

Gain Visibility and Access to Industry Decision Makers

Members: NPA has more than **2,000 individual members.**

Owners: **95% CEO membership** from operator companies.

Decision Makers: More than **50% of all members are directors** or higher titles.

Private Public Sector Mix: More than **25% of members are public sector directors** or higher.

Award-Winning: PARKING magazine reaches **decision makers** with a **bottom line business focus.**

Top Spot: Las Vegas is our **#1 draw** for convention attendees.

Who sponsors?

Companies and executives who demonstrate their industry leadership and standing.

Industry suppliers who showcase their commitment to the parking industry and client relationships.

Visit www.NPAconvention.org/2011



- 1 What's Inside
- 2 Annual Sponsorship Opportunities
- 3 eLearning, Peer Networking & Council Sponsorships
- 4 Major Educational Events
- 5 Industry Research Projects
- 6 NPA Convention. Your Connection to Parking's Powerhouse Network
- 7 Convention Sponsorships at a Glance
- 8 Sponsorship Opportunity Benefits

Sponsorship is for me. [Click here.](#)
Yes, I'm ready to exhibit. [Click here.](#)

Annual Sponsorship Opportunities

A limited number of annual sponsorships are offered with premium visibility, exclusive benefits, VIP access, exclusive invitations and complimentary registrations. Stay connected all year to the top decision makers. Email BizDev@npapark.org.

All Annual Partners: Premium Partner Benefits

- ✓ Year-round recognition with signage and announcements at NPA's major events
- ✓ Repeat promotion and logo placement for your company in NPA marketing collateral
- ✓ National wire news release publicizing your parking industry leadership and alliance
- ✓ Web links on NPA's sponsor page guiding industry decision makers to your website
- ✓ Complimentary Showcase and 2 category listings in International Buyers' Guide to Products & Services
- ✓ Preferred consideration to present at NPA conferences and serve on committees
- ✓ Invitation to author an article for PARKING magazine
- ✓ Advance notice of NPA sponsorship opportunities

Leadership Partner \$50,000

- NPA President and Officers support of your networking
- NPA President or Officer attends your company's marketing meeting
- Placement of your promotional literature with Winter Leadership Forum welcome kits
- Complimentary marketing table at Winter Leadership Forum business sessions and board meeting
- Web links on NPA's homepage and sponsors guiding industry decision makers to your site
- Placement of your promotional literature in NPA's Annual Convention & Expo
- VIP seating at all NPA events and invitations to private NPA and VIP receptions
- Unlimited use of NPA's membership mailing list
- 2 Complimentary registrations for Winter Leadership Forum
- 2 Complimentary registrations for NPA Convention
- 2 Complimentary registrations and tabletop booth at CPP Summit
- Complimentary 10x20 Booth for NPA Convention Expo
- Full page color ad in PARKING Magazine, 3x
- News release and web updated base costIndustry

Innovation Partner \$25,000

- NPA President and Officers support of your networking
- VIP Seating at NPA Convention and Winter Leadership Forum and invitations to VIP receptions
- 1 Complimentary registration for Winter Leadership Forum
- 2 Complimentary registrations for NPA Convention
- 2 Complimentary registrations for CPP Summit
- Complimentary 10x10 Corner Booth for NPA Convention Expo
- Half page color ad in PARKING Magazine, 3x

Industry All Star Partner \$20,000

- NPA President and Officers support of your networking
- VIP Seating at NPA Convention and Winter Leadership Forums
- 2 Complimentary registrations for NPA Convention
- Complimentary 10x10 Aisle Booth for NPA Convention Expo
- Half page color ad in PARKING Magazine, 3x
- News release and web update base cost



eLearning, Peer Networking and Council Sponsorships

eLearning Webinars

Worldwide webinar series on best practices in the parking profession. Training about leading edge technology, sustainability, customer service and profitability. Get year-long branding online, at each session, in email communications and with a session welcome.

Presenting Sponsor	\$12,000
Contributing Sponsor	\$6,000
Single Program Sponsor	\$2,000

Peer Networks

Business leaders and decision makers meet quarterly by phone and at convention for topical trend and industry issues discussions. Branding online, in PARKING Magazine and at each Peer Network meeting.

Four networks meet four times each year.	\$6,000
--	---------

NPA Member Meeting Place

NPA Officers, Councils, task forces and members visit the Member Meeting Place in Washington, D.C. Get branding, signage and ongoing recognition at NPA's decision maker destination.

One-year	\$3,500
Two-years	\$6,000

Regional Member Meet-ups and Networking

Exclusive sponsor recognition and opportunity to address the group in a relaxed setting at regional networking events. Branding online and in all event web/email promotions.

