

UMA MOTORCOACH
EXPO 2023

JANUARY 11 - 14, 2023 | ORLANDO, FL



SPONSORSHIP OPPORTUNITIES

THE LARGEST GATHERING
OF BUS & MOTORCOACH
OWNERS & OPERATORS IN
NORTH AMERICA

www.motorcoachexpo.com

SPONSORSHIP OPTIONS



HIGH VISIBILITY EXCLUSIVE OPPORTUNITIES

Opening General Session Sponsor | \$7,500

SOLD

As the sponsor of the morning general session and business meeting on Thursday, January 12, 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.

General Session Sponsor | \$7,500

As the primary sponsor of the morning general session and business meeting at a date to be determined, 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.

Sneak Preview After Party Sponsorship (on Show Floor) | \$8,000

Be where the people are! Capitalize on this sponsorship opportunity by supporting one of the first events at the UMA Motorcoach EXPO. This is a great branding opportunity to kick off the opening night of the exhibit hall. Let your company stand out in the exhibit hall for everyone mingling and connecting to see. UMA will work with this sponsor on entertainment options.

Official UMA Expo 2022 Show Bags | \$7,000

SOLD

This is one of the most sought-after sponsorships! Every UMA Motorcoach EXPO attendee will be carrying during the event and long after it's over. Don't miss the opportunity to sponsor the 2023 UMA Motorcoach EXPO show bags. This price includes the production costs.

Official UMA Expo 2022 Badge Holders | \$8,500

SOLD

You want to be where everybody knows your name! With this sponsorship, everyone will know who you are. This high-visibility sponsorship creates a presence that can't be missed! This price includes the production costs.

Mobile App Sponsorship | \$5,000

Ensure that your brand is top of mind every time an attendee downloads the UMA Motorcoach EXPO app with this sponsorship opportunity. This is your chance to promote your company's brand before, during, and after this event. This option will include push notifications throughout the event and banner ads located in the app.

SPONSORSHIP OPTIONS



EXCLUSIVE OPPORTUNITIES

- Thursday Lunch & Keynote Sponsor | \$12,000**
UMA's most popular sit-down meal function (on Thursday, January 12th) will include approximately 500 attendees. 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, introduce the speaker.
- Friday Lunch Sponsor on Show Floor | \$10,000**
Leverage your company's exposure with this exclusive sponsorship which provides lunch on a busy day of networking with attendees on the show floor. This sponsorship includes signage recognition on-site, one sponsor highlight at the weekly UMA Townhall, an ad in Bus & Motorcoach NEWSflash, and recognition on www.motorcoachexpo.com.
- Thursday AM or PM Coffee Break Stations | \$2,500 exclusive or \$1,000 per bar (per day)**
Be everyone's hero by providing caffeine and beverages to attendees in between sessions. As the sponsor of this item, you will have exclusive rights to the signage for the coffee bars at the event. You can also provide beverage napkins and other beverage-related supplies with your logo on it. (pending UMA approval).
- Friday AM or PM Coffee Break Stations | \$2,500 exclusive or \$1,000 per bar (per day)**
Be everyone's hero by providing caffeine and beverages to attendees in between sessions. As the sponsor of this item, you will have exclusive rights to the signage for the coffee bars at the event. You can also provide beverage napkins and other beverage-related supplies with your logo on it. (pending UMA approval).
- Friday Night Entertainment Sponsor | \$10,000**
The awards banquet (Friday, January 13th) is our industry's biggest celebration of the year and this year you can make it extra special with live music on stage. We will feature the sponsor on stage or run a two-minute video on the main stage screen to highlight. The sponsor can also provide centerpieces on each table (approved by UMA) if they choose.
- Ice Cream Social on the Show Floor | \$7,500**
Connecting with customers on the show floor makes for a long day. Be the sponsor of the sweet treat everyone will be looking forward to at the ice cream social on the show floor! You pick the time and UMA will work with you on the fulfillment.
- Welcome Reception Sponsor | \$8,000 exclusive or \$2,000 per bar**
What better way to welcome attendees other than with this exclusive opportunity! Captivate your target audience and encourage them to visit your booth at the beginning of the 2023 UMA Motorcoach EXPO. As the exclusive sponsor of the Welcome Reception, UMA will theme the event around your company's objectives. This sponsorship includes signage recognition on-site, one sponsor highlight at the weekly UMA Townhall, an ad in Bus & Motorcoach NEWSflash, and recognition on www.motorcoachexpo.com

