

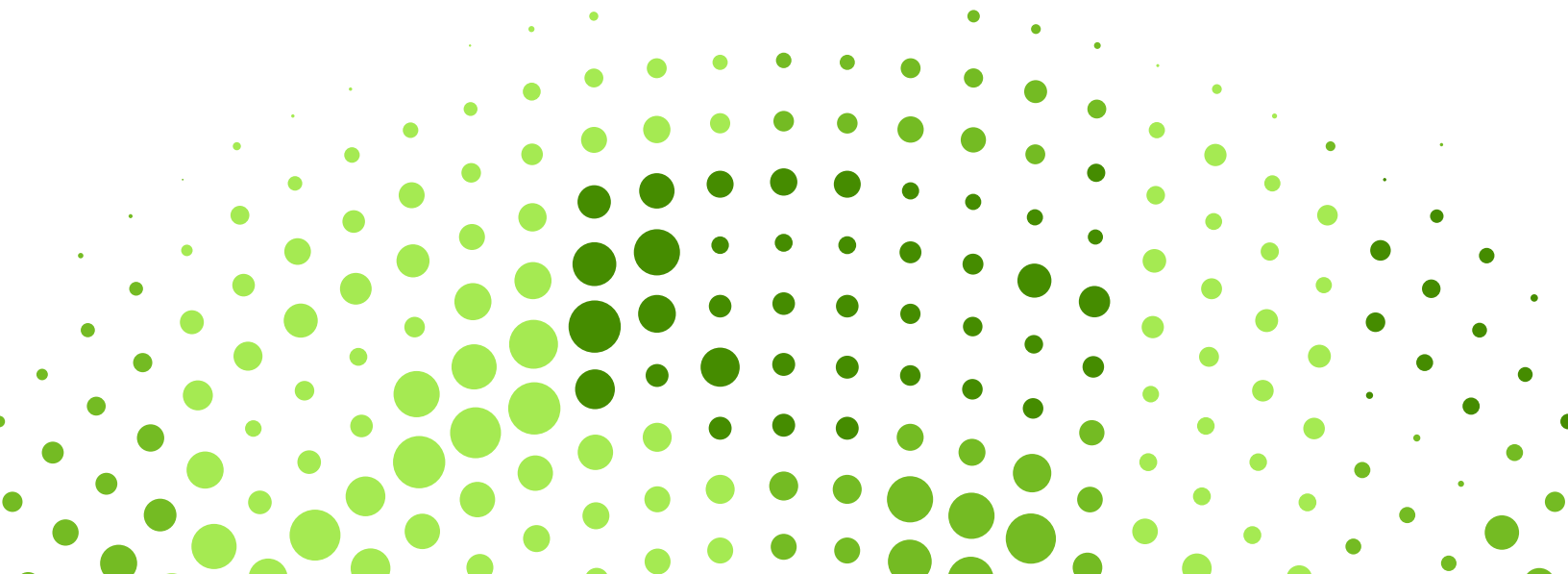


conference

sponsorship opportunities

April 28-May 1, 2019

Marriott Tampa Waterside • Tampa, Fla.

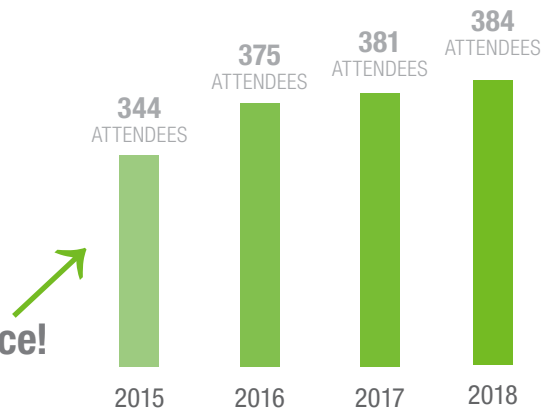


ACPN profile

The Automotive Content Professionals Network (ACPN) is the only community devoted exclusively to the education and professional development needs of the automotive catalog managers and product content professionals. The ACPN Annual Knowledge Exchange Conference offers educational, networking and business opportunities for the industry in a three day conference, and, on average, boasts a 2 to 1 ratio of content professionals to service providers.

