

2010 FIADA Convention & Expo Sponsorship Packages

FIADA Fast Cars & Freedom
Annual Convention & Expo
October 15 & 16, 2010
TradeWinds Island Resorts
St. Pete Beach, Florida

Marquis Sponsorship - \$15,000

Convention Promotion:

- Customized exhibit hall layout package with premium location
- 10 full convention registrations to include all meals
- Reserved table at each dinner function
- 1 full page ad in the 2010 FIADA Convention Program
- Promotional insert in each attendee convention packet (materials provided by sponsor)
- Presentation opportunity at the convention during a general session
- Primary recognition on all convention promotional materials
- Sponsor recognition and award at general session
- Additional opportunity to place promotional materials in convention general sessions and/or workshops
- Green Room access during the 2010 Candidates Forum (and possible photo opportunity)
- 1 seat at head table during general session meal functions
- List of the 2010 convention attendees and their contact information for pre- and post-convention promotional opportunities
- Additional logo placement and company description with Marquis level recognition in convention program
- Meal Sponsor designation
- Additional considerations can be made based upon company's promotional needs

Traditional Promotional Considerations:

- Co-branded promotional e-mail (convention or otherwise) to FIADA's e-mail database that includes independent dealers, members and customers
- 1 full page ad in the September 2010 or January 2011 statewide issue of the *Independent Dealer* magazine (in addition to any existing contracted ads)
- 1 full page ad in either the October, November or December 2010 issues of the *Independent Dealer* magazine (in addition to any existing contracted ads)
- 1 page insert in every new, renewing and rejoining FIADA member kit promoting your company, product or services for 6 months (materials provided by sponsor)
- 1 banner ad on FIADA website for 1 year as a convention sponsor

Platinum Sponsorship - \$10,000

Convention Promotion:

- 2 exhibit spaces with premium location in exhibit hall
- 8 full convention registrations to include all meals
- Reserved seating at each dinner function
- 1 full-page ad in the 2010 FIADA Convention Program
- Promotional insert in each attendee convention packet (materials provided by sponsor)
- Presentation opportunity at the convention during a general session
- Primary recognition on all convention promotional materials
- Sponsor recognition and award at general session
- Additional opportunity to place promotional materials in convention general sessions and/or workshops
- Green Room access during the 2010 Candidates Forum (and possible photo opportunity)
- 1 seat at head table during general session meal functions
- List of the 2010 convention attendees and their contact information for pre- and post-convention promotional opportunities
- Additional logo placement and company description with Platinum level recognition in convention program

Traditional Promotion Considerations:

- 1 full page ad in either the October, November or December 2010 issues of the *Independent Dealer* magazine (in addition to any existing contracted ads)
- Inclusion on rotating banner ad on FIADA website for 1 year as a convention sponsor
- 1 page insert in every new, renewing and rejoining FIADA member kit promoting your company, product or services for 6 months (materials provided by sponsor)

Gold Sponsorship - \$5,000

Convention Promotion:

- One exhibit space with premium location in convention exhibit hall
- 6 full convention registrations to include all meals
- Reserved seating at each dinner function
- 1 half-page ad in the 2010 FIADA Convention Program
- Promotional insert in each attendee convention packet (materials provided by sponsor)
- Green Room access during the 2010 Candidates Forum (and possible photo opportunity)
- Primary recognition on all convention promotional materials
- Sponsor recognition and award at general session
- List of the 2010 convention attendees and their contact information for pre- and post-convention promotional opportunities
- Additional logo placement and company description with Gold level recognition in convention program

Traditional Promotion Considerations:

- 1 full page ad in either the October, November or December issue of the *Independent Dealer* magazine (in addition to any existing contracted ads)

Silver Sponsorship - \$2,500

Convention Promotion:

- One exhibit space with premium location in convention exhibit hall
- 4 full convention registrations to include all meals
- Reserved seating at each dinner function
- 1 half-page ad in the 2010 FIADA Convention Program
- Primary recognition on all convention promotional materials
- Sponsor recognition and award at general session
- List of the 2010 convention attendees and their contact information for pre- and post-convention promotional opportunities
- Additional logo placement and company description with Silver level recognition in convention program

Exhibitor Package - \$995 (\$1095 after 9/10/2010)

2010 Exhibitor Convention Package:

- 1 – 10 x 8 draped exhibit space
- 1 – 6 foot skirted table with 2 chairs and a wastebasket
- 1 – exhibitor ID sign
- 2 – Full convention registrations
- Recognition in 2010 Convention Program and promotions

FIADA 2010 Convention Expo Sponsorship Registration Form

Thank you for your generous support of FIADA as a key Sponsor during the 2010 Annual Convention & Expo. Your sponsorship will play a vital role in the success of the FIADA and this year's Convention. We have designed specific levels of participation to assist in meeting your company's promotional goals during the Convention that will allow you to share your products, services and message to our dealers and attendees. If you have suggestions or ideas that we have not considered here, please inquire with the FIADA staff to see if we can accommodate your request. Thanks again for your support of the FIADA.

