

This year's event is **August 13-14, 2024** in Schaumburg, IL



Join Us for The Midwest's Most  
Exciting Transportation Show!

# SPONSORSHIP OPPORTUNITIES

Contact Sara Eastwood-Richardson at 253-314-7568 or [sara@ras-int.org](mailto:sara@ras-int.org) to discuss your sponsorship agreement.

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As a sponsor you are free to choose from our menu of options which include both **HIGH IMPACT** advertising and **EXPERIENTIAL** branding opportunities. Your sponsor level is based on the total of your financial commitment. The more robust your program is with us, the more media attention you will get!

Pick from the offerings below, add them up, and the total commitment will determine your **SPONSORSHIP TIER** as indicated in the box.

Thank you for your interest, and we look forward to working with you!

# SPONSORSHIP TIERS

DIAMOND	Spend of \$10,000
PLATINUM	Spend of \$5,000 - \$9,999
GOLD	Spend of \$2,500 - \$4,999
SILVER	Spend of \$1,500 - \$2,499
BRONZE	Spend of \$500 - \$1,499

## SPONSOR OPTIONS

### BRANDING SPONSORSHIPS

Registration (table runners, signage, floor clings) . . . .	\$2,500
Lanyards . . . . .	\$5,000
Gift Bags . . . . .	\$5,000
Bag Stuffers / Giveaways . . . . .	\$500 / 200 items
Back of Event Program Ads . . . . .	\$1,000
Chair Drops (in all sessions, for all days) . . . . .	\$2,500
Step-and-Repeat / Selfie Wall . . . . .	\$2,500
Carpet Clings . . . . .	\$500 each
Feature Aisle Sponsor (10 available) . . . . .	\$1,000 each
• Includes (1) 24" logo carpet cling down main aisle	

### EDUCATIONAL SPONSORSHIPS

Audio Visual . . . . .	\$2,500
General Session Main Stage Sponsor . . . . .	\$2,500 per day
Breakouts (6) . . . . .	\$2,500 both days
Podium Wrap . . . . .	\$2,500

# NETWORKING SPONSORSHIPS

## — VIP LOUNGE RECEPTION AREA | CENTER OF SHOW

Welcome Reception Bar Wraps . . . . .	\$2,500 / day or \$4,000 / 2 days
Bar Wrap Sponsor . . . . .	\$5,000
Food Station Sponsor . . . . .	\$2,500 / day
Entertainment Sponsor . . . . .	\$1,000 / day or \$1,500 / 2 days

## — EXTRAS

Cocktail Table Sponsors (framed 8"x11" signs) . . . . .	\$2,500 / 2 days
B4 Business Networking Event . . . . .	\$5,000
Affiliate Connect Tables . . . . .	\$500 / each
• Inside VIP Center Lounge	
Media Center Official Sponsor . . . . .	\$2,500
• Vodcast / Podcast Studio in Middle of Show	
Evening Event on Opening Night . . . . .	\$5,000
Closing Evening Event (Day 2) . . . . .	\$2,500

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## EXPOSURE FACTORS

All sponsors receive media coverage before, during and after the show(s). However, the higher the level of sponsorship spend, the larger the logo, and the more places everyone will see it!

We market all events 3 months in advance, plus one month after the event. Your company or brand exposure opportunities **depend on how early you commit to your sponsorship program.**

# PROMOTION FOR EACH EVENT INCLUDES:

- **Weekly e-newsletter Sponsor Spotlight Ads**
  - 8 ads per event
  - E-news is shared on Facebook and LinkedIn, and includes QR codes for registration and production promotion.
- **E-blast ads promoting specifics of the event**
  - 20 blasts per event
- **Social-influencing** with industry groups and association leaders that spotlights the case for attending our event. Sponsors are recognized by name!
- **Direct Mailers** (new this year!) Each event includes a DM campaign to at least 1,000 operators within a 400-mile radius of the event.
  - Based on new research, we believe this is an important reinforcement tactic to drive attendance. Printed brochures that back up digital marketing have been shown to increase impact by more than 50%.
- **Texting/WhatsApp outreach messaging** 30 days in advance of each event.
- **On-site recognition** by way of event sponsor signage, step-and-repeats, branded items, and booth interviews that are posted to social media channels in real time.

The Great Lakes  
Transportation Show

August 13-14, 2024  
Schaumburg, IL

PRESENTED BY

