

LIMO DIGEST

2011

SHOW

Official SPONSORSHIP Prospectus

November 6-9, 2011 → Trump Taj Mahal → Atlantic City, NJ → (888) LIMO-DIG → www.limoshow.com

PARTIES and RECEPTIONS

☐ **Monday Theme Party...\$20,000** This event will take place on Monday night from 9:30pm - 12:00am. There will be food stations, open bar, DJ/music, entertainment, dancing, networking opportunities galore, cool prizes and giveaways, and more.

☐ **Sunday Tailgaters Bash...\$15,000** The official Show kickoff party will be on Sunday night from 8:30pm - 11:00pm. There will be food stations, open bar, Sunday Night Football on big screens, interactive games, fun photo ops, smack talking, and everyone will be wearing the jersey of their favorite team.

☐ **Awards Gala & Charity Auction...\$15,000** This event is the grand finale to the Show on Tuesday night. It is where our industry's elite gather to honor those who have risen above the rest. Immediately following the awards presentation, we will host our 9th annual Make-A-Wish charity auction and look to surpass the \$800,000 mark in monies raised at our Show. Your logo will appear on all auction item lists at the event (and on the Show floor and at registration), and you will be featured with our staff holding the check at the presentation photo op at the conclusion of the event. There will be appetizers, guest celebrities, and amazing raffle items and door prizes.

☐ **Sunday Rainforest After-Hours Party...\$8,500** Immediately following the Tailgaters Bash on Sunday night, we will move the party to the Rainforest Room from 11:00pm - 1:00am. There will be open bar, music and entertainment, as well as constant networking at every turn.

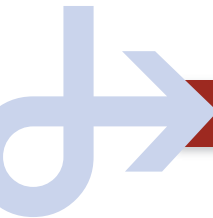
☐ **Women in the Industry Networking Reception...\$5,000** The Limo Digest Show was the first industry event to host a women-only gathering. This event has grown year after year and is attended by the who's who of women in our industry. It will take place on Monday night from 8:00pm - 9:00pm. There will be hors d' oeuvres, cocktails, and non-stop networking opportunities.

☐ **Referral Guide Live!...\$4,000** This extremely popular and intense affiliate speed-dating forum is a 2-day event (Monday and Tuesday) and is tailor-made for companies looking to build or expand their national and worldwide networks. Over 40 exhibitors and nearly 200 attendees will be participating in this fast-paced event. Your logo will appear on various handouts and event tickets.

☐ **After-Hours Suite Parties (4 Available)...\$1,250** Immediately following the Awards Gala on Tuesday night, the fun will continue in the 14th floor Hospitality Suites from 10:30pm – who knows when. These infamous parties will have plenty of cocktails, snacks, and endless late-night networking will be abound.

PARTY AND RECEPTION SPONSORSHIPS INCLUDE: Logo and Web link on The Limo Digest Show website; on all pre- and post-Show e-mail blasts (approx. 25); on sponsorship spread in official Show program; in pre- and post-Show recognition spreads in *Limousine Digest* magazine; on exhibit hall entrance unit; in room during the event (via gobo, not including Suite Parties); on napkins at the event (where applicable). You will also be recognized as exclusive event sponsor (or co-sponsor) in pre- and post-Show ads in *Limousine Digest* (up to 5 issues) promoting the event; in official Show program ad promoting the event; in attendee brochure (60,000 copies direct mailed 4 times to the entire industry); on all signage at Show promoting the event; throughout the event by entertainment and/or Limo Digest staff; opportunity to address those in attendance at the event (not including Awards Gala or Suite Parties); opportunity to distribute promotional materials at the event; opportunity to distribute promotional materials in Show registration bags.





EDUCATION and ASSOCIATION

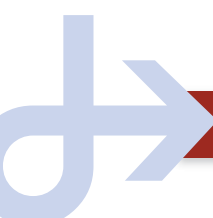
□ **Keynote Speaker...\$15,000** This event will take place in the Grand Ballroom on Monday or Tuesday (day and time TBD). Your logo will appear on the giant video screens in the ballroom during the event and you will have the opportunity to do a 1-minute video presentation at the beginning of the event. You will also have the opportunity to address those in attendance at the keynote presentation, introduce the speaker, as well as an exclusive invitation for you and your staff to attend a private reception with the speaker after the keynote address.

□ **Educational Seminar Series (including State of the Industry)...\$10,000** As our exclusive seminar sponsor, your company will be spotlighted over 4 days. Our seminar series (coordinated by Tom Mazza) is highly regarded industry wide as the premier educational program. During 12 individual sessions, spanning nearly 15 hours, your company will receive continual brand recognition. You will also be prominently featured on the seminar books and evaluation forms.

