

Maximize your exposure and increase the value of your investment!



EXHIBITOR MARKETING KIT & SPONSORSHIP



Maximize

*your exposure and increase
the value
of your
investment at*

UMA MOTORCOACH
EXPO 2020
JANUARY 19-23, 2020

*m*ake the most of your exhibit participation at this exciting event by taking advantage of a variety of marketing and promotional opportunities available to you. Please review this important information, where you'll find:

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**TAKE ADVANTAGE
OF THESE HIGHLY
ATTENDED EVENTS!**

**SEE PAGES 4-13 FOR
SPONSORSHIP OPPORTUNITIES.**

Contact Information

SPONSORSHIP OPPORTUNITIES:

Scott Groves sgroves@naylor.com
770.576.4791

FREE PROMOTIONAL OPPORTUNITIES:

- *Free Editorial News Opportunities:*
Rick Stoff | editor@uma.org
- *Free Promotional Opportunities:*
Sydni Konohia | skonohia@uma.org
703.383.2929

Included in your booth fees, is all-inclusive access to all Hospitality Events in Nashville. These events make it easy for all exhibitors, regardless of size, to be able to network and create/maintain business relationships with all attendees, without the pressure of having to entertain customers in the evening after the show floor has closed. This includes a number of breakfasts, lunches, the Leadership Awards dinner and networking events.



Sponsorship Opportunities

These sponsorship opportunities are designed to help your company stand out from the crowd and provide you with the most value for your investment at UMA Motorcoach EXPO. There are sponsorship opportunities to fit any budget, ranging from \$750 and up. But don't delay! Your perfect sponsorship could go to another company if you don't act fast.

BRINGING YOU MORE VALUE IN 2020!

Take an integrated approach to your print, online and event marketing. Let our experts help with a free consultation and options to save!
Contact Scott Groves at (770) 576.4971 or sgroves@naylor.com.



**We come every year for the
UMA show because we get a lot of booth traffic
and meet a lot of our customers. It's a great place
to show our wares and to meet new people and
find out what going on in the
industry this year."**

**— Chip Hurst,
Webb Wheel Products**

PREMIUM SPONSORSHIP PACKAGES

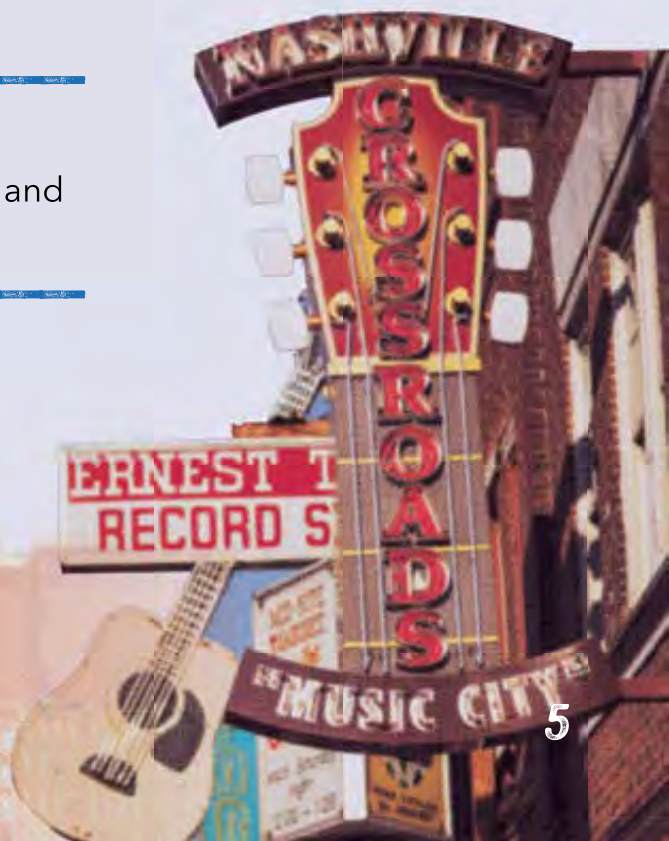
The highest level of sponsorships!

Become a Premium Sponsor today to gain MAXIMUM exposure at UMA Motorcoach EXPO. These packages have it all and are strategically designed so that no matter where the attendees are, your name is front and center.

