

# MISSION CRITICAL – PLANNING FOR THE FUTURE OF MOTORCYCLE SAFETY



**SEPTEMBER 11 – 14, 2019**

## 2019 SMSA NATIONAL TRAINING SUMMIT

**Crowne Plaza Grand Rapids - Airport**

**5700 28th Street SE, Grand Rapids | Michigan |  
49546 | 1-616-9571770**



**SPONSORSHIP  
OPPORTUNITIES**

**EXHIBITOR  
INFORMATION**

**AND**

**ADVERTISING  
OPPORTUNITIES**

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**Be recognized in the  
program agenda**

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**Be recognized during  
the Opening and  
Closing Sessions**

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**Free advertisement  
in the program  
agenda w/  
sponsorship**

**SMSA**

1434 Trim Tree Road  
Indiana, PA 15701  
724 801 8075  
[office@smsa.org](mailto:office@smsa.org)  
[www.smsa.org](http://www.smsa.org)

## Agenda of Sponsorship Opportunities

### NAME BADGE SPONSORSHIP:

Promote your state/company/organization and receive key visibility with your company name and logo printed on name badge holders.

Name Badge Sponsor: \$1,000

Full sponsorship includes:

Recognition as an Official Sponsor of the 2019 SMSA Summit, one complimentary exhibit space and one complimentary quarter page ad in the program booklet.

### WELCOME RECEPTION SPONSORSHIP:

Promote your state/company/organization and receive key visibility as the host of the Welcome Reception on Wednesday, September 11, 2019.

Reception Sponsor \$8,000  
Date: 9/11/2019  
Time: 5:30 PM - 7:30 PM  
Expected Attendance: 150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2019 SMSA Welcome Reception, customized signage at each reception station and each table, opportunity to address the Welcome Reception attendees, one complimentary exhibit space, two complimentary Summit registrations and one complimentary full page ad in the program booklet.

### BREAKFAST SPONSORSHIPS:

Promote your state/company/organization and receive key visibility as the host of a Breakfast on Thursday, September 12, 2019 or Friday, September 13, 2019.

Breakfast Sponsor \$5,000 each  
Dates: 9/12 – 9/13/2019  
Time: 7:30 AM to 8:30 AM  
Expected Attendance: 150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2019 SMSA Breakfast, customized signage at each breakfast station and each table, opportunity to address the Breakfast attendees, one complimentary exhibit space, two complimentary Summit registrations and one 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**

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

**Promote your state/company/organization and receive key visibility!**

## LUNCHEON SPONSORSHIPS:

Promote your state/company/organization and receive key visibility as the host of a Lunch on Thursday, September 12, 2019, Friday, September 13, 2019 or Saturday, September 14, 2019.

Luncheon Sponsor	\$6,000 each
Dates:	9/12 – 9/14/2019
Time:	Noon to 1:30 PM
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2019 SMSA Luncheon, customized signage at each luncheon station and each table, opportunity to address the Luncheon attendees, one complimentary exhibit space, two complimentary Summit registrations and one complimentary half page ad in the program booklet.

## REFRESHMENT BREAK SPONSORSHIPS:

Promote your company and receive key visibility as the host of a Refreshment Break. There are 7 Refreshment Break sponsorship opportunities; one on Wednesday, September 11, 2019, two on Thursday, September 12, 2019, two on Friday, September 13, 2019, and two on Saturday, September 14, 2019.

Refreshment Break Sponsor:	\$2,500 each break event
Dates:	9/11 – 9/14/2019
Time:	Daily AM & PM Breaks
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2019 SMSA Summit, customized signage at each refreshment break station and on tables, one complimentary exhibit space, one complimentary Summit registration and one complimentary quarter page ad in the program booklet.

**The sponsor of an  
SMSA event will:**

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**Be recognized  
during the  
Opening and  
Closing Sessions**

**Receive space for  
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placed in the  
program agenda**

**Be given time  
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the sponsored  
event to address  
the attendees**

**Promote your  
state/company/  
organization and  
receive key  
visibility!**

## FRIDAY EVENING OUTING SPONSORSHIP:

Promote your company and receive key visibility as the host for providing transportation to downtown Grand Rapids to allow attendees to explore the area.

