

EXHIBITOR BRANDING & SPONSORSHIPS

**Oklahoma City
Convention Center
February 20-23, 2025**





NEW: BRANDING Opportunities OMNI HOTEL

COFFEE BAR - Exclusive



Saturday, February 22nd - \$5,000

- Saturday morning Branding Opportunity!
- Sponsor a cup of coffee at the Park Grounds, located in the Omni Hotel
- Easel outside of Park Grounds thanking you

ELEVATOR DOORS - Exclusive



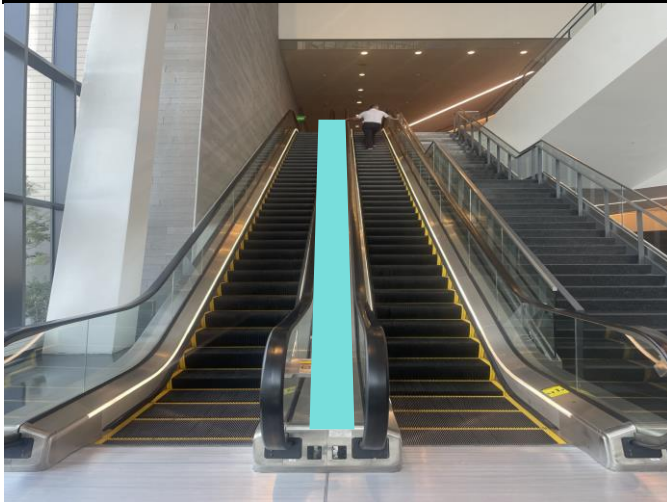
Thursday, February 20th through Sunday, February 23rd - \$7,500

- **BE RECOGNIZED!**
- Promote your brand with your artwork on 5 Elevator Doors
- Artwork and installation are included in price and must be approved



NEW: BRANDING Opportunities CONVENTION CENTER

MAIN LOBBY ESCALATOR SLIDE Exclusive



LOBBY COLUMN WRAP Exclusive



- ☐ **Thursday, February 20th through Sunday, 23rd - \$5,000**
 - Show your brand to all Attendees!
 - Use your own artwork to be displayed down the escalator slide
 - Artwork and installation must be approved

- ☐ **Thursday, February 20th through Sunday, 23rd - \$3,000 Per Column or \$7,500 for 3 Columns**
 - PROMOTE your BRAND on columns in the Main Lobby!
 - Create your own artwork
 - Each column wrap is 2' x 2' x 2' x 2' x 8'
 - Artwork and installation must be approved



NEW: BRANDING Opportunities CONVENTION CENTER (CONT.)

ELEVATOR WRAP - Exclusive



DEMO STAGE – 5 SLOTS



**Thursday, February 20th
through Sunday, 23rd -
\$1,000**

- **BE RECOGNIZED** throughout the Expo!
- Main Lobby Elevator
- 4' wide x 7' tall
- Includes printing, placement, and removal
- Artwork and installation must be approved

**Saturday, February 22nd -
\$1,000 - \$1,500**

- **Be on STAGE** in the EXPO Hall to Educate Operators and Attendees to Introduce your NEW products & services
- Demonstrate Features and Benefits in depth
- 15 - 30-minute intervals to demo and Q&A
- Included on Passport Game!



SPONSORSHIP OPPORTUNITIES

High Visibility - Exclusive

☐ Friday, February 21st 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 21
- ~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.

☐ Saturday, February 22nd 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 Town Hall
 - ✓ Ad in Bus & Motorcoach NEWSFlash
 - ✓ Recognition on www.motorcoachexpo.com



SPONSORSHIP OPPORTUNITIES

High Visibility - Exclusive (CONT.)

☐ Saturday, February 22nd 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.

☐ Expo Badges - \$9,000

- **ATTENDEES WILL SEE YOUR BRAND!**
- High-visibility sponsorship creates brand awareness that can't be missed!
- Price includes the production costs.

☐ Attendee Bags - \$8,000

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



SPONSORSHIP OPPORTUNITIES

High Visibility - Exclusive (CONT.)

- Opening General Session**
Sponsor - \$8,000
 - **BE RECOGNIZED** as the Primary Sponsor!
 - Friday Morning, February 21st your company logo will be listed on the program.
 - Address 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.
- 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.



SPONSORSHIP OPPORTUNITIES

High Visibility - Exclusive (CONT.)

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



SPONSORSHIP OPPORTUNITIES

High Visibility Exclusive OR Shared

- ❑ **Friday or Saturday 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).
- ❑ **Sunday 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 Town Hall
 - ✓ Ad in Bus & Motorcoach NEWSFlash
 - ✓ Recognition on www.motorcoachexpo.com



SPONSORSHIP OPPORTUNITIES

Non-Exclusive


Educational Sessions

Room Sponsorship (1 of 4) - \$2,000

- Be the SPONSOR of a room!
- INTRODUCE SPEAKER(S) AND MODERATE A SESSION!
- Meter Board with your brand
- Attendees love our Educational Sessions; make them love your Brand, too!
- Be recognized in front of top industry buyers
- Your company logo will be displayed on the Session room signage
- You will have your own table for your products and promotional items

Passport Game - \$1,000


- 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.



SPONSORSHIP OPPORTUNITIES

Non-Exclusive (cont.)

- Friday or Saturday
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
- 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.



SPONSORSHIP OPPORTUNITIES

Non-Exclusive (cont.)

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!

PLATINUM, GOLD, SILVER SPONSORSHIPS



If your total branding & 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	Sponsorship spend of	Sponsorship spend of
	\$20,000	\$15,000	\$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 2025 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"/>		