

# 2017 SMSA National Training Summit



## SPONSORSHIP OPPORTUNITIES AND EXHIBITOR INFORMATION

Sponsorship Opportunities	Page 2
Exhibitor Information	Page 6
Program Advertisement	Page 8

**September 27 – 30, 2017**  
**Sheraton Burlington Hotel & Conference Center**  
**870 Williston Road**  
**South Burlington, VT 05403**  
**802-865-6625**



NATIONAL ASSOCIATION OF  
STATE MOTORCYCLE SAFETY ADMINISTRATORS

## Sponsorship Opportunities

The 2017 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 2017 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).

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



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# Agenda of Sponsorship Opportunities

## RECEPTION

(Group sponsorship opportunities available)

Promote your state/company and receive key visibility as the host of the opening *Reception* on Wednesday, September 27, 2017.

Reception Sponsor	\$7,500 each
Dates:	9/27/2017
Time:	5:30 PM - 7:00 PM
Expected Attendance:	150-200 people

Full sponsorship includes: Recognition as an *Official Sponsor of the 2017 SMSA Opening Reception*, customized signage at each reception station and each table, one complimentary exhibit space, two complimentary Summit registrations, 1 year 1/2 price Supporting SMSA Membership, complimentary half page ad in the program booklet.

## LUNCH

(3 luncheon sponsorship opportunities available)

Promote your company and receive key visibility as the host of a *Lunch* on Thursday, September 28, 2017, Friday, September 29, 2017, and/or Saturday 30, 2017.

Lunch Sponsor	\$5,000 each
Dates:	9/28 – 9/30/2017
Time:	Noon to 1:30 PM
Expected Attendance:	150-200 people

Full sponsorship includes: Recognition as an *Official Sponsor of the 2017 SMSA Lunch*, customized signage at each luncheon station and each table, one complimentary exhibit space, two complimentary Summit registrations, 1 year 1/2 price Supporting SMSA Membership, complimentary half page ad in the program booklet.



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## REFRESHMENT BREAK SPONSORSHIPS

There are 6 Refreshment break sponsorship opportunities; two on Thursday, September 28, 2017, two on Friday, September 29, 2017, and two on Saturday, September 30, 2017.

Refreshment Break Sponsor:	\$2,500 each
Dates:	9/28 – 9/30/2017
Time:	Daily AM & PM Breaks
Expected Attendance:	150-200 people

Full sponsorship includes: Recognition as an *Official Sponsor of the 2017 SMSA Summit*, customized signage at each Refreshment break station and on tables, one complimentary exhibit space, one complimentary Symposium registration and complimentary quarter page ad in the program booklet.

## Complete List of Sponsorship Opportunities

Reception (Wednesday PM)	\$ 7,500 _____	9/27/17
Refreshment Break (Thursday AM)	\$ 2,500 _____	9/28/17
Luncheon (Thursday Noon)	\$ 5,000 _____	9/28/17
Refreshment Break (Thursday PM)	\$ 2,500 _____	9/28/17
Refreshment Break (Friday AM)	\$ 2,500 _____	9/29/17
Luncheon (Friday Noon)	\$ 5,000 _____	9/29/17
Refreshment Break (Friday PM)	\$ 2,500 _____	9/29/17
Refreshment Break (Saturday AM)	\$ 2,500 _____	9/30/17
Luncheon (Saturday Noon)	\$ 5,000 _____	9/30/17
Refreshment Break (Saturday PM)	\$ 2,500 _____	9/30/17

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



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## Sponsorship Deadline September 1, 2017

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

Fax Number: (\_\_\_\_) \_\_\_\_\_

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



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

### **Exhibitor Information**

The 2017 SMSA Summit also provides a unique opportunity to combine both private and public associations at the Technical Exhibit. The 2017 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 2017 SMSA Executive Committee has designed the 2017 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 2017 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</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</b>
<b>Non-Profit/Small Business Supporting Members</b>	<b>1 Half Price Booth</b>
<b>Additional Booths</b>	<b>\$ 200.00</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 September 1, 2017.

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



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# Exhibitor Fee Schedule/Registration

## Member Exhibitor Registration

**Each exhibit representative must additionally register for the Symposium.**

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

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

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

Work Phone: (\_\_\_\_) \_\_\_\_\_ Fax Number: (\_\_\_\_) \_\_\_\_\_

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

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

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

## Non-Member Exhibitor Registration

**Fee - \$400.00 per exhibit space**

**Each exhibit representative must additionally register for the Symposium.**

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

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

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

Work Phone: (\_\_\_\_) \_\_\_\_\_ Fax Number: (\_\_\_\_) \_\_\_\_\_

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

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

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



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## 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 September 1, 2017**

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: (\_\_\_\_) \_\_\_\_\_ Fax Number: (\_\_\_\_) \_\_\_\_\_

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



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