



TLPA SPRING CONFERENCE & EXPO
Hilton Riverside • New Orleans, LA
April 24-26, 2019

SPONSORSHIP, ADVERTISING & BRANDING OPPORTUNITIES

A Tremendous Value for Your Company



TAXICAB, LIMOUSINE &
PARATRANSIT ASSOCIATION

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ABOUT TLPA

Established in 1917, the Taxicab, Limousine & Paratransit Association (TLPA) is a nonprofit trade association of and for the private passenger-transportation industry. Our extensive membership spans the globe to include over 150,000 vehicles operated by fleets providing taxicab, limousine, executive sedan, airport shuttle, nonemergency medical transportation and paratransit services.

Our mission is to provide our members 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 local passenger-transportation for-hire industry.

ABOUT THE SPRING CONFERENCE & EXPO

With its innovative networking and educational opportunities, this highly anticipated annual event brings together fleet owners and high-level managers from around the world. The educational program focuses on the key issues affecting your clients' operations. In addition, the conference hosts TLPA's first board and in-person committee meetings of the year, which bring in a strong contingent of influential decision-makers.

The Spring Expo is where leading industry vendors introduce and showcase the most advanced products, services, technologies and solutions to key decision-makers in a casual and relaxed atmosphere.

ATTENDEE PROFILE

The Spring Conference & Expo brings together:

- Approximately 200 owners and high-level managers of passenger-transportation companies
- Approximately 35 exhibiting companies
- Representatives of local and state regulatory agencies, universities and other public-sector entities
- Representatives of state and local nonprofit trade associations affiliated with the for-hire passenger transportation industry

Earn Operator Appreciation by Sponsoring an Event and/or Branding Opportunity

List of Recent TLPA Sponsors

American Business
Insurance Services
Atlas Financial Holdings
Autocab
BB&T-John Burnham
Insurance Services

Capital One
CMT Group
Curb Technologies
Flyheel
Ford Motor Company
Green4U Technologies
iCabbi

iCARS
MTI Dispatch
Paratransit Insurance Services
Taxi Butler
T-Mobile
The Black Car Fund
zTrip

Recent Quotes (in Part) From Our Sponsors

"Because our sponsorship included the ability to speak briefly at the general session, an additional 12 people visited our booth as a direct result of the messaging provided during the speaking opportunity."

"The TLPA leadership really does appreciate when we sponsor an event...we had a number of board members stop by to personally thank us."

SPONSORSHIP LEVELS

A TREMENDOUS VALUE FOR YOUR COMPANY

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

Sponsorship Level	Total Amount Sponsored
Premier (limited to 3 companies)	\$15,000 or more
Platinum	\$10,000-\$14,999
Gold	\$5,000-\$9,999
Silver	\$4,000-\$4,999
Bronze	\$3,000-\$3,999

Sponsorship Benefits	Premier	Platinum	Gold	Silver	Bronze
Logo on Spring Conference & Expo Web Page With Hyperlink to Your Company Website	Yes	Yes	Yes	Yes	Yes
Recognition in Pre- and Post-conference Email Blasts	Yes	Yes	Yes	Yes	Yes
Pre-conference Excel Registrant List (3 weeks in advance)	Yes	Yes	Yes	Yes	Yes
Literature in Each Registration Bag or at the Registration Desk	One Item, Up to TEN 8.5" x 11" Sheets	One Item, Up to TEN 8.5" x 11" Sheets	One 8.5" x 11" Sheet	One 8.5" x 11" Sheet	One 8.5" x 11" Sheet
Complimentary Conference Registration	Two	Two	One	One	One
General Session Presentation*	8 Minutes With Up to 8 Slides or Video	4 Minutes With Up to 4 Slides or Video	2 Minutes With Up to 2 Slides	No	No
Recognition in Pre- and Post-conference Tweets	Yes	Yes	Yes	Yes	Yes
Logo on TLPA's Homepage Spring Conference Banner	Yes	No	No	No	No
Logo on TLPA's Conference Page	Yes	Yes	Yes	Yes	Yes

*Speaking time and slides/video cannot go over the allotted presentation time. Videos can be on a DVD or flash drive—no streaming will be available.

BRANDING OPPORTUNITIES

Approximately 200 industry leaders will attend the Spring Conference & Expo. The conference focuses on providing innovative educational and networking opportunities for those who attend--board and committee members, owners and managers--making it a perfect marketing opportunity for your company.

- 225 Registration Bags..... \$6,000**
Sponsor receives one-color logo on registration bags.
- 225 Lanyards..... \$5,000**
Sponsor receives one-color logo on lanyards.
- TLPA Registration Desk..... \$5,000**
Sponsor receives two logo signs next to the registration desk or sponsor can display.
- Conference Audiovisual..... \$5,000**
Sponsor receives logo on all TLPA slides (approx. 5-10) during general session.
- Hotel Room Key Cards (two-sided w/one-color logo)..... \$3,000**
300 cards will be printed.

EVENT SPONSORSHIP

Wednesday, April 24

Grand Opening Cocktail Reception in the Expo Hall (Open Bar)..... \$6,000
Sponsor may speak for 4 minutes at the beginning of the reception. Logo appreciation signage will be displayed at the entrance to the Expo and on the bars, and logo tent cards will be placed on the cocktail tables.

Grand Opening Cocktail Reception in the Expo Hall (Hors d'oeuvres)..... \$6,000
Sponsor may speak for 4 minutes at the end of the reception. Logo appreciation signage will be displayed at the entrance to the Expo and on the food tables, and logo tent cards will be placed on the cocktail tables.

