995 Sponsorship Fee - EXCLUSIVE OPPORTUNITY!**

Let Vehicle Displays Detroit exhibitors and attendees do the advertising for you. Vehicle Displays Detroit will distribute approximately 500 lanyards printed with your company logo.

- One (1) color logo recognition on the lanyard.
- Exposure to all Vehicle Displays Detroit attendees and exhibitors – lanyards will be distributed with badge holders at registration.
- Sponsor to provide badge lanyards.
- **Delivery deadline Sept. 21**

### CONFERENCE TOTE BAG

**\$995 Sponsorship Fee - EXCLUSIVE OPPORTUNITY!**

Always in high demand, the official Vehicle Displays Detroit Tote Bag is distributed to each of the 500 expected attendees at the Vehicle Displays Detroit 2018 technical sessions. As a Tote Bag sponsor, you will provide the conference bag for distribution giving your company tremendous exposure and identifying you as a proud sponsor of Vehicle Displays Detroit 2018, both during the sessions and afterwards.

- Vehicle Displays Detroit will distribute bags to all technical session attendees.
- Sponsor to provide tote bag.
- **Delivery deadline Sept. 21**

### CONFERENCE NOTEPADS

**\$995 Sponsorship Fee - EXCLUSIVE OPPORTUNITY**

Attendees will write on notepads that your company provides and then use the pads to pass along information to their colleagues back at the office long after the show closes!

- Notepads will be distributed at the registration counters and the technical session room.
- Sponsor will provide the notepads with their company logo.
- **Delivery deadline Sept. 21**

### CONFERENCE PENS

**\$795 Sponsorship Fee - EXCLUSIVE OPPORTUNITY**

Every attendee gets a pen, uses it every day at the conference, then takes it home and carries it around as a constant reminder of your company all year long. This is the "take-away" that you will WANT people to steal!

- Sponsor to provide pens with logos.
- Pens will be placed in the registration area for all attendees and exhibitors, as well as in the technical session room.
- **Delivery deadline Sept. 21**

### CONFERENCE KEYCHAIN

**\$495 Sponsorship Fee - EXCLUSIVE OPPORTUNITY**

Every attendee gets a keychain with your company logo proudly displayed. Every attendee then takes it home and carries it around as a constant reminder of your company all year long. This is the "take-away" that you will WANT people to have!

- Sponsor to provide keychains with logos.
- Keychains will be placed in the registration area for all attendees and exhibitors.
- **Delivery deadline Sept. 21**

### CAR/RACE HAT/CAP

**\$495 Sponsorship Fee - EXCLUSIVE OPPORTUNITY**

Every attendee receives a hat and can wear them at the conference, then takes it home and wears it as a constant reminder of your company all year long. This is a great "take-away" that you will be on everyone's mind (head)!

- Sponsor to provide hats with logos.
- Hats will be placed in the registration area for all attendees and exhibitors.
- **Delivery deadline Sept. 21**

### SHADED OR LOGO LISTING

**\$95 each - Sponsorship Fee**

Have your company listing in the exhibit guide, shaded, and/or have your company logo in the exhibit guide.



# Become a Sponsor of Vehicle Displays Detroit 2018

## DURING VEHICLE DISPLAYS DETROIT: Put Your Company Brand Where Attendees Will Notice You

### CONFERENCE BAG INSERTS

**\$295 Sponsorship Fee** - (no limit to the amount of companies that could insert an item or brochures)

To ensure that your corporate identity has staying power, sponsor a novelty item that will be placed in the official Vehicle Displays Detroit 2018 Conference Bag. The conference bag will be distributed to every person who attends the conference, so calendars, stress balls, key chains, or any other item with your logo on it will keep your brand name at the fingertips of the 500 expected attendees at the technical sessions. *You may supply your own product, subject to Vehicle Displays Detroit approval.*

- Sponsor will provide one (1) insert in the tote bag.
- Vehicle Displays Detroit will stuff bag.
- Show management must pre-approve all items before they are added to bags.
- **Delivery deadline Sept. 21**

### WEBSITE BANNER ADS (early ads, run longer) \$595

Have your banner ad seen by hundreds of display industry professionals who search the Vehicle Displays Detroit website before, during, and after the conference. Attendees, exhibitors, and media scour the site for the latest news and information on the conference, including online registration, technical program information and exhibitor information. Your company message can appear every day on our website.

