

SPONSORSHIP & ADVERTISING OPPORTUNITIES

TLPA 95th Annual Convention & Trade Show

Boston, MA
October 27 – 31, 2013
Sheraton Boston / Hynes Convention Center



TAXICAB, LIMOUSINE &
PARATRANSIT ASSOCIATION

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About TLPA

Established in 1917, the Taxicab, Limousine & Paratransit Association (TLPA) is a non-profit trade association of and for the private passenger transportation industry. Our extensive membership spans the globe to include over 100,000 vehicles operated by 1,100 taxicab companies, executive sedan and limousine services, airport shuttle fleets, non-emergency medical transportation companies, and paratransit services.

Our mission is to provide our membership with a network of programs, services and support that will enhance their ability to effectively and profitably serve local public transportation needs. We are the leading information, education, and legislative resource in the passenger transportation industry.

ABOUT THE 95TH ANNUAL CONVENTION & TRADESHOW

The TLPA Annual Convention trade show is the largest trade show for for-hire transportation fleet owners in the taxicab, limousine & paratransit industry.

The TLPA Annual Convention trade show is where leading industry vendors showcase and introduce the most advanced products, services, technologies and solutions to key decision makers. The trade show will help you market and grow your business and allow you to reach the largest number of transportation fleets anywhere—from the U.S. and abroad.

CONVENTION & TRADE SHOW HISTORY & STATISTICS

The first trade show was first held in 1917. The trade show welcomes more than 850 transportation fleet owners and managers who represent countries from Australia, Canada, England, and France, as well as, the United States of America. Over 100 exhibiting companies use this opportunity to showcase products and services in over 25 categories and in more than 38,000 gross square feet of exhibit space.

SPONSORSHIP & ADVERTISING

Bring added value to your sponsorship of the TLPA 95th Annual Convention & Trade Show through sponsorship and advertising opportunities. Taking advantage of these opportunities will promote you and help you in relationship building through the hosting of attendee networking events where you can provide attendees a fun and relaxed atmosphere in which to continue networking and collaboration. Signage and other branding opportunities will showcase the sponsors of these events to attendees.

Maximize branding opportunities, through name badge holders, hotel room keys, convention bag, and convention bag inserts as well as placing ads in the Association's publication—*Transportation Leader* magazine. Note that pricing depends on the event, sponsorship and advertising opportunity you choose.

ATTENDEE PROFILE

The TLPA Annual Convention & Trade Show brings together:

- Owners and managers of passenger transportation companies located in the United States of America and internationally.

- Companies who sell a product or service to passenger transportation companies.
- Local, state and international public sector entities such as regulatory agencies and universities.
- State and local non-profit trade associations affiliated with the for-hire passenger transportation industry.
- More than 500 companies are currently members of TLPA's Taxicab Division.
- More than 300 companies are currently members of TLPA's Limousine & Sedan Division.
- More than 300 transportation companies are currently members of TLPA's Paratransit & Contracting Division.

PAST CONVENTION & TRADE SHOW SPONSORS

Below is a partial list of past sponsors in the last five years.

- American Country Insurance Company
- American Service Insurance
- Autovan
- BB&T - John Burnham Insurance Services
- BCAC/The Black Car Fund
- Beecher Carlson
- Cabconnect
- Capital One Bank
- CCSI
- Creative Mobile Technologies
- Digital Dispatch Systems
- GT3
- Liberty Motor Co.
- Markel Underwriters
- Mobile Knowledge
- MTData
- Paratransit Insurance Company
- Promptu Systems Corporation
- Standard Taxi
- Taxi Magic
- Tower Group Companies
- Verifone Transportation Systems

Let us know what your budget is and we can help you reach our audience! The following pages will describe in detail the opportunities available to you.

