

2022 Sponsorship Prospectus



CDNLAVegas.com

Title (3 Available) \$25,000

This top-level sponsorship opportunity delivers the most exposure for your company. We'll ensure you reach our decision-makers.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ At top of website
- ▶ On show ads
- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage

Supporting (10 Available)..... \$3,500

Be a show sponsor without breaking the bank.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage

Added Value:

- ▶ 1 Full Show Pass

Premier (3 Available) \$10,000

Enjoy the most branding opportunities with this sponsorship—great visibility and value.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage

Added Value:

- ▶ CD E-Blast
- ▶ NLA Member E-Blast
- ▶ App Alert

Affiliate (25 Available) \$1,950

Our most cost-effective sponsorship, which is only available to one company per market.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage

Added Value:

- ▶ 1 Full Show Pass

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Affiliate (25 Available)	\$1,950	Registration Bags	\$15,000
Opening Night Reception (Show Floor)	\$30,000	Lanyard/Badge Holder	\$15,000
Monday Night Party	\$30,000	Official Mobile App	\$15,000
Driven By Excellence Awards Dinner	\$30,000	Pocket Itinerary-at-a-Glance	\$7,500
Women in the Industry Event	\$15,000	Signage	\$10,000
Keynote	\$30,000	Monday Breakfast	\$12,500
Educational Program	\$20,000	Monday Lunch	\$20,000
First-Timers Event	\$10,000	Monday Drink Ticket (Show Floor)	\$20,000
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Affiliate Central Global Partner Forum	\$15,000	Tuesday Drink Ticket (Show Floor)	\$20,000
International Meet & Greet	\$15,000	Wednesday Brunch (Show Floor)	\$15,000
Association Summit	\$10,000	Coffee Service (for all 4 days)	\$15,000
Association Meeting	\$10,000	Breakout Meeting	\$5,000

Parties and Receptions

Opening Night Reception (Show Floor)\$30,000

(Co-Sponsorship: \$15,000)

Excited show-goers never miss this event—a premier sponsorship opportunity.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the event

Added Value: _____

▶ App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the event
- ▶ On all signage at show promoting the event
- ▶ Throughout the event by entertainment and/or CD/NLA staff
- ▶ Opportunity to distribute promotional materials at the event

Driven By Excellence Awards Dinner\$30,000

(Co-Sponsorship: \$15,000)

Support one of the industry's most inspirational and heartwarming events.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the event

Added Value: _____

▶ App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the event
- ▶ On all signage at show promoting the event
- ▶ Throughout the event by entertainment and/or CD/NLA staff
- ▶ Opportunity to address those in attendance at the event
- ▶ Opportunity to distribute promotional materials at the event

Monday Night Party\$30,000

(Co-Sponsorship: \$15,000)

Help the attendees keep the party going with this highly visible sponsorship.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the event

Added Value: _____

▶ App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the event
- ▶ On all signage at show promoting the event
- ▶ Throughout the event by entertainment and/or CD/NLA staff
- ▶ Opportunity to distribute promotional materials at the event

Women in the Industry Event\$15,000

(Co-Sponsorships: \$5,000)

This networking event caters exclusively to the ladies of chauffeured ground transportation.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the event

Added Value: _____

▶ App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the event
- ▶ On all signage at show promoting the event
- ▶ Throughout the event by entertainment and/or CD/NLA staff
- ▶ Opportunity to address those in attendance at the event
- ▶ Opportunity to distribute promotional materials at the event

Educational and Networking Events

Keynote\$30,000

One of our most well-attended events, this sponsorship will give your brand and your message the attention of our more than 1,000 attendees.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit

Added Value:

- ▶ App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the event
- ▶ On all signage at show promoting the event
- ▶ On podium signage
- ▶ Opportunity to address those in attendance at the event and show video

Affiliate Central Global Partner Forum\$15,000

(Co-Sponsorship: \$7,500)

This event featured nearly 70 tables and was attended by 1,000 operators maximizing the potential of a casual networking environment.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage
- ▶ In room during the event (via screen)

Added Value:

- ▶ App Alert
- ▶ Affiliate Table

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the event
- ▶ On all signage at show promoting the event

Educational Program\$20,000

Be a part of what matters. In addition to having your logo on all of our educational materials, you'll help support the core of our show.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit

Added Value:

- ▶ App Alert
- ▶ Ad in Show Seminar Book

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the sessions
- ▶ On all signage at show promoting the sessions
- ▶ On podium signage

International Meet & Greet\$15,000

Hundreds of operators from all around the globe will be attending this wildly popular international networking event.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage

Added Value:

- ▶ App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the event
- ▶ On all signage at show promoting the event
- ▶ Opportunity to distribute promotional materials at the event

First-Timers Event\$10,000

(Co-Sponsorship: \$10,000)

Help welcome industry newcomers during this informative and energetic event.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ In room during the event (via screen)

Added Value:

- ▶ App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the session
- ▶ On all signage at show promoting the session
- ▶ On podium signage
- ▶ Opportunity to address those in attendance at the event

Association Summit\$10,000

Association leaders from across the country will provide updates on their unique struggles and discusses hot-button topics.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage

Added Value:

- ▶ App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the event
- ▶ On all signage at show promoting the event
- ▶ Opportunity to address those in attendance at the event
- ▶ Opportunity to distribute promotional materials at the event

State of the Industry\$20,000

Your company will receive prominent display as industry leaders discuss the future of ground transportation.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ In room during the event (via screen)

Added Value:

