

# PARKING TALENT, TECHNOLOGY & MARKET DYNAMICS

**NPA CONVENTION & EXPOSITION**  
OCTOBER 2-5, 2017 | PALM SPRINGS, CA

## NPA CONVENTION & EXPO 2017

NPA's Convention attracts over 1,200 influential parking operators, industry leaders, decision makers, clients and prospects from the public and private parking sectors. With a variety of opportunities to choose from, your sponsorship connects with these parking professionals and their customers.

### SPONSOR LEVELS & BENEFITS

#### Sponsor Benefits Package (all levels)

- Logo or name recognition on NPA 2017 Convention signage, in order of sponsor level
- Logo and link on 2017 Convention Web site sponsor page
- Logo or name recognition in printed Convention Directory
- Logo or name recognition in *Parking* magazine 2017 Convention issue (September)
- Pre- and post-convention attendee lists, upon request

#### Silver Level Benefits (\$6,000 and Higher)

- Logo and link on rotating banner ad on all 2017 Convention Web site pages as Featured Sponsor
- Power Point slide on the Innovation Lounge video wall

#### Gold Level Benefits (\$10,000 and Higher)

- Logo in final e-mail announcements to attendees
- Giveaway item at registration desk (sponsor produced, pre-approved by NPA)
- One month, square right rail, run of site banner ad on NPA website

#### Diamond Level Benefits (\$20,000 and Higher)

- Logo in all e-mail announcements
- Logo in marketing collateral direct mail
- One month, skyscraper, right rail, run of site banner ad on NPA website

**For more info on sponsorship, visit:**

**[npaconvention.org/2017/sponsorship\\_benefits.cfm](http://npaconvention.org/2017/sponsorship_benefits.cfm)**

**Contact:**  
**StacyHudson@WeAreParking.org**  
**202.470.6302**

# SPONSORSHIP AT A GLANCE

Position your company at the premier parking decision makers and leaders convention

## Diamond Sponsorship Level: \$20K and up

Opening Keynote Breakfast & Presentation with Sponsor Introduction \$20,000

Annual NPA Awards Luncheon & Program with Sponsor Introduction \$20,000

## Gold Sponsorship Level: \$10K and up

Opening Night Celebration & Reception, Lead Sponsor \$12,500

Innovation Lounge Destination Station \$10,000

Wayfinding & Aisle Signs \$10,000

Convention Registration Bag \$10,000

Hospitality Suite (for private meetings) \$7,500

Convention Wi Fi \$7,500

Harwood CEO Leadership Forum Presentation **SOLD OUT**

Executive Sustainability Series Presentation **SOLD OUT**

"40 Under 40" Social Mixer Lead Sponsor **SOLD OUT**

## Silver Sponsorship Level: \$6K and up

Hotel Key Card & Travel Package \$8,000

Convention Mobile App \$7,500

Specialty Coffee Bar in Expo Hall \$6,500

Registration Desk & Attendee Giveaway \$6,000

Lanyards **SOLD OUT**

Badges **SOLD OUT**

## Bronze Sponsorship Level: \$3K and up

Tech Connect Lounge \$5,000

Opening Night Celebration & Reception Co-sponsor (limit four) \$5,000

Wednesday Continental Breakfast Co-sponsor (limit four) \$5,000

Education Session Track \$5,000

CPP Session Track \$5,000

Session Notepads \$5,000

Session Pens \$5,000

USB Drives \$5,000

"40 Under 40" Social Mixer Co-sponsor (limit two) \$4,000

Golf Tournament Luncheon \$4,000

## Bronze Sponsorship Level: \$3K and up (continued)

PCC Breakfast Presentation \$4,000

Facility Tour Lunch Host \$4,000

"New Member/First Timer" Reception \$4,000

Specialty Networking Break \$3,500

Expo Hall Reception, Bar Sponsor (limit three) \$3,500

Expo Hall Experience & Outreach \$3,000

*(includes one Pre-convention HTML attendee email, advertising and on-site branding)*

Convention Website Footer Banner Advertising \$3,000

Expo Hall Mobile Drink Carts, Co-sponsor \$3,000

## Friends of NPA Sponsor

Expo Hall Reception, Co-sponsor (limit ten) \$2,500

Expo Hall Food Functions, Co-sponsor (limit six) \$2,500

Convention Bag Single Sheet Flyer Insert (limit five) \$2,000

Registration Giveaway Item\* \$2,000 (+)

*(sponsor produced, pre-approved by NPA, \*actual item will determine price)*

Golf Tournament Beverage Cart Co-sponsor (limit two) \$1,500

Golf Carts \$1,500

Golf Contest Co-sponsor (limit four) \$1,000

Golf Tournament Giveaway Item *(sponsor produced, pre-approved by NPA)* \$500

Golf Holes (each hole) \$500

Convention Directory Program Advertising

Full page \$1,014

Half page \$876

**For more details on NEW sponsorships, visit:**

**<http://ys.theexpogroup.com/NPA2017>**

**Contact:**

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