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Sponsorship Opportunities & Benefits

Sponsorship Benefits are a Tremendous Value for Your Company

PREMIER CONVENTION SPONSOR

Companies whose sponsorship totals \$20,000 or more

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 \$6,500 to \$9,999

BRONZE EVENT SPONSOR

Companies whose sponsorship totals \$3,000 to \$6,499

SPONSORSHIP OPPORTUNITIES

Sponsorships	Sponsorship Fee*	Sponsoring Company
Sunday, October 27		
TLPF Bowling Tournament & Awards Reception	\$10,000	Atlas Financial Holdings Capital One
TLPA Registration Desk Staff Baseball Caps w/ Logo	\$10,000	
Monday, October 28		
Lunch for Past Presidents <i>(Sponsor receives 2 invitations to Lunch)</i>	\$7,500	T-Mobile
Keynote Speaker	\$12,000	Verizon Wireless
Grand Opening Reception <i>(Hors d'oeuvres)</i>	\$16,500	Creative Mobile Technologies, LLC
Grand Opening Reception <i>(Open Bar)</i>	\$10,500	BB&T - John Burnham Insurance
Women In Transportation <i>(Dinner)</i> <i>(Sponsor receives 2 invitations to Dinner)</i>	\$5,500	Verizon Wireless
Women In Transportation <i>(Open Bar)</i> <i>(Sponsor receives 1 invitation to Dinner)</i>	\$3,000	T-Mobile
Tuesday, October 29		
New Member Welcome Breakfast & Committee Refreshments <i>(Sponsor receives 1 invitation to Breakfast)</i>	\$5,000	The Black Car Fund/BCAC
Continental Breakfast <i>(Coffee & Danish)</i>	\$7,500	Paratransit Insurance Company
Exhibit Hall Luncheon	\$20,000	#TAXI
Foundation Board Meeting & Lunch	\$3,000	Verizon Wireless
Member Appreciation Reception <i>(Open Bar)</i>	\$10,000	Taxi Magic
Member Appreciation Reception <i>(Snack Foods)</i>	\$5,000	Verifone
Private Reception for the Board of Directors <i>(Sponsor receives 2 invitations to the Reception)</i>	\$5,000	MTData
Private Dinner for Overseas Operator Members <i>(Sponsor receives 2 invitations to the Dinner)</i>	\$5,500	MTData
Wednesday, October 30		
Continental Breakfast <i>(Coffee & Danish)</i>	\$5,500	FTI
Exhibit Hall Luncheon	\$20,000	In-Vehicle Vending Systems, LLC (IVS)
Annual Banquet <i>(Open Bar & Dinner Wine)</i> <i>(Sponsor receives 2 minutes Speaking Time)</i>	\$10,500	FTI
Annual Banquet Entertainment <i>(Sponsor receives 2 minutes Speaking Time)</i>	\$12,500	
Branding Opportunities		
Hotel Room Key Cards	\$6,500	CCSi
1000 Name Badge Holders w/ 1-color Logo	\$7,500	Mobile Knowledge
800 Registration Bags w/ 1-color Logo	\$10,500	Creative Mobile Technologies, LLC
1600 Pocket Agendas w/ Logo	\$6,500	Flywheel
1000 Sponsor Logo Pens	\$10,000	
Convention Audio Visual <i>(Sponsor receives first and last slide on all presentations)</i>	\$20,000	
2000 Sponsor Logo Bottled Water	\$10,000	T-Mobile

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

SPONSORSHIP BENEFITS

PREMIER SPONSORSHIP

Publicity: Sponsor name and/or logo on the cover of the Convention Program and the landing page of the Convention 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 in the Convention Program *(Choose One: Inside Front Cover, Inside Back or Back Cover)*

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

Insert: 1 Heavyweight sales literature in the convention bag

PLUS General Benefits

PLATINUM SPONSORSHIP

Presentation: 4 minutes at a General Session

Registrations: 2 complimentary company registrations *(Optional events not included)*

Advertisement: 1 full-page ad in the Convention Program

Insert: 1 Heavyweight sales literature in the convention bag

PLUS General Benefits

GOLD SPONSORSHIP

Presentation: 2 minutes at a General Session

Registrations: 1 complimentary company registration *(Optional events not included)*

