



2021 NATIONAL MOTORCYCLE TRAINING SUMMIT MANY MINDS-ONE MISSION



**The Riverside Hotel
October 13-16, 2021
Boise, Idaho**



**SPONSORSHIP
OPPORTUNITIES**

**EXHIBITOR
INFORMATION**

AND

**ADVERTISING
OPPORTUNITIES**

**Be recognized in the
program agenda**

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

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

SMSA

1434 Trim Tree Road
Indiana, PA 15701

724 801 8075

office@smsa.org

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 2021 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 16, 2021.

Reception Sponsor \$8,000
Date: 10/13/2021
Time: 5:30 PM - 7:30 PM
Expected Attendance: 150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2021 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, October 14, 2021, Friday, October 15, 2021 or Saturday, October 16, 2021.

Breakfast Sponsor \$5,000 each
Dates: 10/14 – 10/16/2021
Time: 7:30 AM to 8:30 AM
Expected Attendance: 150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2021 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, October 14, 2021, Friday, October 15, 2021 or Saturday, October 16, 2021.

Luncheon Sponsor	\$6,000 each
Dates:	10/14 – 10/16/2021
Time:	Noon to 1:30 PM
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2021 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, October 13, 2021, two on Thursday, October 14, 2021, two on Friday, October 15, 2021, and two on Saturday, October 16, 2021.

Refreshment Break Sponsor:	\$2,500 each break event
Dates:	10/13 – 10/16/2021
Time:	Daily AM & PM Breaks
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2021 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:

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	
Name Badge Sponsor	\$1000	
Wednesday 10/13/2021		
Welcome Reception	\$8,000	
PM Refreshment Break	\$2,500	
Thursday 10/14/2021		
Breakfast	\$5,000	
AM Refreshment Break	\$2,500	
Luncheon	\$6,000	
PM Refreshment Break	\$2,500	
Friday 9/15/2021		
Breakfast	\$5,000	
AM Refreshment Break	\$2,500	
Luncheon	\$6,000	
PM Refreshment Break	\$2,500	
Saturday 9/16/2021		
Breakfast	\$5,000	
AM Refreshment Break	\$2,500	
Luncheon	\$6,000	
PM Refreshment Break	\$2,500	

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

**Sponsorship
Deadline**

August 15, 2021

**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 2021 SMSA Summit also provides a unique opportunity to combine both private and public associations at the Technical Exhibit. The 2021 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 2021 SMSA Executive Committee has designed the 2021 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 2021 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, tablecloth, two folding chairs and one wastebasket.

Separate packages offering electricity and wi fi 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 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: _____

**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.**

**Advertising
Application
Deadline August
15, 2021**