- Web banner ad on the 2018 Vehicle Displays Detroit website.
- Location of ad determined by Vehicle Displays Detroit Show Management.
- Location subject to change and ad may be placed on a rotation schedule.

### TWO-SIDED ADVERTISING (METER) PANELS \$995 (always popular)

These "indoor printed billboards" are sure to attract the eye of participants as they walk through the registration area and entrance to the exhibit hall. They are 39" wide x 96" high, with a printable area of 39" wide x 90" high. There is a 6" tall base.

- Vehicle Displays Detroit produces, installs, and dismantles panels (*sponsor provides artwork; exact location to be determined by Vehicle Displays Detroit Show Management*).
- Artwork Deadline:** Sept 20, 2018.

branding advertising identity logos marketing **brand** social media websites graphic design promotion







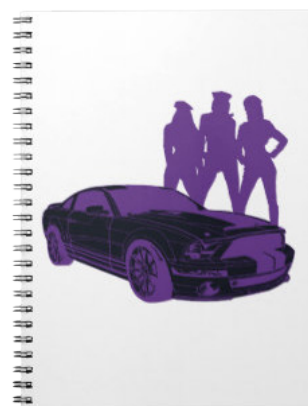
# Become a Sponsor of Vehicle Displays Detroit 2018

## SPONSORSHIP INDEX

### Sponsorship Name and Cost in Decending Order

### Page

Badge Lanyards - \$995 - <b>EXCLUSIVE OPPORTUNITY</b>	2
Conference Bag - \$995 - <b>EXCLUSIVE OPPORTUNITY</b>	2
Two-Sided Advertising (Meter) Panels - \$995	3
Conference Notepads - \$995 - <b>EXCLUSIVE OPPORTUNITY</b>	2
Conference Pens - \$795 - <b>EXCLUSIVE OPPORTUNITY</b>	2
Website Banner Ads - \$595	3
Conference Keychains - \$495 - <b>EXCLUSIVE OPPORTUNITY</b>	2
Car / Race Hat/Cap - \$495 - <b>EXCLUSIVE OPPORTUNITY</b>	2
Conference Bag Inserts - \$295	3
Shaded or Logo Listing - \$95 each	2





# Become a Sponsor of Vehicle Displays Detroit 2018

## EXHIBIT SPACE

### \$800 (2018 EXHIBITORS)

Benefits of exhibiting:

- Tabletop space \$800/\$900
- The rental fee for exhibit space is eight hundred dollars (\$800) per tabletop until June 29, 2018. The rental fee for exhibit space is nine hundred dollars (\$900) per tabletop from July 2, 2018 to September 24, 2018 or until all space is sold.

## PRE-SHOW

- You will receive a free listing on the official show website.
- Your company name, booth number, address and description on the show website.
- Your company website linked to your company information on the show website
- Use of the Vehicle Displays logo in your Vehicle Displays

## DURING THE SHOW

- Free listing in the Official Vehicle Displays directory. Each listing will include company name, contact information, booth number and a description of your products and services, provided by you. This directory is distributed to all show attendees.
- Sponsorship Opportunities: By becoming an official Vehicle Displays sponsor, you ensure that attendees will remember your brand name long after the show is over. In addition, we will work with you to create a sponsorship designed for maximum exposure and impact that is uniquely tailored to your needs.
- Hotel rooms secured at special show block rates.

**Right of First Refusal Option** – All companies that have secured an “Exclusive” sponsorship or specialty promotion at Vehicle Display 2018, will have the opportunity to secure this opportunity again at Vehicle Display 2019 before it is offered to all other potential buyers. The sponsorship or specialty promotion should be secured online no later than Tuesday June 15, 2018. After this date the exclusive opportunity will become available to all potential buyers.