Friday Evening Outing Sponsor: \$1,500  
Date: 9/13/2019  
Time: 6:00 pm – 10:00 pm  
Expected Attendance: 150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2019 SMSA Summit, signage on the buses, opportunity to welcome attendees on the buses, one complimentary exhibit space and one complimentary quarter page ad in the program booklet.

## RANGE TRANSPORTATION SPONSORSHIP:

Promote your company and receive key visibility as the host for providing transportation to University of Farmers for range activities.

Range Transportation Sponsor: \$1,500  
Date: 9/14/2019  
Time: 6:00 pm – 10:00 pm  
Expected Attendance: 150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2019 SMSA Summit, signage on the buses, opportunity to welcome attendees on the buses, one complimentary exhibit space and one 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**

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

**Promote your state/company/organization and receive key visibility!**

Company or Organization:

\_\_\_\_\_

Contact Person:

\_\_\_\_\_

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

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

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip \_\_\_\_\_

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

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

Please Indicate the Event you wish to Sponsor:

Event / Date	Cost	
<b>Name Badge Sponsor</b>	<b>\$1000</b>	
<b>Wednesday 9/11/2019</b>		
Welcome Reception	<b>\$8,000</b>	
PM Refreshment Break	<b>\$2,500</b>	
<b>Thursday 9/12/2019</b>		
Breakfast	<b>\$5,000</b>	
AM Refreshment Break	<b>\$2,500</b>	
Luncheon	<b>\$6,000</b>	
PM Refreshment Break	<b>\$2,500</b>	
<b>Friday 9/13/2019</b>		
Breakfast	<b>\$5,000</b>	
AM Refreshment Break	<b>\$2,500</b>	
Luncheon	<b>\$6,000</b>	
PM Refreshment Break	<b>\$2,500</b>	
Friday Evening Outing Sponsor	<b>\$1,500</b>	
<b>Saturday 9/14/2019</b>		
Transportation Sponsor	<b>\$1,500</b>	
AM Refreshment Break	<b>\$2,500</b>	
Luncheon	<b>\$6,000</b>	
PM Refreshment Break	<b>\$2,500</b>	

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

**Sponsorship  
Deadline**

**August 16, 2019**

**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.**

## Exhibitor Information

The 2019 SMSA Summit also provides a unique opportunity to combine both private and public associations at the Technical Exhibit. The 2019 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 2019 SMSA Executive Committee has designed the 2019 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 2019 SMSA Summit, please fill out the application form below.

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

Non – Member Exhibit Space Fee  
\$ 400.00 \*

Supporting Corporate Partners  
2 Free Exhibit Space/2 Free Registrations

State and Supporting Corporate Members  
1 Free Exhibit Space \*

Non-Profit Supporting Members  
1 Half Price Exhibit Space \*

Small Business Supporting Members  
1 Half Price Exhibit Space \*

Additional Exhibit Space  
\$ 200.00

Electricity and WIFI at Exhibit Space  
\$ 50.00

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

## Exhibit Space Information

### Exhibit Space

**(8' x 6') includes 1 table, skirting, two folding chairs and one wastebasket.**

**Separate packages offering electricity and wifi for your exhibit space are available upon request.**

Company or Organization:

\_\_\_\_\_

Contact Person:

\_\_\_\_\_

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

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

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zipcode \_\_\_\_\_

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

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

Representatives Attending:

Name: \_\_\_\_\_

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

Name: \_\_\_\_\_

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

Please Indicate your selections:

Non – Member Exhibit Space Fee	\$ 400.00*	
Supporting Corporate Partners Exhibit Space Fee	Free, includes 2 registrations	
State and Supporting Corporate Members Exhibit Space Fee	Free*	
Non-Profit Supporting Members Exhibit Space Fee	\$200*	
Small Business Supporting Members Exhibit Space Fee	\$200*	
Additional Exhibit Space	\$200	
Electricity and WIFI	\$50	

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

**Application and payment for exhibit space must be received on or before August 16, 2019.**

**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.**

## Advertising Opportunities

Advertising in our Program Agenda or Spotlight Magazine is a great way to reach hundreds of potential customers:

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

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

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

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

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

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

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zipcode \_\_\_\_\_

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

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

**Advertising  
Application  
Deadline August  
16, 2019**

**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.**