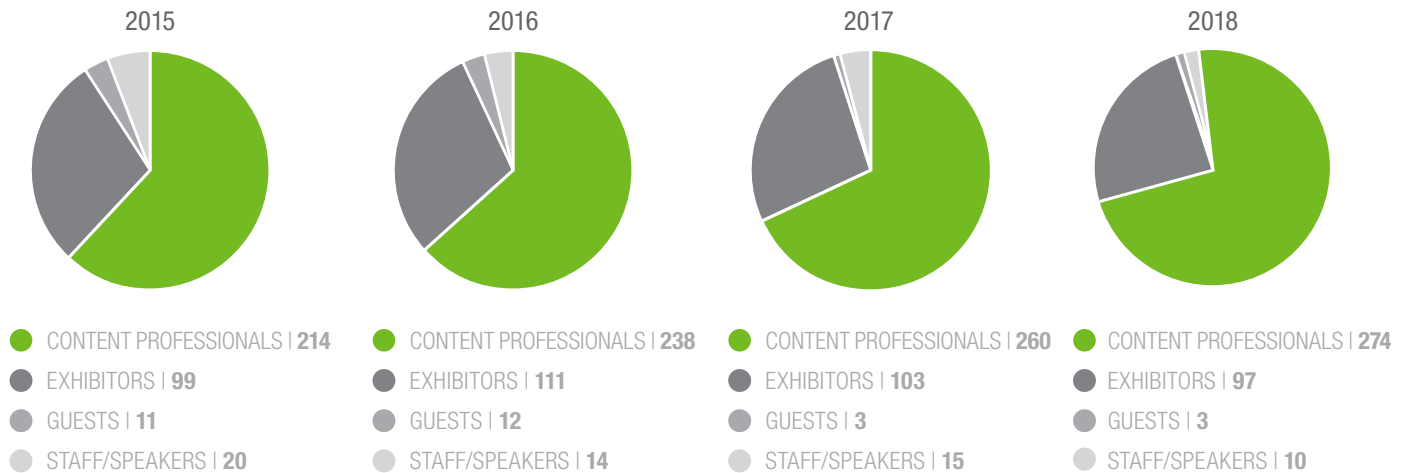


conference attendance

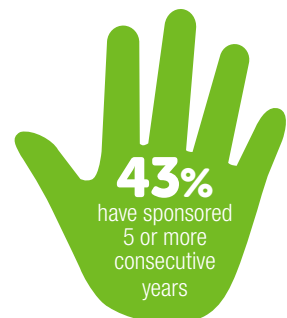


On average, **13%** annual growth in attendance!

conference demographics



OF 2018 SPONSORS



process and policies



Existing sponsors are given right of first refusal of their sponsored event for the next year.

Existing sponsors are given a total of three years for right of first refusal for their specific sponsorship. (For example, if the sponsorship of a breakfast began in 2016, it will be renewed in 2017 and the last year for priority sponsorship is 2018).

For existing sponsors, after their three-year limit has expired that specific sponsorship will be available for general sale. After one month, if that specific sponsorship has not been purchased, this existing company is eligible to sponsor again.

If existing sponsors do not want to renew for the following year, they will be given an opportunity to preview the prospectus for other opportunities. They must wait for general sale to commit.

All other sponsorships that are not renewed, will be available for general sale on a first-come, first-served basis.

Companies may choose to sponsor more than one sponsorship opportunity.

Sponsorship opportunities are not limited to ACPN's menu. Please contact ACPN directly to discuss the possibility of customizing your own sponsorship opportunity.

event sponsorship opportunities

Sunday ACPN Boot Camp

This event will focus on helping those new to the industry navigate the world of the content professional, and become familiar with the acronyms and the various standards within the industry. This event typically draws more than 75 content professionals. Sponsor will receive recognition in the conference agenda and on event signage, as well as three to five minutes of podium time. This event is a great opportunity to reinforce your company's brand services to the industry.

Sponsorship Amount - \$1,575

Sunday New Member Orientation and Reception

This event is an orientation for those first attending the ACPN conference and sees an audience of approximately 50 content professionals. Sponsor will receive recognition in the conference agenda and on event signage, and three to five minutes of podium time. This event is only for content professionals and is a great opportunity to have a captive audience.

Sponsorship Amount - \$1,575

Sunday Welcome Reception

This is the opening event for the ACPN conference and sees an audience of approximately 300 people. Sponsor will receive recognition in the conference agenda and on event signage.

