

# 2018 SMSA National Training Summit



## SPONSORSHIP OPPORTUNITIES AND EXHIBITOR INFORMATION

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**September 12 – 16, 2018**  
**Holiday Inn Sacramento Downtown - Arena**  
**300 J Street**  
**Sacramento, California 95814**  
**916-446-0100**



NATIONAL ASSOCIATION OF  
STATE MOTORCYCLE SAFETY ADMINISTRATORS

## Sponsorship Opportunities

The 2018 SMSA National Training Summit provides your company with the opportunity to introduce its services, technology, and products to leaders in the motorcycle safety and education industry.

There are various ways to sponsor an event at the 2018 SMSA Summit. The following is a list of potential sponsorship opportunities, all of which can be customized to meet individual advertising and marketing budgets. If you would like to learn more about customizing a sponsorship opportunity, please contact the SMSA Office at 724-801-8075 or by email at [office@smsa.org](mailto:office@smsa.org).

The sponsor of an SMSA event will:

Be recognized in the program agenda

Be recognized during the Opening and Closing Sessions

Receive space for a free advertisement to be placed in the program agenda

Be given time during a portion of the sponsored event to address the attendees

Thank you for your continued support. We look forward to seeing you in California!



# Agenda of Sponsorship Opportunities



## RECEPTION

(Group sponsorship opportunities available)

Promote your state/company/organization and receive key visibility as the host of the opening *Reception* on Wednesday, September 12, 2018.

Reception Sponsor	\$8,000
Dates:	9/12/2018
Time:	5:30 PM - 7:00 PM
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an *Official Sponsor of the 2018 SMSA Opening Reception*, customized signage at each reception station and each table, one complimentary exhibit space, two complimentary Summit registrations, 1 year ½ price Supporting SMSA Membership, complimentary half page ad in the program booklet.

The sponsor of an SMSA event will:

Be recognized in the program agenda, be recognized during the Opening and Closing Sessions, receive space for a free ad to be placed in the program agenda and be given time during a portion of the sponsored event to address the attendees.

## BREAKFAST

(3 Breakfast sponsorship opportunities available)

Promote your company and receive key visibility as the host of a *Breakfast* on Thursday, September 13, 2018, Friday, September 14, 2018 and/or Saturday 15, 2018.

Breakfast Sponsor	\$5,000 each
Dates:	9/13 – 9/15/2018
Time:	7:30 AM to 8:30 AM
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an *Official Sponsor of the 2018 SMSA Breakfast*, customized signage at each *breakfast* station and each table, one complimentary exhibit space, two complimentary Summit registrations, 1 year ½ price Supporting SMSA Membership, complimentary half page ad in the program booklet.

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## LUNCH

(3 luncheon sponsorship opportunities available)

Promote your company and receive key visibility as the host of a *Lunch* on Thursday, September 13, 2018, Friday, September 14, 2018, and/or Saturday 15, 2018.

Lunch Sponsor	\$6,000 each
Dates:	9/13 – 9/15/2018
Time:	Noon to 1:30 PM
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an *Official Sponsor of the 2018 SMSA Lunch*, customized signage at each luncheon station and each table, one complimentary exhibit space, two complimentary Summit registrations, 1 year ½ price Supporting SMSA Membership, complimentary half page ad in the program booklet.

The sponsor of an SMSA event will:

Be recognized in the program agenda, be recognized during the Opening and Closing Sessions, receive space for a free ad to be placed in the program agenda and be given time during a portion of the sponsored event to address the attendees.

## REFRESHMENT BREAK SPONSORSHIPS

There are 6 Refreshment break sponsorship opportunities; two on Thursday, September 13, 2018, two on Friday, September 14, 2018, and two on Saturday, September 15, 2018.

Refreshment Break Sponsor:	\$2,500 each break event
Dates:	9/13 – 9/15/2018
Time:	Daily AM & PM Breaks
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an *Official Sponsor of the 2018 SMSA Summit*, customized signage at each refreshment break station and on tables, one complimentary exhibit space, one complimentary Summit registration and complimentary quarter page ad in the program booklet.

The sponsor of an SMSA event will: Be recognized in the program agenda, be recognized during the Opening and Closing Sessions, receive space for a free ad to be placed in the program agenda and be given time during a portion of the sponsored event to address the attendees.

