



# MIDYEAR MEETING

Louisville, KY | Aug. 20-23, 2024

Bringing together members and experts to advance roadway safety infrastructure.



**ATSSA**  
Safer Roads Save Lives

## Exhibit & Sponsorship Prospectus

Engage with ATSSA members and industry experts for the 2024 Midyear Meeting with a tabletop exhibit space and sponsorships. Up to 400 like-minded ATSSA members participate in committee and council meetings to help shape the Association's policies and initiatives in the coming year. These

attendees from across the country demonstrate their commitment to innovation and the advancement of roadway safety infrastructure.

Learn more at [ATSSA.com/Midyear](https://atssa.com/Midyear). Contact [sales@atssa.com](mailto:sales@atssa.com) to secure a spot today!

### Exhibits

#### Tabletop Exhibitor - \$1,750 (Only 26 spots available)

Your tabletop investment includes:

- Two exhibit badges/passes
- Standard six-foot table
- Company logo on Midyear Meeting program and meeting PowerPoint slide (sponsor to provide logo)
- Company name listed on Midyear Meeting webpage and promotional emails
- Logo recognition on ATSSA's social media platforms
- Breakfast, lunch and all breaks will be served within the tabletop area



### Sponsorships

#### Wi-Fi Sponsor - \$5,000 (Exclusive)

- Logo and company website link on Wi-Fi page after login (sponsor to provide logo, link)
- Company name listed on Midyear Meeting webpage and promotional emails
- Logo recognition with company account tag on ATSSA's social media platforms

#### Floor Clings - \$5,000

- Showcase your company throughout the meeting space areas (sponsor to provide artwork)
- Company name listed on Midyear Meeting webpage and promotional emails
- Logo recognition with company account tag on ATSSA's social media platforms

#### Welcome Reception "Meet the Jockey" - \$5,000

- Kentucky Derby jockey **Ferrin Peterson** will come to chat with attendees and take photos during the opening reception (company logo on signage during the event)
- Company name listed on Midyear Meeting webpage and promotional emails
- Logo recognition with company account tag on ATSSA's social media platforms



ATSSA's Midyear Meeting logo is provided to promote sponsorship that everyone in your company can use for signature blocks, websites, newsletters, social sites, etc.





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## Additional 2024 Sponsorship Opportunities



### ATSSA Reception Sponsor - \$3,000 (Exclusive)

- Verbal and signage acknowledgement at the reception (sponsor to provide logo)
- Branded napkins
- Company name listed on Midyear Meeting webpage and promotional emails
- Company logo recognition on ATSSA's social media platforms and meeting PPT slide

### Badge Lanyards Sponsor - \$3,000 (Exclusive) **SOLD**

- Lanyards that display your company logo are given to each attendee at registration (sponsor to provide logo)
- Company name listed on Midyear Meeting webpage and promotional emails
- Company logo recognition on ATSSA's social media platforms and meeting PPT slide



### General Session Sponsor - \$2,500 (up to 2) **1 LEFT**

- Verbal and signage acknowledgement at the General Session (sponsor to provide logo)
- Opportunity to share a 60-second commercial
- Company name listed on Midyear Meeting webpage and promotional emails
- Company logo recognition on ATSSA's social media platforms and meeting PPT slide

### Breakfast Sponsor - \$2,000

- Company logo on signage at each of the three breakfasts (sponsor to provide logo)
- Company name listed on Midyear Meeting webpage and promotional emails
- Company name recognition on ATSSA's social media platforms and meeting PPT slide



### Lunch Sponsor - \$2,000

- Company logo on signage at each of the three lunches (sponsor to provide logo)
- Company name listed on Midyear Meeting webpage and promotional emails
- Company name recognition on ATSSA's social media platforms and meeting PPT slide

### Pre-Event Messaging/Advertorial - \$1,500 (up to 5)

- Be a "Featured Exhibitor" in one of ATSSA's Midyear Meeting marketing email blasts to potential 11,000+ audience. The featured piece includes a company logo and hyperlink, plus a 100-word advertorial linked to your company profile. (Sponsor to provide logo and content.)
- Tabletop exhibit required to commit.



### Refreshment Break Sponsor - \$750/day or \$1,500 Exclusive

- Company logo on signage and napkins at AM and PM breaks (sponsor to provide logo)
- Company name listed on Midyear Meeting webpage and promotional emails
- Company name recognition on ATSSA's social media platforms and meeting PPT slide