

92ND ANNUAL CONVENTION & TRADE SHOW

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

Sponsorship Opportunities & Benefits

Sponsorship Benefits are a Tremendous Value for Your Company

PREMIER CONVENTION SPONSOR

Companies whose sponsorship totals \$20,000 or more **EXCLUSIVE**

PLATINUM CONVENTION SPONSOR

Companies whose sponsorship(s) total \$15,000 to \$19,999

GOLD CONVENTION SPONSOR

Companies whose sponsorship(s) total \$10,000 to \$14,999

SILVER EVENT SPONSOR

Companies whose sponsorship(s) total \$6,000 to \$9,999

BRONZE EVENT SPONSOR

Companies whose sponsorship totals \$3,000 to \$5,999

Premier Benefits **NEW!**

PLUS General Benefits

Publicity: Sponsor name and/or logo in the *Convention Program* and on the Annual Convention & Tradeshow website with a hyperlink to your company website

Presentation: 6 minutes at a General Session

Registrations: 3 complimentary company registrations (*Optional events not included*)

Advertisement: 1 full-page ad (inside cover) in the *Convention Program*

Board Reception: 2 company representatives may attend the private TLPA Board reception

Insert: Heavy sales literature in the registration bag

Platinum Benefits

PLUS General Benefits

Presentation: 4 minutes at a General Session

Registrations: 2 complimentary company registrations

Advertisement: 1 full-page ad in the *Convention Program*

Insert: Heavy sales literature in the registration bag

Gold Benefits

PLUS General Benefits

Presentation: 2 minutes at a General Session

Registrations: 1 complimentary company registration

Advertisement: 1 full-page ad in the *Convention Program*

Insert: 1 light weight sales literature in the registration bag

Silver Benefits

PLUS General Benefits

Advertisement: 1 half-page ad in the *Convention Program*

Insert: Light weight sales literature in the registration bag

Bronze Benefits

Receives all General Benefits

General Benefits

Publicity: Enhanced sponsor name and/or logo recognition in the *Convention Program* and on the Annual Convention & Tradeshow website with a hyperlink to your company website

Recognition: Signage and appreciation at your sponsored event (s)

Acknowledgement: Recognition in the *Convention Program* provided to all attendees

Sponsorship Opportunities

Sponsorships	Sponsorship Fee**	Sponsoring Company
Wednesday, October 27		
TLPF Golf Tournament	\$6,000	Gateway Insurance
TLPF Golf Banquet, <i>EXCLUSIVE</i>	\$3,000	BCAC/The Black Car Fund
Thursday, October 28		
Grand Opening Reception (Hors d'oeuvres)	\$15,000	BB&T John Burnham Insurance Services
Grand Opening Reception (Open Bar)	\$12,000	
Women in Transportation Dinner	\$6,500	
Friday, October 29		
New Member Welcome Breakfast, <i>EXCLUSIVE</i>	\$3,000	
Continental Breakfast (Coffee & Danish)	\$6,000	Paratransit Insurance Company
Keynote Speaker	\$10,000	
Exhibit Hall Luncheon	\$20,000	
Member Appreciation Reception (Open Bar)	\$7,500	TaxiPro by AequiCap
Member Appreciation Reception (Snack Food), <i>EXCLUSIVE</i>	\$3,500	
Saturday, October 30		
Continental Breakfast (Coffee & Danish)	\$4,500	
Exhibit Hall Luncheon	\$20,000	
Annual Banquet Open Bar	\$12,000	
Annual Banquet Entertainment	\$12,000	
General Sponsorships		
Hotel Room Key Cards*	\$3,000	TaxiPro by AequiCap
1,000 Name Badge Holders w/ Logo	\$5,500	Mobile Knowledge Corp.
800 Registration Bags w/ Logo	\$7,500	Digital Dispatch Systems

* Sponsor is responsible for associated costs including purchasing, ordering, shipping and coordinating this item to TLPA.

** Co-Sponsorships: The fee for two companies to mutually agree to share a single sponsored event/item is a surcharge of 50% over the single company sponsorship fee. There is a limit of two company sponsors per co-sponsored event/item and each company should submit a contract and payment to TLPA.



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BLANK AREA FOR OFFICE USE ONLY



Sponsorship Commitment Contract

Complete, sign[†] and return this contract to the TLPA office by August 24, 2010 to sponsor an event at the 2010 Annual Convention & Trade Show.

To those exhibitors who choose to sponsor an event at the convention, TLPA commits to providing the Annual Convention & Trade Show Sponsor with:

- the benefits, appropriate to the sponsorship level contracted for, as indicated on the sponsorship form;
- quality management by TLPA staff working with the hotel (or other appropriate) staff for the sponsored event;
- first priority to sponsor the same event at the 2011 Annual Convention & Trade Show will be given to the primary sponsoring company.

The sponsoring company commits to provide TLPA with:

- a single point of contact who shall be responsible for coordinating or carrying out the sponsor's obligations under the contract;
- logo artwork in high resolution EPS or JPEG format and within the schedule developed by TLPA;
- the full sponsorship fee (50% deposit due with contract, balance due on or before August 24, 2010) in a timely manner.



[†]Once the contract is signed and submitted to the TLPA, it will be a binding, non-cancellable contract.

Company Name: _____

Contact Name: _____ Title: _____

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

Phone: _____ Fax: _____ E-mail: _____

Event Name(s) & Date(s): _____

Authorized Company Representative: _____

**Co-Sponsoring Company (if any): _____

Sponsorship Level: Platinum Gold Silver Bronze Sponsorship Amount: \$ _____

A nonrefundable, 50% deposit of \$ _____ is enclosed by check or credit card provided below.

Note: Please provide credit card number regardless of whether deposit is paid by check or credit card. Your credit card will only be charged if you have not paid the remaining sponsorship balance by August 24, 2010.

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 Remaining Balance: \$ _____

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:



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