6 in North America	\$9,000
4 in the U.S.	\$6,000

Parking Consultants Council Meetings

Feature your company before this influential council of architects, engineers and consultants. Council members advise the public and private sector on design/build, retrofitting, technology and sustainability. Get signage, online/program branding and access to PCC online portal. Present your product/service. Available to presenting, contributing dinner and breakfast sponsors.

Presenting Sponsor	\$5,000
Presentation Dinner	\$5,000
Contributing Sponsor	\$2,500
Presentation Breakfast	\$2,500
Welcome Reception	\$2,500
Welcome Hospitality	\$1,250
Host Committee	\$1,000
PCC Supporter	\$500



Major Educational Events

NPA Winter Leadership Forum

Exclusive member event. Owner, executive and decision maker program with some of the most influential industry leaders. Ownership and executive strategy insights and market forecasts. Sponsors recognized in event website, program, signage, podium announcements and speaking opportunity.

Networking & Social Sponsorships: Golf Tournament*, Tennis Tournament*, Volleyball Tournament*, At Your Pace Race*, Dessert and Game Night and Super Bowl Party for \$2,000 each.

(Renewing sponsors receive renewal at 2010 sponsorship fee.)

Presenting Sponsor	\$7,500
Opening Reception	\$5,000
Contributing Sponsor	\$5,000
Celebration Reception	\$2,000 SOLD
Celebration Poolside Dinner	\$5,000
Closing Reception	\$2,000 SOLD
Closing Dinner	\$5,000 SOLD
Leadership Forum	\$5,000 SOLD
Legal Forum	\$5,000 SOLD
Refreshment Breaks	\$2,500
Business Sessions	\$4,000
Beverage Breaks	\$600
Educational Materials	\$3,000
Board Breakfast	\$600

*2012 Sold

NPA CPP Summit

Leaders, up and comers and professionals dedicated to their careers attend. Summit is an annual professional development and best practices summit for parking professionals seeking the prestigious Certified Parking Professional designation. A one-day event providing best practices in parking, exam preparation training, peer roundtables, First Observer™ training and a facility tour. Receive event website, program, signage and onsite recognition.

East: 2011 & 2013. West: 2012 & 2014.

Presenting Sponsor	\$3,000
Contributing Sponsor, 2	\$1,500 SOLD
Welcome Breakfast	\$1,500
Peer Roundtable Luncheon	\$1,500 SOLD
Host Committee (2)	\$1,000 SOLD
Program Sponsor	\$1,000
Educational Materials	\$1,000
Refreshment Breaks	\$600

NPA Fair Tax Policy Forum, Washington, D.C.

Annual think tank meeting and briefing for real estate developers, owners, parking operators and parking professionals interested in advocacy and policy issues impacting parking. This one-day session is a forum working session on NPA's policy agenda, with briefing from industry peer groups on issues affecting parking, profitability, urban planning and taxes.

Presenting Sponsor	\$2,000
Contributing Sponsor	\$1,000
Forum Luncheon	\$1,000
Program Sponsor	\$500
Opening Breakfast	\$500
Refreshments	\$250





Research Projects

Stand out from the crowd. Participate as a sponsor of leading industry research. Get ongoing visibility on the study, in NPA branding, presentations and visibility in national media announcements and outreach. Demonstrate your position as an industry leader in front of thousands of professionals worldwide.

State of the Industry Survey \$165,000

This new survey would be the single largest industry undertaking to determine the size, scope, employment and buying power of the parking industry. This primary research project would for the first time provide a detailed description of the industry to aid both public and private sector entities in understanding the marketplace and standing of the industry globally. Lead sponsor may provide **five questions** in the survey, get a **results briefing** with researchers and **PR outreach and recognition**.

Parking Industry Market Sentiment Poll \$65,000

Be part of taking the pulse of the marketplace on key industry issues affecting parking. This new poll provides an ongoing touch point to gauge market confidence, purchasing plans, hiring outlook and market perspectives.

Gain recognition as sponsor. Get **one polling question, advance results briefing** and **media outreach**.

Industry Salary Survey \$40,000

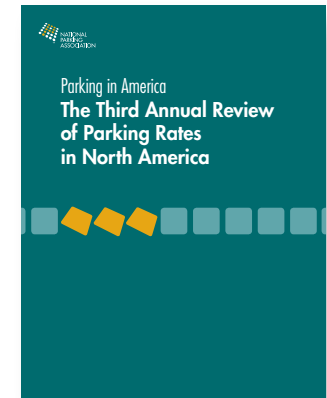
NPA's broad representation across the private and public sector provides a significant database for survey outreach to gain a comprehensive picture of compensation trends across titles, organization types and key cities worldwide. This survey provides the lead sponsor with the opportunity to **ask three questions in the survey**, get a **results briefing** with the researchers and **gain ongoing industry recognition**.