PREMIUM SPONSORSHIP	PLATINUM \$25,000	GOLD \$17,500	SILVER \$7,500
Premium Sponsor Designation	★	★	★
Recognition and Signage at Hospitality Events, Including the Welcome Reception and UMA Leadership Awards Dinner	★	★	★
Special Recognition in All Upcoming Attendee Pre-Show Promotional Materials	★	★	★
Premium Sponsor Badge	★	★	★
Logo on www.motorcoachexpo.com	★	★	★
1 sponsor or media item in the media bins	★	★	
Dedicated Emails Sent to Registered Attendees	Up to 3	1	
1 Invite to the UMA Board of Directors Meeting & Dinner	★		
Participation in the 2020 UMA Motorcoach EXPO Passport Game	★		
Featured Cover Story in B&MN Leading Up to EXPO or in Post-Show Issue	★		
Ad in the EXPO Edition of B&MN	N/A	1 Page	1/2 Page
Complimentary Registration	5 FULL	3 FULL	1 FULL
Reserved Tables at UMA Leadership Awards Dinner	Up to 3	Up to 2	1

Have an idea not listed here?

Ask Scott to make it happen! We welcome all ideas and will do our best to make your idea a reality.



New For EXPO 2020

EXPO Branded Photo Opportunity — \$8,500 (Exclusive)

Get your logo and brand in attendees' photos and social media posts by sponsoring our exciting 3D EXPO show graphic (currently planned 10x15 piece along a wall) that will be placed near registration, or entrance of the center or exhibit hall. A trend for conventions and tradeshows is creating a memorable experiences and alongside that photo opportunities for attendees to engage with and share on their social networks. We will work with the sponsor on the design to accomplish UMA and our sponsors goals.



Wildhorse Saloon Entertainment — \$10,000

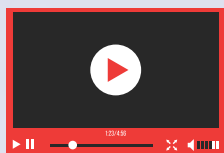
This great venue has a wonderful stage that is a central focal point to the venue. UMA is working on securing some fun and engaging entertainment. Become the entertainment sponsor and your company will be able to introduce the entertainer and we will promote your sponsorship in preshow marketing and provide onsite branding at the event.



Exhibit Hall Hot Chocolate Sponsor - \$5,000 (Exclusive)

As the UMA team works to drive traffic to all areas of the show floor, this year we will feature a two-hour hot coco station for a cozy afternoon pick me up. Sponsor is able to provide mug or cup. UMA will promote the hot coco and have signage recognizing the sponsor. We would work with the sponsor on the station's placement as well.

EXPO Entry Promo Video - \$2,000 — Secure Your Slot Now!



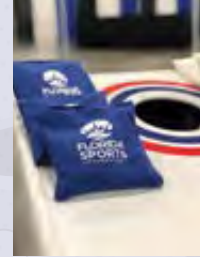
This year we have stepped up our entrance to the exhibit hall to create an amazing experience as attendees walk in and out of the exhibit hall. The entrance will have a 11.5x6.6 wide LED screen that will have the capabilities to play 30-second promotional videos. Secure your space now. The LED screens will also display UMA EXPO branding and other pertinent info for attendees. We plan to play all content on a loop so you video will get days of play. *Please note promo videos will not play from 4:15-4:50 PM on Monday, January 20th as to not detract from the ribbon cutting and grand opening of the exhibit hall.*





UMA Networking Playground — \$12,500 (Exclusive) or Individual Games (\$2,000)

Sponsor this fun space where people will congregate and meet up in the exhibit hall. If you purchase the exclusive space we will work with you to best of our abilities on its placement to help meet your objectives and goals. We are planning on having branded corn hole, bar shuffle board, arcade style basketball, and one of the sneak Preview bars will be placed in this space



Announcements in Exhibit Hall — \$800

Get the word out about what is happening in your booth. You provide the script and time you'd like announcement and we will make it happen.

App Push Notification — \$500

Similar to the announcement above you provide the text and the time we will schedule a push notification through our event app. Great way to get in front of attendees and get them to stop by your booth.

Contact your Show Management Team at (703) 259-6136 or uma@naylor.com



Premier Event Sponsorships

*** UMA Leadership Awards Bars — \$15,000 Exclusive or \$4,500 Per Bar**

Your future customers will be thanking you all night for sponsoring their cocktails, beer, wine or assorted soft drinks! Signage at the bars will highlight your company, as well as recognition from the podium as the host of the evening's drinks.

*** Welcome Cookie at Registration — \$8,500**

Be the first logo everyone sees upon arriving at EXPO. As they come in and pick up their registration materials, all attendees will be given a cookie with your company logo as a way to say welcome and thanks for coming. 2,000 cookies will be created and pre-packaged to hand out throughout the registration process.