Company Information

Company Name: _____ FIADA Member ID #: _____

Address: _____

City: _____ State: _____ Zip: _____

Primary Contact: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Will you be giving away a prize at your booth? ____ Y / ____ N

If yes, what will you be giving away? _____

Please complete information exactly as you would like it to appear in convention materials.

DESCRIPTION OF BUSINESS / SERVICES (25 words or less)

Please select your sponsorship/exhibitor package.

Marquis Sponsorship-\$15,000

Please list your 10 attendee names as you'd like them to appear on the badges.

Rep 1: _____

Rep 6: _____

Rep 2: _____

Rep 7: _____

Rep 3: _____

Rep 8: _____

Rep 4: _____

Rep 9: _____

Rep 5: _____

Rep 10: _____

Platinum Sponsorship-\$10,000

Please list your 8 attendee names as you'd like them to appear on the badges.

Rep 1: _____

Rep 5: _____

Rep 2: _____

Rep 6: _____

Rep 3: _____

Rep 7: _____

Rep 4: _____

Rep 8: _____

Gold Sponsorship-\$5,000

Please list your 6 attendee names as you'd like them to appear on the badges.

Rep 1: _____

Rep 4: _____

Rep 2: _____

Rep 5: _____

Rep 3: _____

Rep 6: _____

Silver Sponsorship-\$2,500

Please list your 4 attendee names as you'd like them to appear on the badges.

Rep 1: _____

Rep 3: _____

Rep 2: _____

Rep 4: _____

Exhibitor Package -\$995 (\$1095 after 9/10/2010)

Please list your 2 attendee names as you'd like them to appear on the badges.

Rep 1: _____

Rep 2: _____

Additional Representatives

Each sponsor package comes with a set number of full convention registrations. You can add additional registrants for \$195 each.

Rep: _____

Rep: _____

Rep: _____

Rep: _____

Amount Due:

<input type="checkbox"/> Marquis Sponsorship \$15,000	<input type="checkbox"/> Platinum Sponsorship \$10,000	<input type="checkbox"/> Gold Sponsorship \$5,000	<input type="checkbox"/> Silver Sponsorship \$2,500	<input type="checkbox"/> Exhibitor Package \$995
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Total Amount Due: \$ _____

Payment Method:

CONTRACT IS NOT VALID UNLESS PAID IN FULL The Florida Independent Automobile Dealers Association is authorized to reserve for us an exhibit space at the 2010 Annual Convention & Expo. I have read and agree to abide by the regulations outlined in this agreement. Please mail or fax registration form to FIADA at (850) 385-3251.

I have enclosed a check made payable to FIADA (and mailed to)
1840 Fiddler Court
Tallahassee, FL 32308

I will be using a credit card.

Credit Card Authorization: Visa MasterCard Amex Discover

Name (as it appears on card): _____ Company: _____

Credit Card Number: _____ Exp Date: _____

Billing Address: _____

Phone#: _____ Amount: _____

Authorized Signature: X _____ Auth Code: _____

The exhibit booth rental fee does not include unpacking, assembly, dismantling, electrical, phone lines or internet access. These services can be ordered through the trade show coordinator Exhibit Services. The exhibitor kit will be emailed to you after you register to order any additional services, such as additional furniture and electrical. You can contact Exhibit Services at (813) 623-1163 or to view the kit online, please visit <http://www.exhibitservices.net/fiada/>

Hotel Location

And Accommodations:

TradeWinds Island Grand Resort
5500 Gulf Boulevard
St. Pete Beach, Florida 33706
Call for Reservations: (800) 808-9833
Or visit <http://www.tradewindsresort.com>
GROUP CODE: FIADA
Group Rate: \$149 per night/plus tax (by Monday, Sept 13, 2010)

Exhibitor Schedule*

Thursday:	October 14, 2010	Exhibitors Set Up	12:00pm – 6:00pm*
Friday:	October 15, 2010	Exhibit Hall & Expo	8:00am – 5:30pm*
Saturday:	October 16, 2010	Exhibit Hall & Expo	8:00am – 5:00pm*
	October 16, 2010	Exhibitors Breakdown	5:00pm – 10:00pm*

*Hours are tentative and are subject to change.