- ▶ App Alert
- ▶ Ad in Show Seminar Book

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the session
- ▶ On all signage at show promoting the session
- ▶ On podium signage
- ▶ Opportunity to address those in attendance at the event

Association Meeting\$10,000

(Co-Sponsorship: \$5,000)

Support state/regional associations as they share updates on local issues and provide education to their members.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage

Added Value:

- ▶ App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the event
- ▶ On all signage at show promoting the event
- ▶ Opportunity to address those in attendance at the event
- ▶ Opportunity to distribute promotional materials at the event

NLA Membership Meeting\$10,000

(Co-Sponsorships: \$5,000)

Support the NLA as they provide valuable updates on the association's latest projects and initiatives.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage

Added Value:

- ▶ App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the event
- ▶ On all signage at show promoting the event
- ▶ Opportunity to address those in attendance at the event
- ▶ Opportunity to distribute promotional materials at the event

Audio Visual\$10,000

(Co-Sponsorship: \$5,000)

Be recognized for providing the AV for all events during the show.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all Power Points in educational sessions and networking events
- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ In room during the event (via screen)

You will also be recognized as an AV sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the session
- ▶ On all signage at show promoting the session
- ▶ On podium signage
- ▶ By moderator during sessions
- ▶ Throughout the events that have AV, by entertainment and/or CD/NLA staff

NLA Lounge\$10,000

Be the reason attendees are able to charge their phone and rest their feet in our comfortable lounge.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage

Added Value:

- ▶ App Alert

You will also be recognized as a sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the charging stations
- ▶ On all signage at show promoting charging stations



Printed Materials

Registration Area \$25,000

Have your logo prominently displayed in the one area that every single attendee is guaranteed to visit.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Official Mobile App \$15,000

Attendees will see your name and logo every time they open our app, which features everything from venue maps to daily schedules to digital networking.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On official mobile app
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Registration Bags \$15,000

(Co-Sponsorship: \$7,500)

One of the truly mobilized sponsorship options that will feature your logo wherever attendees carry their bags—even well after the show.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On registration bags
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit

Pocket Itinerary-at-a-Glance \$7,500

Readily accessible and easy to refer to, these pocket-sized schedules are highly visible ways to promote your company.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On pocket itinerary-at-a-glance
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Added Value:

- Ad in Pocket Program

Lanyard/Badge Holder \$15,000

The only sponsorship that is literally a walking advertisement, placing your company name and logo on every attendee of the CD/NLA Show.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all lanyards/badges
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit

Signage \$10,000

Your logo will appear on every sign located in both the hotel and convention center, making it one of the best ways to guarantee that your company is branded all throughout the CD/NLA Show.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all signs at the show (over 60)
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Food and Beverage

Monday Breakfast \$12,500

(Co-Sponsorship: \$6,250)

Help our attendees start their days off right by providing them with a tasty breakfast.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage
- ▶ On napkins at the event

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the breakfast
- ▶ On all signage at show promoting the breakfast

Monday Lunch \$20,000

(Co-Sponsorship: \$10,000)

Provide the mid-day fuel that keeps your industry peers on the go.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage
- ▶ On napkins at the event

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the lunch
- ▶ On all signage at show promoting the lunch

Monday Drink Ticket (Show Floor) \$20,000

(Co-Sponsorship: \$10,000)

Kick-off the show floor opening with drinks which are bound to provide your company with a lot of exposure.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit

Added Value: App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the happy hour
- ▶ On all signage at show promoting the happy hour

Tuesday Breakfast \$12,500

(Co-Sponsorship: \$6,250)

Help our attendees start their days off right by providing them with a tasty breakfast.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit and various signage
- ▶ On napkins at the event

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the breakfast
- ▶ On all signage at show promoting the breakfast

Tuesday Lunch (Show Floor) \$20,000

(Co-Sponsorship: \$10,000)

A delicious lunch will be served to our hungry attendees and your company will be a hero.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the lunch

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the lunch
- ▶ On all signage at show promoting the lunch

Tuesday Drink Ticket (Show Floor) \$20,000

(Co-Sponsorship: \$10,000)

Sponsor the ever-valuable attendee with a drink ticket for Tuesday's show floor.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit

Added Value: App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the happy hour
- ▶ On all signage at show promoting the happy hour

Wednesday Brunch (Show Floor) \$15,000

(Co-Sponsorship: \$10,000)

You can help everyone close out there time at the show on a high-note by sending them home with full stomachs.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the lunch

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the lunch
- ▶ On all signage at show promoting the lunch

Coffee Service (for all 4 days) \$15,000

(Co-Sponsorship: \$7,500)

You can provide the coffee that keeps our industry running all show long.

Logo and web link on CD/NLA Show website, and logo to also appear:

- ▶ On all pre- and post-show e-mail blasts (approx. 25)
- ▶ In pre- and post-show sponsor recognition spreads in CD magazine
- ▶ On exhibit hall entrance unit
- ▶ On napkins at the seminars

You will also be recognized as an event sponsor (or co-sponsor):

- ▶ In pre- and post-show ads in CD and by NLA promoting the sessions
- ▶ Throughout the event by CD/NLA staff
- ▶ On all signage at show promoting the sessions

Breakout Meeting \$5,000

If you have a user-group that you would like to appear on the schedule during the show we will provide you with meeting space, (you will be responsible for AV, food, and beverage).

- ▶ Your logo will appear on signage outside of meeting space
- ▶ Your meeting will appear on official show schedule

