

92ND ANNUAL CONVENTION & TRADE SHOW

October 27-31, 2010 • JW Marriott at L.A. LIVE • Los Angeles, CA

Advertising Opportunities

BLANK AREA FOR OFFICE USE ONLY

3 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 August 24, 2010 to place an ad or to have your sales literature inserted into the registration bags.

1) ADVERTISE & BOOST YOUR TRAFFIC

Advertise in the October 2010 (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. Visit <http://www.tlpa.org/transleader/transleader.pdf> to view our rate sheet.

2) CONNECT WITH CUSTOMERS IN THE CONVENTION PROGRAM

Create a lasting impression by placing an ad in the *Convention Program*. Your customers will be looking for you and what a great opportunity for you to let them know where to find you! All ads will be printed in black and white on the inside of the *Convention Program*. Cover ads will be printed 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 |

3) YOUR SALES LITERATURE INSERTED INTO REGISTRATION BAGS

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

- | |
|---|
| <input type="checkbox"/> Lightweight sales literature (1 sheet) \$ 600 |
| <input type="checkbox"/> Heavy sales literature (single packet up to 10 sheets) \$1,000 |

*Once the contract is signed & submitted to the TLPA, it will be a binding, non-cancelable contract. Advertising deadline is August 24, 2010.

Company Name: _____

Contact Name: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Authorized Signature : _____ Advertising Amount: \$ _____

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

Checks: Please make checks payable to the **Taxicab, Limousine & Paratransit Association**. All fees must be paid in U.S. currency and drawn on a U.S. bank.

Credit Card: American Express MasterCard Visa

Name on Card _____ Card # _____ Exp. Date _____ Security Code _____

Authorized Amt. Charged \$ _____ Authorized Signature _____ Billing Street # and Zip Code _____

Please mail or fax this form with payment to:



TAXICAB, LIMOUSINE & PARATRANSIT ASSOCIATION 3200 Tower Oaks Blvd., Suite 220 • Rockville, MD 20852 • P: (301) 984-5700 • F: (301) 984-5703 • E: jabreu@tlpa.org • W: www.tlpa.org