

EXHIBITOR SPONSORSHIPS

UMA MOTORCOACH
EXPO 2024



RALEIGH, NC
FEB 4-7, 2024

SPONSORSHIP OPTIONS

High Visibility - Exclusive Opportunities

☐ Monday, February 5th Luncheon and Keynote Sponsor- \$12,000

- **COMPANY VIDEO, GIVE BRIEF REMARKS & INTRODUCE SPEAKER!**
- UMA's most popular sit-down meal function is on Monday, February 5
- ~600 attendees
- Excellent opportunity to Influence attendees early!
- Opportunity to show a two-minute video.
- After the video, make brief remarks and introduce the speaker.

☐ Awards Gala Entertainment Sponsor - \$10,000

- **HIGHLIGHT YOUR BRAND** at the industry's biggest celebration of the year!
- Live music on stage.
- Your company will be featured on stage or run a two-minute video to highlight your company.
- You can also provide centerpieces on each table (approved by UMA) if you choose.

☐ Tuesday, February 6th Lunch Sponsor in Expo Hall - \$10,000

- **EXCLUSIVE LUNCH SPONSOR** for Busy Day of Networking!
- Leverage your company's exposure with this exclusive sponsorship which provides lunch in the Expo Hall with attendees.
- Includes:
 - ✓ Signage recognition on-site
 - ✓ One Sponsor Highlight at the weekly UMA Townhall
 - ✓ Ad in Bus & Motorcoach NEWSflash
 - ✓ Recognition on www.motorcoachexpo.com

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Opening General Session Sponsor - \$8,000

- **BE RECOGNIZED** as the Primary Sponsor!
- - Monday Morning, February 5th your company name will be listed on the stage **SOLD**
- - Add your logo to the group and/or play a two-minute company video 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 600 people in attendance for the opening session.

Expo Badges - \$9,000

- **ATTENDEES WILL SEE YOUR BRAND!**
- High-visibility **SOLD** ship creates a presence that can't be missed!
- Price includes the production costs.

Board Dinner Sponsor - \$10,000

- **BE RECOGNIZED** with UMA and Industry's Top Influencers!
- Allows you to briefly address the board.
- Face time at this level is of huge value for any organization.

Attendee Bags - \$8,000

- **BRAND EXPOSURE** on UMA Expo Attendee bag!
- This is one of the most sought-after sponsorship options **SOLD**
- Logo Brand on the UMA Expo Attendee bag will be carried during and after the Expo.
- Price includes the production costs.

SPONSORSHIP OPTIONS

High Visibility - Exclusive Opportunities

☐ Mobile App Sponsorship - \$5,000

- **BRAND RECOGNITION** with all downloads of UMA Mobile App!
- Promote your brand before, during, and after this event.
- Includes push notifications throughout the event and banner ads located in the app.

☐ Welcome Cookie Sponsor - \$10,000

- Be the **FIRST COMPANY SEEN** with your LOGO on the Welcome Cookies!
- At registration, all attendees will be given a Welcome Cookie as a way to say welcome and thanks for coming.
- Welcome Cookies will be created and pre-packaged to hand out throughout the registration process.

SPONSORSHIP OPTIONS

High Visibility Exclusive OR Shared Opportunities

Monday or Tuesday AM or PM Coffee Break Station - \$2,500 exclusive or \$1,000 per Break Station (per day)

- **EXCLUSIVE RIGHTS FOR SPONSORSHIP SIGNAGE** with your BRAND!
- Be everyone's HERO by providing caffeine and beverages to attendees.
- You may also provide beverage napkins and other beverage-related supplies with your logo. (Pending UMA approval).

Wednesday Morning Brunch - \$10,000 (1 of 2)

- Recharge Attendees while **HIGHLIGHTING YOUR COMPANY!**
- Be the reason attendees are recharged on the last day of the Expo.
- Can be exclusive or shared.
- Includes:
 - ✓ Signage recognition on-site
 - ✓ One Sponsor highlight at the weekly UMA Townhall
 - ✓ Ad in Bus & Motorcoach NEWSflash
 - ✓ Recognition on www.motorcoachexpo.com

SPONSORSHIP OPTIONS

Non-Exclusive Opportunities

Sneak Preview After-Party Engagement Opportunity - \$2,000+

- With Your **DESIGN GUIDANCE**

Sneak Preview Bar - \$1,000

- **GET ENGAGED** with Attendees by choosing a Bar and having a raffle.
- Each Sponsor will have their logo on the UMA Website.
- Each Bar will have your Logo on a Sponsor Sign.

Passport Game (Throwback!) - \$1,000 per Sponsor

- **MEET OPERATORS** so they don't pass you by!
- **You will receive a Stamp to use to stamp the Operators Passport Card!**
- Your Booth will receive maximum traffic by participating.
- Passport Card will include your logo & booth number.
- There will be 2-Drawings on Wednesday Morning to announce the WINNERS.

Awards Gala Dinner Table - \$2,000

- **SUB-HOST THIS HIGHLY ATTENDED EVENT!**
- **PROMOTE YOUR COMPANY** in front of ~500 ATTENDEES at Awards Gala!
- Includes your own reserved table to wine and dine your top clients or prospects.

Monday or Tuesday Breakfast - \$1,000 per Day

- **BRAND RECOGNITION** during Breakfast!
- Your brand will be the first thing attendees see in the morning!
- Includes signage recognition on-site and Expo sponsor recognition on www.motorcoachexpo.com

SPONSORSHIP OPTIONS

Non-Exclusive Opportunities

☐ State Summit Coffee Break - \$500

- **GREAT EXPOSURE** for the State Motorcoach Association!
- On-site, your brand will be included on the Sponsorship signage.

☐ E-blast - \$3,000

- **REACH DECISION MAKERS!**
- Decision makers attend EXPO, and we are here to help you reach them.
- Provide your content and we'll send an email to all UMA Motorcoach EXPO Attendees before or after the show.
- We will only be sending out a limited number of these emails, so be sure to schedule yours with UMA ASAP!

☐ Educational Sessions Room Sponsorship (1 of 4) - \$3,500

- **Be the SPONSOR of a room!**
- **INTRODUCE SPEAKER(S) AND MODERATE A SESSION!**
- **Meter Board with by your brand.**
- Attendees love our Educational Sessions; make them love your Brand, too!
- Be recognized in front of top industry buyers in one of these 4 highly attended sessions.
- Your company logo will be displayed on the Session room signage.
- Opportunity to introduce the Session Speakers and Moderate a Session.
- You will also have your own table in the back of the room for your products and promotional items to teach participants about your products or services.

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	GOLD	SILVER
	Sponsorship spend of \$25,000	Sponsorship spend of \$15,000	Sponsorship spend of \$10,000
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"/>
Education Moderator Slot	<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"/>		
Dedicated Emails Sent to Registered Attendees	1		
Participation in the 2024 UMA Motorcoach EXPO Passport Game	<input type="radio"/>		
Complimentary Registration	5	3	1
Reserved Tables at UMA Awards Gala	Up to 3	Up to 2	1
One Invitation to the UMA Board of Directors Meeting & Dinner	<input type="radio"/>		
Ad in BMNewsflash	<input type="radio"/>		