Sponsorship Amount - \$3,150 or \$3,500 with custom logo napkins

Sunday Hospitality Suite

This event provides a beer and wine reception for all conference attendees. Sponsor will receive recognition in the conference agenda and on event signage.

Sponsorship Amount - \$1,850 or \$2,200 with custom logo napkins

Monday Breakfast

Companies have an opportunity to sponsor this continental breakfast. Sponsor will receive recognition in the conference agenda and on event signage.

Sponsorship Amount - \$1,850 or \$2,200 with custom logo napkins

Monday Coffee Break

This event provides refreshments for all attendees during a general session break. Sponsor will receive recognition in the conference agenda and on event signage.

Sponsorship Amount - \$1,575 or \$2,575 with custom logo cookies

Tuesday Breakfast

Companies have an opportunity to sponsor this continental breakfast. Sponsor will receive recognition in the conference agenda and on event signage.

Sponsorship Amount - \$1,850 or \$2,200 with custom logo napkins

Tuesday Coffee Break

This event provides refreshments for all attendees during a general session break. Sponsor will receive recognition in the conference agenda and on event signage.

Sponsorship Amount - \$1,575 or \$2,575 with custom logo cookies

Tuesday Speaker Luncheon

This luncheon will feature an industry speaker and allow for attendees to network and gather before the Trade Show. Sponsor will be given 3 minutes of podium time to welcome the attendees and introduce the speaker. Sponsor will also receive recognition in the conference agenda and on event signage.

Sponsorship Amount - \$3,675 or \$4,025 with custom logo napkins

event sponsorship opportunities

Tuesday Trade Show Learning Lounge

Opportunity to sponsor the popular Learning Lounge on the Trade Show floor where content professionals have a chance to relax on the show floor, enjoy refreshments and view the latest promotional clips from exhibitors.

Exclusive Sponsorship Amount - \$1,400

Exclusive sponsor has signage, custom table tops, and will be allowed 3 VIP Invitations which allow for 30 minute earlier access to the trade show for exclusive interaction with your company and booth.

Shared Sponsorship Amount - \$500 Shared sponsors receive signage recognition.



Tuesday Hospitality Suite

This event provides a beer and wine reception for all conference attendees. Sponsor will receive recognition in the conference agenda and on event signage.

Sponsorship Amount - \$1,850 or \$2,200 with custom logo napkins

Wednesday Awards Breakfast

This full buffet breakfast awards the suppliers of the industry for their exemplary contributions to the industry and recognizes companies for their data excellence. Sponsors will receive recognition in the conference agenda and event signage, and receives three to five minutes of podium time.

Sponsorship Amount - \$3,150 or \$3,500 with custom logo napkins

NEW FOR 2019!

Keynote Speaker Sponsorship

Opportunity to sponsor a keynote education speaker. Sponsor will receive recognition in the agenda, introduce the keynote speaker and be permitted 5 minutes on the main stage to highlight their company (promotional video run time is included in the permitted 5 minutes of stage time). Three available spots - Monday, Tuesday or Wednesday.

Sponsorship Amount - \$2,500

promotional sponsorship opportunities

Conference Internet

Opportunity to sponsor the conference internet accessible in the general session. The internet sponsor will receive recognition in the conference agenda, be referenced throughout the conference when noting the internet, and will also have the opportunity to name the password for attendees' access.

Sponsorship Amount - \$2,100

Hotel Room Keys

Opportunity to sponsor the hotel room keys, distributed to all attendees, customized with your company's name, logo or artwork.

Sponsorship Amount - \$3,150



Conference Lanyards

Opportunity to have the conference lanyards, worn by all attendees, customized with your company's name and/or logo.

Sponsorship Amount - \$3,150



Welcome Gift

Opportunity to have a pre-approved vendor supplied gift distributed to all attendees at the registration desk (sponsor responsible for production of item).

Sponsorship Amount - \$1,000 limited to 5 companies



Borrow a Battery

Opportunity to sponsor 10 mobile battery chargers for attendees to "check out" from the registration desk and charge their mobile devices during the general sessions. Sponsor's logo will be displayed with the battery and with all advertisements of this charging opportunity. Only batteries are provided. Attendees must have their own specific cords.

Sponsorship Amount - \$750



NEW FOR 2019!