TLPA Board Breakfast.....\$4,000
Sponsor may speak* for up to 4 minutes before the meeting begins. Sponsor receives logo appreciation signage on the tables and sponsor may display one banner stand** in the meeting room.

Two Committee Meeting Snacks \$3,000
Sponsor may speak* for up to 3 minutes before each meeting begins. Sponsor receives logo appreciation signage on the snack tables and sponsor may display one banner stand** in each meeting room.

Thursday, April 25

Expo Hall Luncheon in the Expo Hall..... \$10,000
Sponsor may speak for 10 minutes prior to lunch. Logo appreciation signage will be displayed at the entrance to the Expo and on the food tables, and logo tent cards will be placed on the dining tables.

Expo Hall Breakfast in the Expo Hall..... \$6,000
Sponsor may speak for 6 minutes prior to breakfast. Logo appreciation signage will be displayed at the entrance to the Expo and on the food tables, and logo tent cards will be placed on the dining tables.

Two Committee Meeting Snacks \$3,000
Sponsor may speak* for up to 3 minutes before each meeting begins. Sponsor receives logo appreciation signage on the snack tables and sponsor may display one banner stand** in each meeting room.

Friday, April 26

TLPA Board of Directors Breakfast..... \$3,000
Sponsor may speak* for 3 minutes before breakfast. Logo appreciation signage will be displayed on the tables and sponsor may display one banner stand** at the breakfast.

*Audiovisual equipment is not likely to be available at this event.

**If sponsorship offers a banner stand to be displayed, the sponsor is responsible for putting up and removing the banner stand at the beginning and at the end of each event.



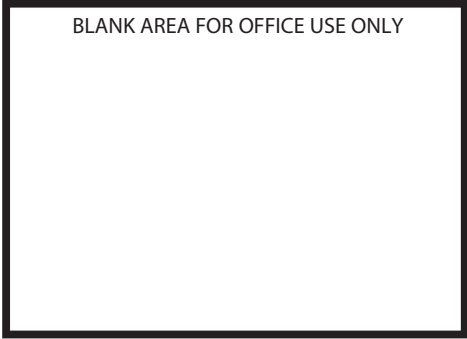
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SPONSORSHIP COMMITMENT CONTRACT

Complete, sign and return this contract to the TLPA office to sponsor an event at the Spring Conference & Expo.

To those exhibitors who choose to sponsor an event at the convention, TLPA commits to providing the sponsor with

- the benefits, appropriate to the sponsorship level contracted for, as indicated on the sponsorship form; and,
- 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; and,
- the full sponsorship fee, which is due with the contract or within 48 hours of submission.

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/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____ E-mail: _____

Authorized Company Representative: _____

Sponsorship Opportunity(ies): _____

15-Word Company Description: _____

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

PAYMENT OPTIONS

To pay by credit card, complete this form and email it to info@tlpa.org. We will create an invoice for you that can be paid at www.tlpa.org/Pay-Bills-Online. Your invoice must be paid no later than 48 hours after confirmation of sponsorship.

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. Checks must arrive at the TLPA office no later than 48 hours after confirmation of sponsorship.

Return this form to:
 TLPA Manager of Meetings
 Taxicab, Limousine & Paratransit Association
 3200 Tower Oaks Blvd., Suite 220, Rockville, MD 20852
 P: (301) 984-5700 • F: (301) 984-5703
info@tlpa.org • www.tlpa.org



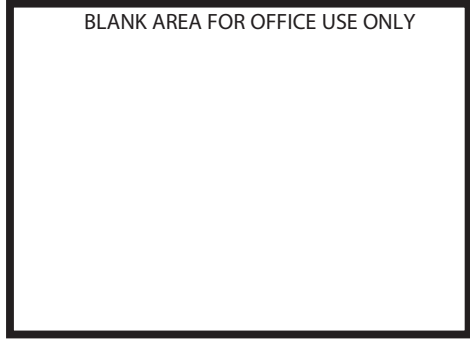
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COMPLIMENTARY SPONSOR REGISTRATION FORM

This form should be used to register your complimentary exhibitor personnel only. Please refer to page 3 to see how many complimentary registrations come with the sponsorship level that you selected. All other exhibit personnel should register at www.tlpa.org/Registration at the TLPA Convention Exhibitor Fee.

PART I: COMPANY INFORMATION

Company _____ Tel (_____) _____

Address _____ Country: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

As a condition of my attendance at the Spring Conference & Expo, April 24-26, 2019. I irrevocably grant TLPA the right to publish or otherwise use my image, likeness, voice, name, address, phone number, and/or email address.

ADA Requirements: Please indicate if, under the Americans with Disabilities Act, you require the following aid or service: Audio Visual Mobile. This notification is due by March 22, 2019.

PART II: COMPLIMENTARY SPONSOR REGISTRATIONS (LIMITED TO SPONSORSHIP PURCHASED; SEE CONTRACT)

Total complimentary sponsorship registrations: ____ come with our sponsorship(s).
 Provide the first and last name of each sponsor-representative registrant and TYPE or PRINT the name CLEARLY as it should appear on the name badge. Include each sponsor representative's e-mail for registration and confirmation purposes.

SPONSOR REPRESENTATIVE NAME/E-MAIL	
Name*	
E-mail	
Name*	
E-mail	

Return this form to:
 TLPA Manager of Meetings
 Taxicab, Limousine & Paratransit Association
 3200 Tower Oaks Blvd., Suite 220, Rockville, MD 20852
 P: (301) 984-5700 • F: (301) 984-5703
info@tlpa.org • www.tlpa.org