

TLPA 2008 Annual Convention & Trade Show Advertising Opportunities

Here are three more ways you can connect with your customers during TLPA's Annual Convention & Trade Show

Complete, sign* and return this contract to the TLPA office by September 2, 2008 to place an ad or to have your sales information stuffed into the registration bags.

Advertise & Boost Your Traffic

Advertise in the October (convention issue) of the *Transportation Leader* magazine and see results. Incorporate your booth or display location into your ad so that your customers will know where to find you. Ensure the appropriate marketing mix and plan to advertise in the *Transportation Leader*. Advertising will increase your visibility with TLPA attendees and further enhance your exhibiting experience. See our rate sheet on our website, <http://www.tlpa.org/transleader/transleader.pdf>.

Connecting with Customers in the Convention Program

Create a lasting impression when you advertise in the *Convention Program*. Your customers will be looking for you, let them know where you'll be located.

All ads will be printed in black and white on the inside of the *Convention Program*.

Cover ads will be in full color (CMYK).

- | | |
|---|---|
| <input type="checkbox"/> Half-page advertisement.....\$ 700 | <input type="checkbox"/> Full-page advertisement\$1,000 |
| <input type="checkbox"/> Inside front cover ad.....\$1,250 | <input type="checkbox"/> Inside back cover ad.....\$1,250 |
| <input type="checkbox"/> Outside back cover ad.....\$1,450 | <input type="checkbox"/> Center spread ad.....\$2,000 |

Your Sales Literature Stuffed in Registration Bags

Take advantage of another great opportunity to advertise your product and display location.

- | | |
|--|---------|
| <input type="checkbox"/> Lightweight sales information (single packet up to 10 sheets)..... | \$ 600 |
| <input type="checkbox"/> Heavier sales information (single packet up to 20 sheets or catalogue)..... | \$1,000 |

**Once the contract is signed & submitted to the TLPA, it will be a binding, non-cancelable contract.*

Company Name: _____

Contact Person & Title: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

These promotional opportunities must be paid in full by check or credit card.

Credit Card: American Express VISA MasterCard Deposit Amount \$ _____

Name on card: _____ Card #: _____ Security Code _____

Exp. Date _____ Authorized Amt. Charged: \$ _____

Authorized Signature : _____ Date: _____

Please mail or fax this form with payment to: **Taxicab, Limousine & Paratransit Association**
Annual Convention & Trade Show Sponsorships
3200 Tower Oaks Boulevard, Suite 220
Rockville, MD 20852
Phone: (301) 984-5700 • Fax: (301) 984-5703
www.tlpa.org • info@tlpa.org