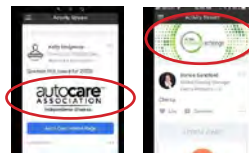
ACPN Event App Opportunities

1) Sponsored Posts - Posts made by sponsor will be set to "move to top" 3x each day. This can help increase visibility for the sponsors.

Sponsorship Amount - \$1,000

2) Banner Image - Utilize the banner image at the top of the activity stream which is the 'home page' of the app.

Sponsorship Amount - \$2,500



NEW FOR 2019!

ACPN Scholarship

Scholarship will be branded with the sponsor's name and sponsor will have two minutes of podium time in front of the general session to highlight their support for the further education of content professionals. Sponsor will not be involved in the selection of the scholarship recipients. Scholarship application and details can be found here.

Sponsorship Amount - \$2,250

promotional sponsorship opportunities

NEW FOR 2019! Conference Selfie Frame

Show your support and gain brand exposure with the new ACPN conference selfie frame. Attendees will have access to this frame to take selfies throughout the conference and to share on social media.

Sponsorship Amount - \$2,000



NEW FOR 2019! Meterboards

Expand your brand with these custom meter boards (one sided) that will be placed on the walkway leading from the general session to the tradeshow. Will be displayed only on the day of the tradeshow (Tuesday April 30).

Sponsorship Amount - \$750



NEW FOR 2019! Hotel Room Drop

Want to get your message direct into the hands of ACPN attendees? This exciting new opportunity gives you the chance to distribute a physical piece of promotion to all conference attendees staying at the Tampa Waterside Marriott. Sponsor will be responsible for promotional piece. Sponsored items or gift bags can be placed inside room or promotional fliers can be slid under door. Available for each day of the conference (Sunday – Wednesday).

**Sponsorship Amount - \$2000 per day for in-room/
\$1,750 per day for under-door**



venue-specific opportunities

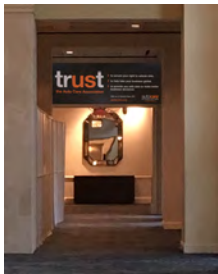
NEW FOR 2019! Hanging Banners

(venue specific – see map for specific locations)

Make sure that your brand is seen both on and off the trade show floor with hanging banners. These 3' x 5' banners will be displayed for the entirety of the conference (Sunday – Wednesday) and can be placed in a variety of locations throughout the conference, including:

- The main bridge entrance way to the Trade Show from the General Session
- The main bridge entrance way to the General Session from the Trade Show and guest elevators
- The main bridge railing facing into the hotel lobby – visible to all guests.

Sponsorship Amount - \$400 single-sided/\$750 double-sided

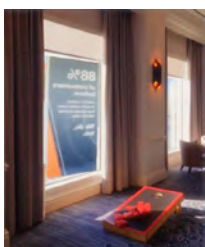


NEW FOR 2019! Window Clings

(venue specific – see map for specific locations)

Let your brand shine bright with custom window clings. These decals will be displayed for the entirety of the conference (Sunday – Wednesday) and can be affixed to the many windows surrounding the conference space – visible to all conference attendees.

Sponsorship Amount - \$1,000 - \$1,500
(cost dependent on location)



NEW FOR 2019! Custom Gobos

(venue specific – see map for specific locations)

Light up your brand logo with custom gobos. These gobos will be displayed for the entirety of the conference (Sunday – Wednesday) and can be placed in a variety of high-visibility areas, ensuring that all conference attendees know your name. Possible locations include:

- The Grand Ballroom Foyer – visible to all conference attendees
- Above the Entrance to the Grand Ballroom Restroom Area – visible to all conference attendees

Sponsorship Amount - \$1,000 per gobo



NEW FOR 2019! Floor Decals

Expand your brand with these custom floor decals that will be placed on the walkway leading from the general session to the tradeshow. Will be displayed only on the day of the tradeshow (Tuesday, April 30).

Sponsorship Amount - \$500 for 3'X3' decal



venue-specific opportunities

NEW FOR 2019!