*** UMA Welcome Reception Kick-Off Event (Sunday January 19th) — \$15,000 exclusive or \$2,000 per bar**

There is a great opportunity to have exclusive exposure to your target audience and create an incentive for them to come to your booth at the start of the show. We will help theme the event around your company's objectives if you become the exclusive sponsor. Sponsorship includes signage at the event.

*** Entertainment Sponsor at UMA Luncheon — \$15,000**

UMA's most popular sit-down meal function (on Monday, January 7) will include approximately 750 attendees and feature an engaging Keynote, Eric Chester. This is an excellent opportunity to influence attendees early. Sponsor will receive: opportunity to show up to a two-minute video after lunch, make brief remarks after the video.

Bundle & Save in 2020!

Your Show Management Team is here to help you make the most of your marketing dollars not only onsite, but throughout the year! Contact us for a free consultation on how you can save money through an integrated approach to your print, online and event marketing.

Scott Groves sgroves@naylor.com | 770.576.4791.

*** Entertainment Sponsor for UMA Awards Banquet — \$10,000**

The awards banquet (Tuesday, January 8) is our industry's biggest celebration of the year and this year we will be making it extra special with emcee and entertainment provided by Jon Petz. Known for his ability to make events engaging and exciting, Jon will keep our program on track while keeping the Awards program engaging and fun. We will feature the sponsor on stage or run a two-minute video on the main stage screen to highlight. Jon will then kick off his program by including the sponsor in the opening act. The sponsor can also provide centerpieces on each table (approved by UMA) if they choose.

*** Maintenance Competition — \$10,000**

The Maintenance Competition is where the best of the best maintenance professional show off their skills. The sponsor will be recognized in the promotion of the competition and onsite at the event. They will provide the competition trophies and hand them out to the winners at the UMA EXPO Leadership Awards Celebration.

*** Driver Competition — \$5,000 - \$10,000 Partial Sponsorships**

In its 4th year, the UMA International Driver Competition continues to get lots of attention. Motorcoach drivers will come together to test their skills and be recognized for their outstanding achievement of safe driving. Sponsors will be recognized in all the promotion of the competition and onsite at the event. The winners of the Driver Competition will be recognized at the UMA EXPO Leadership Awards Celebration and the sponsors are thanked from the stage.

Table at UMA Leadership Awards Dinner — \$800

Sub-host this highly attended event! Promote your company in front of nearly 700 attendees, while having your own reserved table to wine and dine your top clients or prospects. This is one opportunity that is sure to impress!



Premier Event Sponsorships

* Opening Session Sponsor — \$4,500

As the primary sponsor of the morning general session and business meeting on Monday, January 19, your company will be recognized through logo recognition on the screen, opportunity to address the group and/or play a two-minute company video just prior to introducing the morning speaker. You can also provide a logo'd gift on each attendee chair (gift must be approved by UMA prior to the event) if you wish. We anticipate approximately 500 people in attendance for the opening session.

* Education Session Rooms — \$3,000

Attendees love our Education Sessions; make them love your brand, too! Put your name in front of top industry buyers at one of these four highly attended rooms. As a sponsor, your company logo will be displayed on the room signage, and you will have the opportunity to introduce the session speakers. You will also have your own table in the back of the room where you can display your products and promotional items to teach participants about your products or services.

* Whiskey and Chocolate Reception — \$12,500 (Exclusive)

At the conclusion of the Awards Celebration the fun and networking will continue thanks to our generous sponsor. There will be a full bar that will include some whiskeys and a fun Lynchburg Lemonade – a Jack Daniels spiked lemon cocktail with a dash of sweet and sour, this cocktail is all Tennessee. There will also be a whiskey tasting for attendees interested in trying 3 unique, local whiskeys that are not included in the normal bar. A fun memorable experience!

- And let's not forget the chocolates. We will have 4 different Tennessee desserts to indulge in:
- Red Velvet Whoopie Pie
- Cocoa Crème Brûlée Tartlets
- Chocolate Hazelnut Profiteroles
- Tennessee Sipping Cream Soaked Chocolate Cake Shooter

The Sponsor will be recognized in preshow marketing, onsite at the Awards Celebration from the stage and with onsite event signage and branding. The UMA team can work with the sponsor if they'd like to adjust the dessert to be more customized say a chocolate tire design and if they'd like to see the continued tradition of an ice sculpture.

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Scott Groves sgroves@naylor.com | 770.576.4791.