SPONSORSHIP OPTIONS



EXCLUSIVE OPPORTUNITIES *CONTD.*

**Saturday Morning Brunch on Show Floor | \$10,000
(Up to 2 Sponsors)**

Who doesn't love brunch?! This sponsorship can be exclusive or shared. Be the reason that the attendees are recharged on the last day of the show! This sponsorship includes signage recognition on-site, one sponsor highlight at the weekly UMA Townhall, an ad in Bus & Motorcoach NEWSflash, and recognition on www.motorcoachexpo.com.

**Saturday Bloody Mary Bar on the Show Floor |
\$8,000**

Save the day by providing the hangover remedy for attendees on Saturday morning! This sponsorship includes signage recognition on-site, one sponsor highlight at weekly UMA Townhall, an ad in Bus & Motorcoach NEWSflash, and recognition on www.motorcoachexpo.com.

Welcome Cookie at Registration | \$10,000

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. Cookies will be created and pre-packaged to hand out throughout the registration process.

Board Dinner Sponsorship | \$10,000

Get in front of the Board's Directors and industry leaders at the UMA Board dinner. The sponsor dinner will have an opportunity to address the entire group, and UMA will incorporate your branding on menus and/or in-house signage.

SOLD

SPONSORSHIP OPTIONS



NON-EXCLUSIVE OPPORTUNITIES

Expo Floor Sneak Preview Bar | \$2,000

Who said business couldn't be done over drinks? Gain the attention of your customers early with this cost-effective sponsorship. There will be signage at the bars in the exhibit hall recognizing your company during the first night the hall is open.

Passport Game on Show Floor | \$1,000

Don't let top operators pass you by! Ensure your booth receives maximum traffic by participating in the UMA Motorcoach Expo 2023 Passport Game.

Thursday Breakfast | \$500 (Up to 10)

Breakfast is the most important meal of the day. Be the first thing attendees see in the morning with this sponsorship that includes signage recognition on-site and event sponsor recognition on www.motorcoachexpo.com.

Friday Breakfast | \$500 (Up to 10)

Breakfast is the most important meal of the day. Be the first thing attendees see in the morning with this sponsorship that includes signage recognition on-site and event sponsor recognition on www.motorcoachexpo.com.

Friday Night Dinner Table | \$1,000

Sub-host this highly attended event! Promote your company in front of nearly 500 attendees, while having your own reserved table to wine and dine your top clients or prospects.

State Association Summit Coffee Break | \$500

This is great exposure for the state motorcoach associations that do so much for the industry! This sponsorship includes signage on-site, as well as event sponsor recognition on www.motorcoachexpo.com.

Education Rooms | \$3,500

Attendees love our Education Sessions; make them love your brand, too! Put your name in front of top industry buyers at one of these three 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 and moderate a session of your choosing. 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.

Sponsored eBlast | \$3,000

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, during and/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!

SPONSORSHIP RECOGNITION



If your total sponsorship reaches these amounts, you will be recognized as a Platinum, Gold, or Silver Sponsor and receive the following additional benefits:

	PLATINUM Sponsorship spend of \$20,000	GOLD Sponsorship spend of \$12,000	SILVER Sponsorship spend of \$8,000
Premium Signage Recognition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event sponsors recognition on www.motorcoachexpo.com	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsorship listed in show app	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Premium recognition of sponsorship from main stage podium and main stage screen with logos shown	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunity to provide a branded promotional item to either be stuffed into registration bags or next to registration	<input type="radio"/>	<input type="radio"/>	
Dedicated Emails Sent to Registered Attendees	1		
Participation in the 2023 UMA Motorcoach EXPO - Passport Game	<input type="radio"/>		
Complimentary Registration	5	3	1
Reserved Tables at UMA Leadership Awards Dinner	Up to 3	Up to 2	1
1 Invitation to the UMA Board of Directors Meeting & Dinner	<input type="radio"/>		