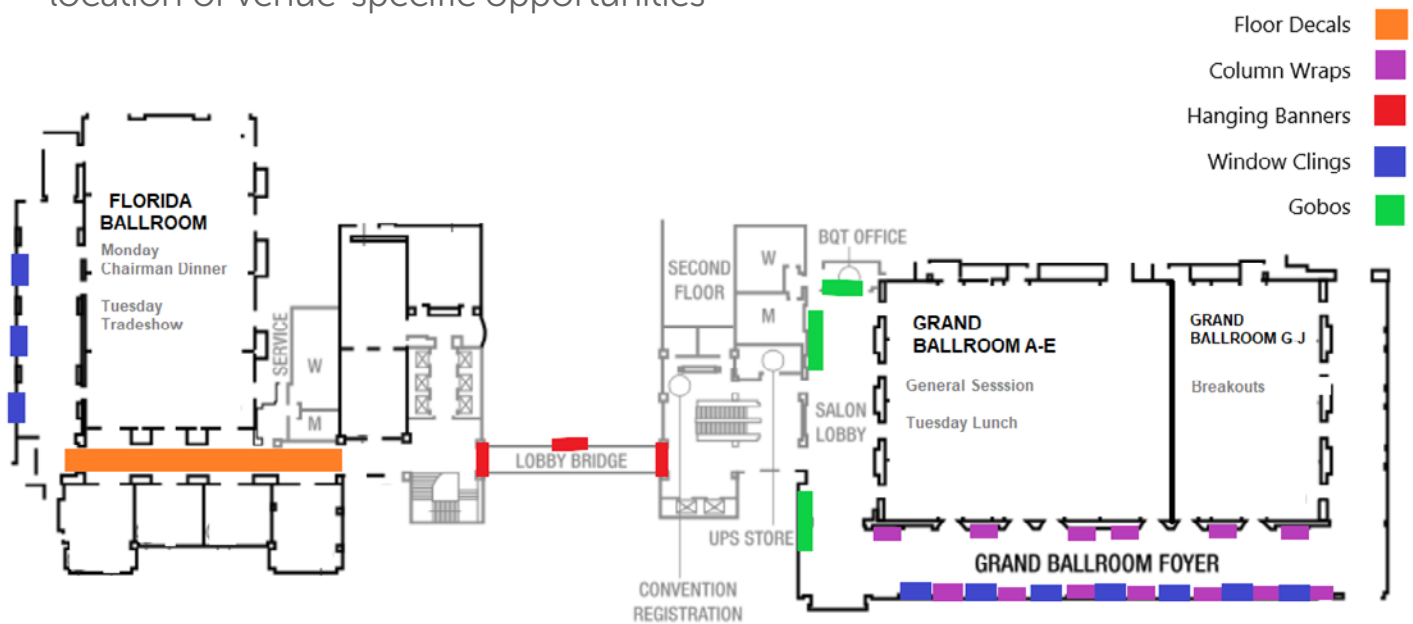
Column Wraps

Showcase and advertise your brand throughout columns in the Grand Ballroom Foyer. Visible to all attendees for the entirety of the conference (Sunday – Wednesday).

Sponsorship Amount - \$1,250 per column



location of venue-specific opportunities



meeting room sponsorships

Conference Sanctioned
Private Meeting Opportunities

SUNDAY

available times:

2 p.m. - 2:50 p.m.

3 p.m. - 3:50 p.m.

4 p.m. - 4:50 p.m.

Opportunity for a sanctioned private meeting noted on the ACPN conference agenda. Registered attendees' names and mailing addresses will be supplied with this sponsorship to allow for invitations to your sanctioned private meeting. Sponsor required to cover all costs for F&B and AV. Sponsor to receive meeting recognition in the conference agenda and one complimentary booth at the Vendor Trade Show (benefit includes booth only; any registrants from the company must pay the registration fee).

Sponsorship Amount - \$3,000

*Times may be combined to allow for longer meetings.
Please contact ACPN to discuss availability and pricing.
Meeting space is approximately 2,000 square feet and can accommodate up to 125 people in a classroom setting.

MONDAY

available time:

12 p.m. - 1:30 p.m.

Opportunity for a sanctioned private lunch meeting. Sponsor required to cover all costs for F&B and AV. Sponsor to receive meeting recognition in the conference agenda and one complimentary booth at the Vendor Trade Show (benefit includes booth only; any registrants from the company must pay the registration fee).

Sponsorship Amount - \$3,000

2019 ACPN Knowledge Exchange Sponsorship Form



COMPANY NAME:
CONTACT NAME:
CONTACT EMAIL:

SUBMITTED ON:
PHONE:

Please check the box of your preferred sponsorship(s)

Availability is not marked real-time. Contact acpn@autocare.org for the most up-to-date available opportunities.