UMA's Board Dinner — \$5,000

Sponsor UMA's board dinner to get in front of UMA's directors and the industry's leaders. The dinner will take place in a private space at The Southern Steak and Oyster on Wednesday, January 22 at 7:00 pm. The sponsor will have the opportunity to address the group and UMA will work with the venue to incorporate your branding on menus and/or in house signage.



* Sneak Preview Bars — \$4,500

Be where the people are! Fill your customer's cups with beer, wine or assorted soft drinks. There will be signage at the bars in the exhibit hall recognizing your company during the first night the hall is open.

* Coffee Break Stations — \$2,500 Exclusive or \$1,500 Partial

Be everyone's hero by supplying much-needed caffeine and beverages to members in between sessions! This sponsorship earns you exclusive rights to the signage for the coffee bars at the events. You will also have the opportunity to provide logoed beverage napkins and other relevant supplies (pending UMA approval).

All opportunities with an (*) denotes the sponsors receives: logo on www.motorcoachexpo.com; sponsorship listed in app; and sponsorship listed in onsite printed mini map & schedule.

Contact your Show Management Team at (703) 259-6136 or uma@naylor.com



Branding & Promotional Opportunities

Electronic Signage — \$750 each

Display your company logo and booth number where everyone entering can see! This electronic board is a point of reference for all attendees entering the EXPO hall, as it displays the daily schedule as part of the rotation. Ads will be rotated along with the schedule throughout the day for the duration of the event.

Custom Signage (Various) — Starting at \$1,500

Go beyond the booth! There are dozens of opportunities to extend your messaging beyond your booth through UMA Motorcoach EXPO signage. Increase brand awareness and drive future customers to your booth by selecting any of these high-visibility options:

- 3-Sided Kiosks
- Aisle Signs
- Banner
- Column Wraps
- Directional Signs
- Escalators

Official UMA Motorcoach EXPO 2020 Badge Holders — \$6,000

Let your company name hang around everyone's neck when you put on this year's official badge holder. This high-visibility location means your presence can't be missed.

UMA Motorcoach EXPO Passport Game — \$1,000

Don't let top operators pass you by! Ensure your booth receives maximum traffic by participating in the UMA Motorcoach EXPO 2020 Passport Game. Attendees are incentivized to fill their Passport with stamps from all Passport sponsors listed in their registration materials for a chance to win one of several gift cards worth up to \$1,000!

* Official UMA Motorcoach EXPO 2020 Show Bags — \$6,500

Choose the bag attendees carry throughout the entire EXPO—every day, every session—and then take it home for lasting use. This is a great opportunity for added brand recognition for your company!

* Hotel Room Key Cards — \$7,000

Be at the front of everyone's mind when they enter their hotel room! This sponsorship will allow you to have your company logo on all the UMA-sponsored hotel key cards. The cards will be in color! Want to drive attendees to your booth or advertise an onsite promotion? This unique advertising location is sure to get your message delivered.

Personal Hotel Room Delivery — \$7,500

Take advantage of this exclusive access to operators outside of the exhibit hall, and ensure every UMA attendee within our hotel blocks sees your message! We will personally deliver any flyer, brochure or promotional item to every hotel room**.

**Sponsorship fee covers delivery of basic flyer/brochure. Sponsor to provide all materials to UMA for distribution. Other material may add to cost, and all materials must be approved by UMA.

All opportunities with an (*) denotes the sponsors receives: logo on www.motorcoachexpo.com; sponsorship listed in app; and sponsorship listed in onsite printed mini map & schedule.

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Pre Show Branding & Promotional Opportunities

Let everyone know you are exhibiting at UMA Motorcoach Expo before the show even begins!

Promotional Item at Entrance in Bin or on Table - \$1,000

Go beyond the booth! With this sponsorship opportunity, you will be able to provide a branded promotional item to be displayed near the entrance of the exhibit hall with the registration bags.

Dedicated Attendee E-Mail - \$1,500

Decision makers attend EXPO and we are here to help you reach them. You provide us with the content, and we will send an email to all UMA Motorcoach EXPO Attendees either before or after the show. We will only be sending out a limited number of these emails, so be sure to schedule yours with us ASAP!

Branding and Promotional Opportunities Are Available for All Exhibitors and Are Designed to Fit Any Budget. Make Your Exhibiting Experience a Success by Increasing Your Exposure Pre-Show and on Site!

