

# **EXHIBITOR BRANDING & SPONSORSHIPS**

Oklahoma City  
Convention Center  
February 20-23, 2025





# NEW: BRANDING Opportunities OMNI HOTEL

## COFFEE BAR - Exclusive



### Saturday, February 22<sup>nd</sup> - \$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

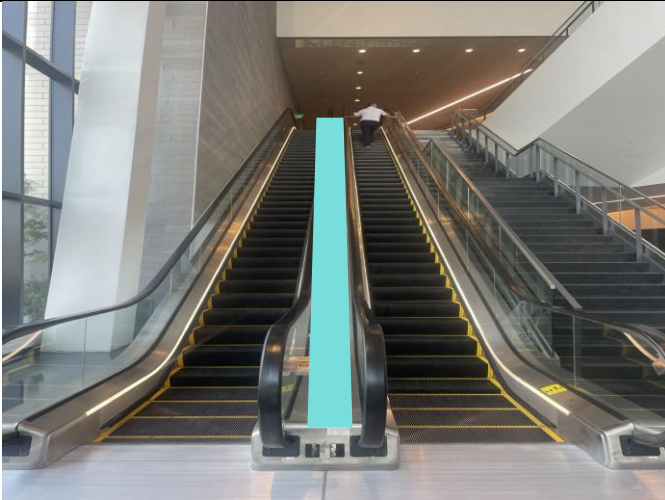


### Thursday, February 20<sup>th</sup> through Sunday, February 23<sup>rd</sup> - \$7,500

- **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



- ☐ **Thursday, February 20<sup>th</sup> through Sunday, 23<sup>rd</sup> - \$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

## LOBBY COLUMN WRAP Exclusive



- ☐ **Thursday, February 20<sup>th</sup> through Sunday, 23<sup>rd</sup> - \$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 20<sup>th</sup>  
through Sunday, 23<sup>rd</sup> -  
\$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 22<sup>nd</sup> -  
\$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 21<sup>st</sup> 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 SPONSOR for Busy 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 monthly UMA Town Hall
  - ✓ Ad in Bus & Motorcoach NEWSFlash
  - ✓ Recognition on [www.motorcoachexpo.com](http://www.motorcoachexpo.com)



# SPONSORSHIP OPPORTUNITIES

## High Visibility - Exclusive (CONT.)

### ☐ Saturday, February 22<sup>nd</sup> 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 presence 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 21<sup>st</sup> your company logo will be listed on the program.
  - Addressing 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.
  - All attendees will 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 monthly UMA Town Hall
    - ✓ Ad in Bus & Motorcoach NEWSFlash
    - ✓ Recognition on [www.motorcoachexpo.com](http://www.motorcoachexpo.com)



# **SPONSORSHIP OPPORTUNITIES**

## **Non-Exclusive**

### **☐ UMA Welcome Celebration**

**Thursday, February 20<sup>th</sup>, 5:30PM – 8:30PM**

- Your company will be displayed on [motorcoachexpo.com](http://motorcoachexpo.com) website
- Your logo will be displayed on the monitors and signage at the celebration
- During the celebration, Scott Michael will announce your company!



# 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 Sunday 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](http://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:

	<b>PLATINUM</b>	<b>GOLD</b>	<b>SILVER</b>
	Sponsorship spend of	Sponsorship spend of	Sponsorship spend of
	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>
Premium Signage Recognition			
Event Sponsors Recognition on <a href="http://www.motorcoachexpo.com">www.motorcoachexpo.com</a>			
Sponsorship listed in show app			
Premium recognition of sponsorship from main stage podium and main stage screen with logos shown			
Education Moderator Slot			
Opportunity to provide a branded promotional item to either be stuffed into registration bags or next to registration			
Dedicated Emails Sent to Registered Attendees	<b>1</b>		
Participation in the 2025 UMA Motorcoach EXPO Passport Game			
Complimentary Registration	<b>5</b>	<b>3</b>	<b>1</b>
Reserved Tables at UMA Awards Gala	<b>Up to 3</b>	<b>Up to 2</b>	<b>1</b>
One Invitation to the UMA Board of Directors Meeting & Dinner			
Ad in BMNewsflash			