SPONSORSHIP		COST	SPONSORSHIP		COST
Sunday ACPN Boot Camp	<input type="checkbox"/>	\$1,575	Keynote Speaker Sponsorship	<input type="checkbox"/>	\$2,500
Sunday New Member Orientation	<input type="checkbox"/>	\$1,575	Conference-Internet	<input type="checkbox"/>	\$2,100
Sunday Welcome Reception	<input type="checkbox"/>	\$3,150	Hotel Room Keys	<input type="checkbox"/>	\$3,150
Sunday Welcome Reception with napkins	<input type="checkbox"/>	\$3,500	Conference Lanyards	<input type="checkbox"/>	\$3,150
Sunday Hospitality Suite	<input type="checkbox"/>	\$1,850	Welcome Gift (limited to 5 companies)	<input type="checkbox"/>	\$1,000
Sunday Hospitality Suite with napkins	<input type="checkbox"/>	\$2,200	Borrow a Battery	<input type="checkbox"/>	\$750
Monday Breakfast	<input type="checkbox"/>	\$1,850	ACPN Event App Sponsored Post	<input type="checkbox"/>	\$1,000
Monday Breakfast with napkins	<input type="checkbox"/>	\$2,200	ACPN Event App Banner Image	<input type="checkbox"/>	\$2,500
Monday Coffee Break	<input type="checkbox"/>	\$1,575	ACPN Scholarship	<input type="checkbox"/>	\$2,250
Monday Coffee Break with cookies	<input type="checkbox"/>	\$2,575	Conference Selfie Frame	<input type="checkbox"/>	\$2,000
Tuesday Breakfast	<input type="checkbox"/>	\$1,850	Meterboards	<input type="checkbox"/>	\$750
Tuesday Breakfast with napkins	<input type="checkbox"/>	\$2,200	Hotel Room Drop (in room)	<input type="checkbox"/>	\$2,000
Tuesday Coffee Break	<input type="checkbox"/>	\$1,575	Hotel Room Drop (under-door)	<input type="checkbox"/>	\$1,750
Tuesday Coffee Break with cookies	<input type="checkbox"/>	\$2,575	Hanging Banners (single-sided)	<input type="checkbox"/>	\$400
Tuesday Speaker Luncheon	<input type="checkbox"/>	\$3,675	Hanging Banners (double-sided)	<input type="checkbox"/>	\$750
Tuesday Speaker Luncheon with napkins	<input type="checkbox"/>	\$4,025	Window Clings (cost depends on location)	<input type="checkbox"/>	\$1K- \$1,500
Tuesday Trade Show Learning Lounge (exclusive)	<input type="checkbox"/>	\$1,400	Custom Gobos	<input type="checkbox"/>	\$1,000
Tuesday Trade Show Learning Lounge (shared)	<input type="checkbox"/>	\$500	Floor Decals	<input type="checkbox"/>	\$500
Tuesday Hospitality Suite	<input type="checkbox"/>	\$1,850	Column Wraps (per column)	<input type="checkbox"/>	\$1,250
Tuesday Hospitality Suite with napkins	<input type="checkbox"/>	\$2,200	Conference Sanctioned Private Meeting (Sunday)	<input type="checkbox"/>	\$3,000
Wednesday Awards Breakfast	<input type="checkbox"/>	\$3,150	Conference Sanctioned Private Meeting (Monday)	<input type="checkbox"/>	\$3,000
Wednesday Awards Breakfast with napkins	<input type="checkbox"/>	\$3,500			

TOTAL SPONSORSHIP AMOUNT:

CREDIT CARD ACCOUNT #:

EXP:

CVV:

CARDHOLDER NAME:

SIGNATURE:

OTHER PAYMENT OPTIONS:

Will be sending check.

Please check here to be invoiced.

Checks payable to Auto Care Association. Mail to 7101 Wisconsin Ave #1300, Bethesda, MD 20814.

PLEASE SEND AN .EPS FILE OF YOUR COMPANY'S LOGO FOR RECOGNITION.

Thank you for your support of the ACPN Knowledge Exchange.

Please return form to acpn@autocare.org or fax **301-654-3299**.