Advertisement: 1 full-page ad in the Convention Program

Insert: 1 Lightweight sales literature in the convention bag

PLUS General Benefits

SILVER SPONSORSHIP

Advertisement: 1 half-page ad in the Convention Program

Insert: 1 Lightweight sales literature in the convention bag

PLUS General Benefits

BRONZE SPONSORSHIP

Receives all General Benefits

GENERAL BENEFITS

Publicity: Enhanced sponsor name and/or logo recognition in the Convention Program and on the Convention Website with a hyperlink to your website

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

Acknowledgement: Recognition in the Convention Program provided to all attendees

Marketing: All sponsors receive a COMPLIMENTARY pre-convention registration list



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BLANK AREA FOR OFFICE USE ONLY

SPONSORSHIP COMMITMENT CONTRACT

Complete, sign[†] and return this contract to the TLPA office to sponsor an event at the 95th 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;

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 Friday, August 23, 2013) in a timely manner.

CONTRACT & PAYMENT

[†]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: _____

Authorized Company Representative: _____

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

Sponsorship Opportunity (ies): _____

Sponsorship Level: Premier 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 Friday, August 23, 2013.

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 to the Taxicab, Limousine & Paratransit Association with a 50% deposit or FULL payment.



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ADVERTISING OPPORTUNITIES

3 WAYS TO MAXIMIZE EXPOSURE AT THE CONVENTION & TRADE SHOW!

1) TLPA PUBLICATION ADVERTISEMENT

Advertise in the October 2013 (convention issue) of the *Transportation Leader* magazine to increase your visibility at the trade show and further enhance your exhibiting experience. For the rate sheet, visit <http://www.tlpa.org/transleader/transleader.pdf>. **Advertisement deadline is Friday, August 16, 2013.**

2) CONVENTION PROGRAM ADVERTISEMENT

Create a lasting impression by placing an ad in the *Convention Program*. 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) and will include 1/8" bleed on all sides. The *Convention Program* is to be printed as 8.5" wide x 11" high. Please make selections below. **Advertisement deadline is Tuesday, September 17, 2013.**

- | | |
|---|--|
| <input checked="" type="checkbox"/> Inside front cover ad SOLD \$1,250*
<input checked="" type="checkbox"/> Inside back cover ad (8.75" wide x 11.25" high) SOLD \$1,250*
<input checked="" type="checkbox"/> Outside back cover ad SOLD \$1,450* | <input type="checkbox"/> Half-page ad (7" wide x 4.5625" high)..... \$700
<input type="checkbox"/> Full-page ad (7.5" wide x 10" high) \$1,000
<input type="checkbox"/> Center spread ad (17.25" wide x 11.25" high)..... \$2,000
<input checked="" type="checkbox"/> Opposite Inside front cover ad SOLD \$1,000* |
|---|--|
- *For sale beginning September 1, 2013 if not already taken by a Premier Sponsor.

3) CONVENTION BAG ADVERTISEMENT

Take advantage of the opportunity to advertise your latest products, services and exhibit location by inserting sales literature in the convention bag. Preferred size for sales literature is 8.5" wide x 11" high and double or single sided is optional.

- Lightweight** sales literature (1 sheet/QTY: 1,000 MAX)..... \$ 600
 Heavyweight sales literature (single packet up to 10 sheets/ QTY: 1,000 MAX)..... \$1,000

ARTWORK DEADLINES: TLPA must approve artwork for sales literature inserts by **Friday, September 27, 2013** and 800 approved inserts must be received by **Wednesday, October 23, 2013.**

CONVENTION BAG ADVERTISEMENT SHIPPING: Direct shipment address for sales literature inserts will be provided at a later date.

CONTRACT & PAYMENT

Complete, sign and return this contract with FULL payment to the TLPA office by **Friday, August 16, 2013** to place an ad or to have your sales literature inserted into the convention bags.

Company Name: _____
 Contact Name: _____ Title: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ E-mail: _____
 Authorized Signature : _____ Advertising Amount: \$ _____

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

ADVERTISING 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 to the Taxicab, Limousine & Paratransit Association with a 50% deposit or FULL payment.