□ **Association Summit...\$3,000** This event is where association presidents and leaders from across the country gather to create industry unity and tackle issues that affect us all. You will be recognized on event-specific Evites, as well as on the sign-in sheet and agenda. Coffee and refreshments will be served.

□ **Association Alley...\$3,000** As a sign of our unrelenting support and commitment to associations, we have again dedicated a row of booths (specifically for industry associations) for a section of the Show floor called Association Alley. Attendees will stroll down, gather information, and meet industry movers and shakers. A giant 25'W x 4'H banner with your company name and logo will hang from the rafters above the area.

Education and Association Sponsorships include: Logo and Web link on The Limo Digest Show website; on all pre- and post-Show e-mail blasts (approx. 25); on sponsorship spread in official Show program; in pre- and post-Show recognition spreads in *Limousine Digest* magazine; on exhibit hall entrance unit; in room during the event (via gobo). You will also be recognized as exclusive event sponsor (or co-sponsor) in pre- and post-Show ads in *Limousine Digest* magazine promoting the event; in official Show program ad promoting the event; in attendee brochure (60,000 copies direct mailed 4 times to the entire industry); on all signage at Show promoting the event; throughout the event by Limo Digest staff; opportunity to address those in attendance at the event; opportunity to distribute promotional materials at the event; opportunity to distribute promotional materials in Show registration bags.

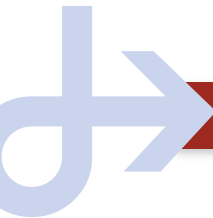


FOOD and BEVERAGE

□ **Breakfast Buffet...\$4,500 Per Day or \$12,000 for All 3 Days** On Monday, Tuesday, and Wednesday, from 7:00am to 9:00am (tentatively), we will be providing a breakfast buffet for all Show attendees and early risers courtesy of your company. You will also be recognized through various announcements at morning seminars, sessions, and association meetings.

□ **Show Opening Hors d'oeuvres (Monday)...\$7,000** As the Show floor kicks off, butlered hors d'oeuvres will be served (around your display/exhibit) to those in attendance compliments of your company. You will also be recognized through various P.A. announcements in the exhibit hall.

□ **Show Floor Luncheon (Tuesday)...\$10,000** Just after the Show floor opens, lunch will be served in the exhibit hall compliments of your company. You will also be recognized through various P.A. announcements in the exhibit hall.



FOOD and BEVERAGE cont.

☐ **Show Floor Lunch/Snack (Wednesday)...\$8,000** Following the final educational seminar and just after the Show floor opens, a snack/lunch will be served in the exhibit hall compliments of your company. You will also be recognized through various P.A. announcements in the exhibit hall.

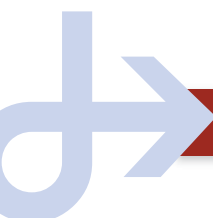
☐ **Charter Member Lunch (Sunday)...\$5,000** This ultra-exclusive, invitation-only plated lunch will be held specifically for Show VIPs and Limo Digest Charter Members.

☐ **Coffee Break for Seminar Series...\$5,000** For the entire 4-day event, coffee service is on you during each and every seminar. Your logo will appear on all of the coffee mugs and napkins.

☐ **Popcorn...\$5,000** During all 4 days of the event popcorn will be served at the registration area courtesy of your company. A pleasant Limo Digest staff member wearing a shirt with your logo will thank everyone in attendance on behalf of your company with a fresh bag of popcorn with your logo on it.



FOOD AND BEVERAGE SPONSORSHIPS INCLUDE: Logo and Web link on The Limo Digest Show website; on all pre- and post-Show e-mail blasts (approx. 25); on sponsorship spread in official Show program; in pre- and post-show recognition spreads in *Limousine Digest* magazine; on exhibit hall entrance unit; in ballroom during the event (via gobo, Breakfast Buffet only); on napkins at the event (not including Popcorn). You will also be recognized as exclusive event sponsor (or co-sponsor) in pre- and post-Show ads in *Limousine Digest* magazine promoting the event; in official Show program ad promoting the event; in attendee brochure (60,000 copies direct mailed 4 times to the entire industry); on all signage at Show promoting the event; throughout the event by Limo Digest staff; opportunity to address those in attendance at the event (Breakfast Buffet and Charter Lunch only); opportunity to distribute promotional materials at the event (Breakfast Buffet and Charter Lunch only); opportunity to distribute promotional materials in Show registration bags.



