

maximize your ROI



As an exhibitor at the annual ACPN Knowledge Exchange conference, there are many ways to further maximize your ROI. These include:

Sponsorship Opportunities — Put your name in front of content professionals by choosing a sponsorship opportunity that shows your support and encouragement of their development and networking at the conference. See our sponsorship opportunities [here](#). Custom opportunities are also available. Let us know what's important to your company.

Conference App — Promote your company by using the exhibitor profile section of the conference app to list your company information. In addition, use the app to directly message attendees or explore an app sponsorship opportunity to further highlight your company.

Pre-Event Email Signature — Place an ACPN branded email signature to your pre-conference emails to inform your potential clients that they can find you at this year's ACPN Knowledge Exchange Conference. To get your ACPN branded email signature approved prior to use, please email it to ACPN@autocare.org.

Door Prizes — There are three opportunities to promote your company by providing door prizes at the conference. Door prizes are typically items such as logo apparel or merchandise, personal electronics or gift cards. Most participants provide one or two prizes per opportunity. (Limit 5 prizes per opportunity) All prizes must be hand delivered to the ACPN Registration Desk at the conference no later than Monday, May 16, 2022 at 12pm. Please let us know if you will be bringing any prizes to this year's conference by contacting us at ACPN@autocare.org.

- **Monday: Chairman's Dinner** - It is customary for exhibiting companies to provide door prizes for the Chairman's dinner on Monday evening of the conference. The Chairman's dinner sponsor will randomly draw a winner* from the conference attendee list, and announce the winner.
- **Tuesday: Vendor Trade Show** - We can all agree that the purpose of the trade show is to generate as much traffic (leads) as possible in this time frame. There are two door prize opportunities during the trade show:
 - **General Trade Show** - These prizes are randomly selected from the conference attendee list throughout the trade show. Winners* will be displayed on a board at the Auto Care exhibitor booth.
 - **Exhibitor Booth** - These prizes are randomly selected by the exhibitor from business cards they collect during the trade show. Winners* are announced by the exhibitor at the end of the trade show starting at 4:30pm at the Auto Care exhibitor booth. (An attendee is limited to winning 1 time for these door prizes. We will ask you to pull another card an attendee is drawn more than one time. Exhibitors are not eligible to win these prizes.)

- *Winners must be present to claim prize.*