



SEMA Spring Expo 2005

Sponsorships &
Advertising Opportunities
Indiana Convention Center
Indianapolis, Indiana
February 4-5, 2005

SEMA is offering the following marketing and promotional opportunities to enhance your company's participation in the 2005 SEMA Spring Expo. By sponsoring, you have the opportunity to increase your visibility among an elite group of professionals and establish relationships that will prove to be a solid marketing investment for you and your organization.

Aisle Sign Logos – 2' x 5' on both sides of the sign

\$ 550 each

Above every aisle hangs a directional sign that helps attendees find their way around the show. You can display your company's logo on both sides of a selected sign. Your sponsorship includes:

- Placement of your company logo on both sides of the selected aisle sign (scaled to fit in a maximum space of 2' x 5'). Specific aisles may be requested, and will be assigned on a first-come, first-served basis.
- Link from Sponsor Acknowledgement Page on the SSE website.
- Inclusion in Sponsor Acknowledgement Ad in the SSE Show Directory.
- ◆ *Production costs are included in the cost of the sponsorship, but the sponsor must provide production-ready artwork in a 4/C eps digital format as well as match proof.*

Attendee Bags – Distributed from Registration >>Only 1 Sponsorship Available<< \$ 2,500

Have every attendee carry your custom-printed bag. It's an exclusive sponsorship that allows your company to be the only one to have a bag distributed in the registration and lobby areas of the show. Your sponsorship includes:

- Distribution of your custom-printed bag from SSE registration.
- Link from Sponsor Acknowledgement Page on the SSE website.
- Inclusion in Sponsor Acknowledgement Ad in the SSE Show Directory.
- ◆ *Sponsor to provide a minimum of 2,500 bags to show management. Bag may include a corporate brochure. Show Management must approve design and insert.*

Badge Lanyards – Distributed from Registration >>Only 1 Sponsorship Available<< \$ 2,500

Have attendees wear your company name. It's an exclusive sponsorship that allows your company to be only provider of attendee lanyards distributed from registration. Your sponsorship includes:

- Distribution of your custom lanyard from SSE registration.
- Link from Sponsor Acknowledgement Page on the SSE website.
- Inclusion in Sponsor Acknowledgement Ad in the SSE Show Directory.
- ◆ *Each Sponsor must provide a minimum of 3,000 lanyards to Show Management. Show Management must approve design in advance.*

Billboard Kiosk – Single Side (3' wide x 7' high)

\$ 550 each

These 3-foot-wide, 7-foot-high panels can be placed in the registration, lobby, entrance areas and throughout the entire show. Your sponsorship includes:

- Placement of one billboard (one-sided, 38" wide x 87" high, four-color panel) within the SEMA Spring Expo Exhibit Hall, lobby or main areas.
- Specific locations may be requested, and will be assigned on a first-come, first-served basis.
- Link from Sponsor Acknowledgement Page on the SSE website.
- Inclusion in Sponsor Acknowledgement Ad in the SSE Show Directory.
- ♦ *Sponsor to provide panel. Contact MOTOR MEDIA INC. for available locations.*

Carpet/Floor Ads

\$ 550 each

Make your mark at SSE. These 4' x 4' directional signs are placed at key intersections throughout the show to help buyers find their way to you! Put your company front and center every time a buyer looks to see where he is going! Your sponsorship includes:

- Placement of your company logo, message and booth number on a floor ad.
- Specific locations may be requested, and will be assigned on a first-come, first-served basis.
- Link from Sponsor Acknowledgement Page on the SEMA website.
- Inclusion in Sponsor Acknowledgement Ad in the SSE Show Directory.
- ♦ *Sponsor to provide panel. Contact MOTOR MEDIA INC. for available locations.*

E-Mail Stations

\$ 2,500

Do you know anyone who does not have e-mail? Over the course of the show, everyone will have to check their inbox! Sponsor this much-needed service for SSE attendees. Several e-mail stations will be placed in a highly visible area. Your sponsorship includes:

- Placement of your logo and company message on each e-mail computer station.
- Placement of your company logo or message as a screen saver on all stations.
- Link from Sponsor Acknowledgement Page on the SSE website.
- Inclusion in Sponsor Acknowledgement Ad in the SSE Show Directory.
- ♦ *Production costs are included in the cost of the sponsorship, but the sponsor must provide production-ready artwork in a 4/C eps digital format with match proof.*

Education Seminars

\$ 1,000 each

SEMA Spring Expo attendees depend upon these focused educational programs to help them improve their business skills. Your sponsorship includes:

- One Billboard Kiosk outside the seminar rooms for all participants to see.
- Recognition on signage outside seminar room and on directionals.
- Recognition in attendee marketing materials mailed prior to SSE.
- Recognition in SSE Show Directory.
- Link from Sponsor Acknowledgement Page on the SSE website.
- Inclusion in Sponsor Acknowledgement Ad in the SSE Show Directory.
- ♦ *Sponsor must provide the billboard panel. Contact MOTOR MEDIA Inc. for availability.*

Hanging Banners – call for sizes, positions and prices

from \$ 2,000

The Convention Center is bigger and better than ever, and this provides even more opportunity for exclusive banner placements for exhibitors. Your sponsorship includes:

- Premium placement for your company banner inside or outside the exhibit hall.
- Link from Sponsor Acknowledgement Page on the SEMA website.
- Inclusion in Sponsor Acknowledgement Ad in the SEMA Show Directory.
- ♦ *Sponsor to provide banners; additional charges will apply for sign hanging.*

*For information or additional sponsorship opportunities, contact:
Joe Sebergandio at MOTOR MEDIA Inc., 818/649-7867, or joe@motormediainc.com*

Registration Pens >>Only 1 Sponsorship Available<<

\$ 1,000

Pens with your company logo, information and booth number will find their way into the hands of SSE buyers and attendees, sure to be used all year long! Your sponsorship includes:

- Placement of your logo, information and booth number on pens to be used at registration and information booths.
- Link from Sponsor Acknowledgement Page on the SSE website.
- Inclusion in Sponsor Acknowledgement Ad in the SSE Show Directory.
- ◆ *Sponsor to provide a minimum of 1,000 registration pens to Show Management. Show Management must approve design in advance of production.*

SEMA SPRING EXPO DIRECTORY ADS

CALL!!!

All SEMA members that exhibit at SSE 2005 will be entitled to a 50% (1x) discount on their company ads placed within the special SSE section of *SEMA News* (March '05 issue).

MUST RESPOND NO LATER THAN JANUARY 8, 2005, TO QUALIFY.

- Full-run distribution of *SEMA News*, reaching over 36,000 retailers, warehouse distributors and jobbers!
- Bonus distribution at SSE 2005.

Note:

- **To be included in the "Sponsor Acknowledgment Ad" in the SSE Show Directory, your Sponsorship Order Form and payment must be received in the SEMA office prior to January 8, 2005.**
- **All sponsorship benefits indicated above depend on your Sponsorship Order Form being received prior to individual production deadline dates. Please check individual production deadline dates with MOTOR MEDIA INC. prior to placing your order.**