PRINTED MATERIAL

☐ **Co-sponsor Registration Bags...\$10,000** All attendees will receive a high-quality, commemorative Show bag at registration. Your logo will be exclusively printed on one side of the registration bag.

☐ **Lead Retrieval Apps/Website...\$10,000** Your logo will appear exclusively (co-branded with Limo Digest) on both attendee and exhibitor lead retrieval apps, log-in pages, all screens, banners and albums, as well as on The Limo Digest website and the Living Tradeshow web portal (up to 12 months after the Show).

☐ **Lanyards...\$7,500** Your logo will exclusively appear on all lanyards/badge holders (co-branded with Limo Digest) distributed to attendees and exhibitors at the event.

☐ **Promotional Items (Lip Balm and Hand Sanitizer)...\$4,000** Your logo will appear exclusively (co-branded with Limo Digest) on all lip balm and hand sanitizers given to attendees at the event.

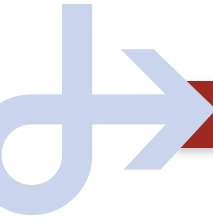
☐ **Mints...\$4,000** Your logo will appear exclusively (co-branded with Limo Digest) on all mint packages given to attendees at the event.

☐ **T-Shirts...\$7,500** Your logo will appear exclusively (co-branded with Limo Digest) on all t-shirts given to attendees at the event.

☐ **Registration Area...\$7,500** Your logo will appear exclusively on the registration forms at the event, on registration signage at the event and in the registration area.

☐ **Express Pre-Registration...\$7,500** Your logo will exclusively appear on the pre-registration form online, in the magazine and on our attendee brochure, as well as on express pre-registration signage at the event.



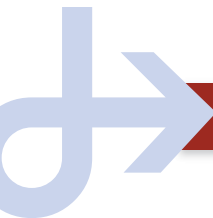


PRINTED MATERIAL cont.

- ❑ **Hats...\$8,500** Your logo will appear exclusively (co-branded with Limo Digest) on all hats given to attendees at the event.
- ❑ **Water Bottles...\$5,000** Your logo will appear exclusively (co-branded with Limo Digest) on all water bottles given to attendees in the registration area and at the event.
- ❑ **Seminar Padfolios...\$4,000** Your logo will appear exclusively (co-branded with Limo Digest) on the padfolios given to attendees during the seminars.
- ❑ **Pens...\$3,000** Your logo will appear exclusively (co-branded with Limo Digest) on all pens given to attendees and exhibitors at the event.
- ❑ **Pocket Program-at-a-Glance...\$3,000** Your logo will appear exclusively (co-branded with Limo Digest) on pocket programs-at-a-glance given to attendees and exhibitors at registration and during the event.
- ❑ **Signage...\$3,000** Your logo will appear on every sign displayed at the event (approx. 60 signs).



PRINT ADVERTISING SPONSORSHIPS INCLUDE: Logo and Web link on The Limo Digest Show website; on all pre- and post-Show e-mail blasts (approx. 25); on sponsorship spread in official Show program; in pre- and post-Show recognition spreads in *Limousine Digest* magazine; on exhibit hall entrance unit and various signage; in attendee brochure (60,000 copies direct mailed 4 times to the entire industry).



OTHER OPPORTUNITIES

- ❑ **Official Transportation...\$10,000**
- ❑ **Platinum Sponsorships (3 Available)...\$3,500** Logo and web link on The Limo Digest Show website; on all pre- and post-Show e-mail blasts (approx. 25); on sponsorship spread in official Show program; in pre- and post-Show recognition spreads in *Limousine Digest* magazine; on exhibit hall entrance unit and various signage; in attendee brochure (60,000 copies direct mailed 4 times to the entire industry). Also receive full page ad in Show program, bag stuffer, and an international e-blast.
- ❑ **Affiliate Sponsorships (18 Available/Only 1 Per Market)...\$1,500** Logo and web link on The Limo Digest Show website; on all pre- and post-Show e-mail blasts (approx. 25); on sponsorship spread in official Show program; in pre- and post-Show recognition spreads in *Limousine Digest* magazine; on exhibit hall entrance unit and various signage; in attendee brochure (60,000 copies direct mailed 4 times to the entire industry).
- ❑ **Show Program Ad...\$600** Full page/full color ad in the official Show program
- ❑ **Show Bag Stuffer...\$500** Up to 2,500 items to be placed in our official Show registration bag. Company to provide bag stuffer, which must be approved by Limo Digest. Can include promotional items and printed material no larger than 8.5 x 11 in size.

