



2024 NATIONAL MOTORCYCLE TRAINING SUMMIT

NEGOTIATING THE CURVES



DoubleTree by Hilton Hotel Denver
3203 Quebec Street
Denver, Colorado 80207

September 11 – 14, 2024



**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

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: \$1000.00

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 SMSA Summit, one complimentary exhibit space and one complimentary quarter page ad in the program booklet.

WELCOME BAG SPONSORSHIP:

Promote your state/company/organization and receive key visibility with your company name and logo printed on summit welcome bags.

Welcome Bag Sponsor: \$1,500.00

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 SMSA Summit, one complimentary exhibit space and one complimentary quarter page ad in the program booklet.

ATTENDEE SHIRT SPONSORSHIP:

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

Attendee Shirt Sponsor: \$2,500.00

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 SMSA Summit, one complimentary exhibit space 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!

WELCOME RECEPTION SPONSORSHIP:

Promote your state/company/organization and receive key visibility as the host of the Welcome Reception on Wednesday, September 11, 2024.

Reception Sponsor	\$8,000.00
Date:	9/11/2024
Time:	5:30 PM - 7:30 PM
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 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, 2024 or Friday, September 13, 2024.

Breakfast Sponsor	\$6,000 each
Dates:	9/12 – 9/13/2024
Time:	7:30 to 8:30 AM
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 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 full page ad in the program booklet.

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LUNCHEON SPONSORSHIPS:

Promote your state/company/organization and receive key visibility as the host of a Lunch on Thursday, September 12, 2024 or Friday, September 13, 2024.

Luncheon Sponsor	\$7,000.00 each
Dates:	9/12 – 9/13/2024
Time:	12:00 to 1:30 PM
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 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 full page ad in the program booklet.

SATURDAY RANGE DAY LUNCH SPONSORSHIP:

Promote your state/company/organization and receive key visibility as the host of a Lunch on Saturday, September 14, 2024.

Luncheon Sponsor	\$4,000.00 each
Date:	9/14/2024
Time:	12:00 to 1:30 PM
Expected Attendance:	100-125 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 SMSA Luncheon, customized signage at each luncheon station and each table, opportunity to address the Luncheon attendees, one complimentary exhibit space, one complimentary Summit registration and one complimentary half page ad in the program booklet.

The sponsor of an SMSA event will:

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

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

REFRESHMENT BREAK SPONSORSHIPS:

Promote your company and receive key visibility as the host of a Refreshment Break. There are 5 Refreshment Break sponsorship opportunities; one on Wednesday, September 11, 2024, two on Thursday, September 12, 2024, two on Friday, September 13, 2024.

Refreshment Break Sponsor:	\$3,000.00 each
Dates:	9/11 – 9/13/2024
Time:	Daily AM & PM Breaks
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 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.

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Sponsorship Deadline August 1, 2024

[Sponsorship and Exhibitor Registration Link](#)

EXHIBITOR REGISTRATION

The 2024 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 2024 SMSA Executive Committee has designed the 2024 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 2024 SMSA Summit, please use the link below to register as an exhibitor.

Exhibit space will be assigned on a first come first served basis.

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

SMSA Supporting Corporate Partner Registration

Free Exhibit Space

2 Complimentary Registrations

SMSA Supporting Corporate Member Registration

Free Exhibit Space

\$400 Registration per person

SMSA Supporting Non-Profit and Small Business Member Registration

½ Price Exhibit Space

\$400 Registration per person

Non-Member Exhibit Space Registration

\$400 Exhibit Space

\$400 Registration per person

Electricity at Exhibit Space

\$ 50.00

Exhibit Registration Information

Exhibit Space

Includes

**one 6' table,
tablecloth, two
chairs and one
wastebasket**

[Sponsorship and Exhibitor Registration Link](#)

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
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 1, 2024**