



SEMA Auto Salon

Sponsorships and Marketing Opportunities
Atlantic City Convention Center
Atlantic City, NJ
May 20 - 22, 2005

SEMA is offering the following marketing and promotional opportunities to enhance your participation in the 2005 SEMA Auto Salon. By contracting for any of these sponsorships, you are supporting the event and the industry while at the same time increasing your visibility within it.

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

\$ 500 each

Above every aisle hangs a directional sign helping attendees find their way around the show. You can acquire the exclusive rights to have 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 4').
- Inclusion in Sponsor Acknowledgement Ad in SEMA June Directory.
- Production costs are included in the cost of the sponsorship, but the sponsor must provide camera-ready artwork.

Badge Lanyards – Personalized Sponsor Ad >> 1 Only <<

\$ 2,500

Have every trade attendee wear your company name. This exclusive sponsorship allows your company to be the only provider of lanyards distributed from registration. Your sponsorship includes:

- Exclusive distribution of lanyards from SEMA Auto Salon (SAS) Registration. (Sponsor to provide a minimum of 1,500 lanyards to show management. Show Management must approve Design).
- Inclusion in Sponsor Acknowledgement Ad.

Badge Holder Insert – Personalized Sponsor Ad >>

\$ 2,000

Have every trade attendee handed your ad first. This exclusive sponsorship allows your company to be the only one to have an insert placed IN the badge holder every attendee receives for their badge when they first arrive at the show. Your sponsorship includes:

- Exclusive distribution of your ad from SEMA Auto Salon (SAS) Badge Holder Pickup Stations. (Sponsor to provide a minimum of 1,500 inserts to show management. Insert must be 4" high x 4" wide on card stock. Show Management must approve Design).
- Inclusion in Sponsor Acknowledgement Ad.

Attendee Bags – Distributed from Registration >> Exclusive << \$ 5000 each

Have every trade and consumer attendee carry your custom printed bag. This exclusive sponsorship 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:

- Exclusive distribution of your custom printed bag from the SEMA Auto Salon (SAS) Registration Area. (Sponsor to provide a minimum of 10,000 bags to show management. Bag may include a corporate brochure. Show Management must approve Design and insert).
- Inclusion in Sponsor Acknowledgement Ad.

Billboard Kiosk – Single Side (one-side, 3' wide x 7' high) \$ 750 each side

These 3' x 7' high panels can be placed in the registration, lobby and entrance areas. Your sponsorship includes:

- Placement of one Billboard (one-sided, 38-1/8" wide x 87" high, four-color panel) within the Exhibit Hall lobby or main areas. Sponsor to provide panel.
- Inclusion in Sponsor Acknowledgement Ad.
- Contact MOTOR MEDIA Inc. ASAP for available locations.

Hanging Banners – call for sizes and placements \$ call for prices

Incredible placement opportunities are available on a first-come, first-served basis for companies that wish to have their participation in the SEMA Auto Salon (SAS) really stand out. Call for details on current positions available in the Lobby, Exhibit Hall and outside the Building. Your sponsorship includes:

- Placement of your banner within the Exhibit Hall, Lobby or Exterior of the Convention Center. Sponsor to provide banner.
- Inclusion in Sponsor Acknowledgement Ad.
- Contact MOTOR MEDIA INC. ASAP for available locations.

Education Seminars – Individual Sponsors \$ 1,000 each

SEMA Auto Salon (SAS) trade attendees will plan specifically to attend these high-caliber seminars held on the opening day of the SEMA Auto Salon (SAS). Your sponsorship includes:

- Single-Sided Billboard Kiosk Panel placed outside of Seminars room.
- Recognition of Sponsor on signage outside seminar room and on directionals.
- Inclusion in Sponsor Acknowledgement Ad.

E-Mail Stations Exclusive

\$2,500 each

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 both SEMA SAS trade and consumer attendees. Your Sponsorship includes:

- Placement of Sponsor's company logo and message on each e-mail computer station.
- Placement of Sponsor's company logo/message as a screen saver on each computer.
- A single-sided Billboard Kiosk Panel placed on the Show floor.
- Inclusion in Sponsor Acknowledgment Ad.

SEMA June News.

SEMA AUTO SALON DIRECTORY ADS

CALL!!!

Please Note:

- **To be included in the "Sponsor Acknowledgment Ad in the SAS Show Directory, your Sponsorship Order Form and Payment must be received in the SEMA office prior to March 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 your account executive prior to placing your order.**