Contact your Show Management Team at
(703) 259-6136 or uma@naylor.com



Free Promotional Opportunities

These are included with your exhibiting fees. Don't miss out on these FREE opportunities! Contact Sydni Konohia for details.

Surprise and delight your customers! Give them a \$50 discount off their EXPO registration fee on us!

If any of your customers or leads are planning to attend UMA Motorcoach EXPO 2020, this is your opportunity to delight them with discounted registration fees! As an exhibitor at the 2020 UMA Motorcoach EXPO, we will supply you with a unique discount code for \$50 off EXPO operator registrations for you to distribute to your customers, and we will even supply you with message templates to help you distribute your discount.

This promotional code can be used in a variety of ways, including your website, pre-show marketing, mailings, emails, billings and more. Other ideas include using the code in an invitation to customers and prospects to visit you at EXPO, and it can also be given to your sales reps to use as an incentive during their calls.

Don't delay! Pass along these savings to your customers today.

Official UMA Motorcoach EXPO 2020 Exhibitor Banner Ad

Exclusive exhibitor benefit! UMA has created a customized banner ad that can be placed on your company's website to promote your participation in UMA Motorcoach EXPO 2020. The banner ad may be linked directly to www.uma-motorcoachexpo.com to assist your customers in planning their visit to Nashville in January.

Official UMA Motorcoach EXPO 2020 Exhibitor Ad

Increase awareness of your participation in UMA Motorcoach EXPO 2020 by using the official exhibitor show logo in your company's advertising and marketing. Advertising your booth number will ensure your customers know where to find you right when they walk into the exhibit hall.



Let UMA Help You Announce New Products/Services

Do you have a new product or service you'd like us to promote to UMA Motorcoach EXPO attendees...for FREE? Let us help you build up the hype and get your product or service in front of motorcoach operator attendees BEFORE they see you in Nashville in January.

Just describe your new product or service in 50 words or less and upload an image to list your information on our website. We will also feature your new product or service in one of our weekly e-newsletters, Road to EXPO, for maximum exposure. There is no cost to you; however, your product or service must be something you are launching around the same time as the 2020 UMA Motorcoach EXPO in Nashville. Contact UMA for details.

FREE Editorial News Opportunities

All UMA Motorcoach EXPO exhibitors can receive FREE editorial news coverage in Bus & Motorcoach NEWS! Bus & Motorcoach NEWS (B&MN) is the industry's best source for what is going on in the motorcoach industry. If you have news to share about your company or its products and services, let Bus & Motorcoach NEWS help spread the word!

To submit your news for coverage in B&MN, please include the following:

- Description: Submit a news release or other literature describing your new product or service in a Word document or PDF.
- Product Images: High-resolution electronic image files (300 dpi or higher JPEG or EPS).
- Contact Information: Include a phone number and website to provide readers with a way to contact your company with inquiries.
- Please submit your news release to Rick Stoff | editor@uma.org.
- Bus & Motorcoach NEWS reserves the right to edit all submissions.



2020 SPONSORSHIP COMMITMENT FORM

CONTACT INFORMATION

COMPANY INFORMATION (PLEASE PRINT) _____

COMPANY NAME (AS YOU WOULD LIKE IT LISTED) _____

STREET ADDRESS _____

CITY STATE/PROVINCE ZIP/POSTAL CODE _____

COUNTRY (IF OTHER THAN U.S.) _____

CONTACT NAME _____

CONTACT PHONE _____ CONTACT EMAIL _____

SPONSORSHIP PACKAGE: ☐ Platinum \$25,000 ☐ Gold \$17,500 ☐ Silver \$7,500

OR

INDIVIDUAL SPONSORSHIP(S): _____

SPONSORSHIP DETAILS: _____

TOTAL: \$ _____

SIGNATURE _____ DATE: _____

PAYMENT INFORMATION

I've enclosed my check, payable to UMA Motorcoach EXPO _____

OR

Charge my: (Check One) ☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

ACCOUNT# _____

EXP. DATE _____ CSV CODE: _____

NAME ON CARD _____

SIGNATURE _____

BILLING ADDRESS (IF DIFFERENT THAN COMPANY) _____

RETURN TO:

UMA Motorcoach EXPO Show Management, 1430 Spring Hill Road, 6th floor, McLean VA 22102

EMAIL: uma@naylor.com | FAX: (703) 934.4899

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1430 Spring Hill Road, 6th floor, McLean VA 22102

tel 703.259.6136 | fax 703.934.4899 | email uma@naylor.com | motorcoachexpo.com