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## Complete List of Sponsorship Opportunities

Reception (Wednesday PM)	\$ 8,000_____	9/12/18
Breakfast (Thursday AM)	\$ 5,000_____	9/13/18
Refreshment Break (Thursday AM)	\$ 2,500_____	9/13/18
Luncheon (Thursday Noon)	\$ 6,000_____	9/13/18
Refreshment Break (Thursday PM)	\$ 2,500_____	9/13/18
Breakfast (Friday AM)	\$ 5,000_____	9/14/18
Refreshment Break (Friday AM)	\$ 2,500_____	9/14/18
Luncheon (Friday Noon)	\$ 6,000_____	9/14/18
Refreshment Break (Friday PM)	\$ 2,500_____	9/14/18
Breakfast (Saturday AM)	\$ 5,000_____	9/15/18
Refreshment Break (Saturday AM)	\$ 2,500_____	9/15/18
Luncheon (Saturday Noon)	\$ 6,000_____	9/15/18
Refreshment Break (Saturday PM)	\$ 2,500_____	9/15/18

**To discuss other sponsorship opportunities, please contact the SMSA office.**



## Sponsorship Deadline August 17, 2018

Please make checks or money orders payable to: "SMSA"  
and mail to:

**SMSA "Sponsorship"**  
1434 Trim Tree Rd  
Indiana, PA 15701

Or call the SMSA office at 724-801-8075 for payments by credit card.

*Please Type or Print Clearly:*

Company or Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_



## Sponsorship Opportunities/**Exhibits**/Program Ads

### Exhibitor Information

The 2018 SMSA Summit also provides a unique opportunity to combine both private and public associations at the Technical Exhibit. The 2018 SMSA Executive Committee cordially invites any agency, company, or association interested in promoting motorcycle safety, transportation services, products, training or technology to exhibit at the upcoming Summit.

The 2018 SMSA Executive Committee has designed the 2018 Exhibit area to give the most exposure to our member organizations. All morning and afternoon breaks will be set up in the Exhibit Hall, providing a highly visible and accessible exhibition area and maximizing each exhibitor’s exposure to *all* conference delegates.

If your company or association is interested in exhibiting at the 2018 SMSA Summit, please fill out the application form below. Application form and full payment should be sent to:

**SMSA “Exhibitors”**  
 1434 Trim Tree Rd  
 Indiana, PA 15701

Or call the SMSA office at 724-801-8075 for payments by credit card.

Applications for exhibition space will not be accepted without full payment. Exhibit space will be assigned on a first come first served basis.

<b>Non – Member Exhibit Booth Fee</b>	<b>\$ 400.00 plus Summit Registration*</b>
<b>Supporting Corporate Partners</b>	<b>2 Free Booths/2 Free Registrations</b>
<b>State and Supporting Corporate Members</b>	<b>1 Free Booth plus registrations*</b>
<b>Non-Profit Supporting Members</b>	<b>1 Half Price Booth plus registrations*</b>
<b>Small Business Supporting Members</b>	<b>1 Half Price Booth plus registrations*</b>
<b>Additional Booths</b>	<b>\$ 200.00</b>
<b>Electricity and WIFI at booth</b>	<b>\$ 50.00</b>

Booth (8’ x 6’) includes 1 table, skirting, two folding chairs and one wastebasket. Separate packages offering accessories and electricity for your exhibit space are available upon request. Application and payment for exhibit space must be received on or before August 17, 2018.

**\*Exhibit Space does not include Summit registration. Each exhibit participant must register separately for the Summit.**





## Exhibitor Fee Schedule/Registration

### Member Exhibitor Registration

**Electricity and WIFI at booth \$ 50.00**  
**Each exhibit representative must additionally register for the Summit.**

Company or Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone: (\_\_\_\_) \_\_\_\_\_

Number of Exhibit Spaces Required: \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

Email: \_\_\_\_\_

Representatives Attending \_\_\_\_\_

### Non-Member Exhibitor Registration

**Fee - \$400.00 per exhibit space**  
**Electricity and WIFI at booth \$ 50.00**  
**Each exhibit representative must additionally register for the Summit.**

Company or Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone: (\_\_\_\_) \_\_\_\_\_

Number of Exhibit Spaces Required: \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

Email: \_\_\_\_\_

Representatives Attending \_\_\_\_\_





## Sponsorship Opportunities/Exhibits/**Program Ads** Advertising Opportunities

Advertising in our Program Booklet is a great way to reach hundreds of potential customers:

<b>Full Page:</b>	<b>Member \$500</b> Nonmember \$750
<b>Three-quarter Page:</b>	<b>Member: \$375</b> Nonmember \$625
<b>Half Page:</b>	<b>Member \$250</b> Nonmember \$500
<b>Quarter Page:</b>	<b>Member \$125</b> Nonmember \$275

Placement in the Program Booklet will be assigned on a first come basis.

### **Advertising Application Deadline August 17, 2018**

Please make checks or money orders payable to SMSA  
Return this application and payment to:

**SMSA "Advertisements"**  
1434 Trim Tree Rd  
Indiana, PA 15701

Or call the SMSA office at 724-801-8075 for payments by credit card.

*Please Type or Print Clearly:*

Company or Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_

Work Phone: (\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_