TERMS AND CONDITIONS

1. **AGREEMENT** – The fee for each exhibit space is \$995. FIADA reserves the right to limit the number of exhibitors in a particular industry and to cancel any contract which remains unpaid 30 day prior to the opening of the convention. Vendor registration includes all scheduled conference meals (breakfast, lunch and dinner on Friday and Saturday, October 15 & 16, 2010)
2. **BOOTH ASSIGNMENT** – Exhibit space will be assigned by FIADA based on signed contracts with payments, type of business, etc. Booths will be assigned by the Executive Director the last month prior to convention.
3. **CANCELLATION** – No cancellation shall be acknowledged unless received by FIADA’s Tallahassee office in writing. All cancellations will be assed a \$25.00 administrative fee. Should an exhibitor wish to cancel 60-30 days before the set-up date, a 50% refund will be made by FIADA; no refunds will be made for cancellation with less that 30 days notice.
4. **LITERATURE DISTRIBUTION** – All literature must be distributed within the booth space assigned. No materials may be placed on tables or chairs, attached to meeting space walls or ceilings or left in public placed or distributed in aisles, lounge areas or other exhibitor booths. Items found in these places will be disposed.
5. **DAMAGE TO PROPERTY** – Exhibitors are liable for any damage caused to building, floors, walls, columns or to standard exhibit equipment or to other exhibitor’s property.
6. **FIRE AND SAFETY REGULATIONS** – All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and exits must be left accessible and in full view at all times. All disposable materials and decorations must be flameproof and subject to inspection.
7. **LIABILITY AND INSURANCE** – Exhibitors are responsible for securing all necessary licenses or consents. Exhibitor aggress to indemnify, defend and hold FIADA harmless and against any claim of consents. Exhibitor aggress to indemnify, defend and hold FIADA harmless from and against any claim of liability and any incident or resulting loss, cost or damage for failure to obtain these licenses or consents.
8. **ELIGIBLE EXHIBITS** – FIADA reserves the right to determine the eligibility of any company or products for inclusion in the convention and reserves the right to reject, evict or prohibit any exhibit in whole or in part, or any exhibitor, or his representatives, with or without cause.
9. **EXHIBIT BREAKDOWN – Early Breakdown Penalty**: this contract is a binding exhibit agreement between the exhibiting company and the FIADA. In signing this agreement, the exhibiting company agrees that its exhibit materials will be setup by the stated “Setup Time” of this contract. Also, by signing this contract, the exhibiting company agrees that no party will disassemble or “tear-down” exhibit materials before the aforementioned “tear-down” time. (TBD) If exhibit materials are broken down without the consent of show management (FIADA) before the designated tear down time, the exhibiting company will be charged a \$500.00 contract penalty. This penalty will be invoiced to the company via the US Mail and the invoice will state the that charge is because of breach of contract by the early dismantling of the exhibiting company’s exhibit booth and/or materials. If this penalty invoice is not paid and remains outstanding, the exhibiting company will not be allowed to exhibit at future FIADA conventions until the penalty invoice is paid in full.

The Sponsor has reviewed and agrees to abide by the conditions indicated in the Sponsorship Opportunities materials. Sponsor hereby authorizes the use, publication, dissemination, and placement of its logos, trademarks, service marks, copyrighted materials, or any other materials it provides to the convention or its organizers for publication or use on or in connection with any written, audio, and video materials, advertisements, signs, website, or any other form of media. This Application and Contract for Sponsorship shall become binding upon acceptance by an authorized FIADA representative. The Florida Independent Automobile Dealers Association reserves the right to reject or terminate this Application and Contract for Sponsorship at its sole discretion.

CONTRACT IS NOT VALID UNLESS PAID IN FULL – The Florida Independent Automobile Dealers Association is authorized to reserve for us an exhibit space at the 2010 Annual Convention & Expo. We understand that this agreement becomes a contract when signed by us and accepted by FIADA. We agree to abide by the conditions stated on this agreement. I have read and agree to abide by the regulations outlined in this agreement.

Signature of Company Representative

Print Name and Title

Date

Company

Steve Jordan, Executive Director

Signature of FIADA Representative

Florida Independent Automobile Dealers Association

Date

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