4th Annual Parking in America Rate Survey \$20,000

Prestigious and sought after data in this study represents class A, B and C commercial space and gives a broad look at the parking rate trends across the United States and Canada. The study provides insights into specific parking segments from municipal, hospital and retail parking to trends in central business districts. With city-by-city data, this study provides a comprehensive look at trends across the industry. Opportunity to **participate in the peer review team** and receive an **advance copy of the report**.

Parking in Perspective Market Study, North America \$10,000

Sponsor this project analysis of national and Canadian data on the size of the parking market in the public and private sector. This is a secondary research project to gather public data into an informed analysis and summary of the market. Correlations made to NPA's rate study and larger demographic trends. Opportunity to **participate in the peer review team** and receive an **advance copy of the report**.





NATIONAL PARKING ASSOCIATION

60TH ANNUAL CONVENTION AND EXPOSITION

October 3–6 ■ Caesars Palace, Las Vegas, NV

Sponsorship Program

Email: JimPerrus@NPAPark.org or 202.470.6302.

INNOVATION:

LINKING KNOWLEDGE & NETWORKS

Visit www.NPAconvention.org/2011



Networking. Get premium access to your target market at networking events, receptions and roundtables. Your logo, company and you get access, ongoing visibility and priority position with decision makers.



Education. Set yourself apart as an industry leader. Sponsor educational tracks that reinforce your company by aligning with education sessions aligned to your target market. Education tracks provide repeat branding and promotion.



Convention. Big draw opportunity to meet parking decision makers at popular Las Vegas convention. Establish your brand. Make new connections. Reinforce client relationships. Get prime visibility at receptions, business sessions and at the Expo.



Research. Get media attention and market prominence in the parking industry—sponsor industry research for ongoing visibility with NPA members, the media and parking professionals worldwide.

Sponsorship Opportunities at a Glance

Looking to signal your industry leadership during NPA's 60th anniversary year? Looking to position your company at the parking decision makers and leaders convention? Email BizDev@npapark.org.

Diamond

Opening Keynote Breakfast Session,
Convention Webinars and
Private Reception invitations \$35,000

Platinum

60th Anniversary Celebration
and Private CPP and Past
Chair Reception invitations \$25,000

General Session Keynote
and Private VIP Chairman's
Reception invitations \$22,000

Gold

Welcome Reception \$19,500
Annual Luncheon & Forecast \$15,000
SOLD

60th Anniversary Registration
Briefcase \$14,000
Golf Tournament \$13,000

Silver

CEO Forum, Peak Performance \$10,000
SOLD

Legal Forum, Peak Performance \$10,000
SOLD

Technology and Customer
Service Education Track \$10,000
SOLD

Green Educational Track \$10,000

Parking Power Place Convention \$10,000

Exhibit Hall Luncheon \$10,000

Attendee Badges & Lanyards \$10,000
SOLD

Relaxation Retreat at the Expo \$10,000

Registration Destination \$10,000

Conference Website \$9,000

Hotel Key Cards \$6,500
SOLD

Exhibit Hall Breakfast \$7,500

Conference Directory \$7,500

General Session Book
& Book Signing \$7,000

Bronze

Peak Performance Education
Track \$5,000

Convention Refreshment Breaks \$5,000

Water Stations \$5,000

Conference Notepads \$5,000

Conference USB Drives \$5,000

Facility Tour Hosting Sponsor \$4,000

First Timers & New Member
Reception \$4,000

CPP & Past Chairman VIP
Reception \$4,000

Conference Pens \$3,000

Top Player, Key Performer Day (2) \$2,500

Program at a Glance \$1,500
SOLD

Pre-Conference Business
Meeting Breaks (1) \$1,000

Facility Tour Transit Sponsor \$1,000

Golf Tournament, 4 holes \$1,000

Golf Tournament, Golf Pro
Session \$2,000

Golf Tournament, Contest (1) \$500

Golf Tournament Host \$500

60th Anniversary Host \$500

Advertising & Promotion

Hotel Room Delivery (per night),
Silver \$6,500

Registration Bag Insert,
Bronze \$2,000

Show Directory Advertising
Visit [www.npapark.org/pdfs/
NPA2011MediaKit.pdf](http://www.npapark.org/pdfs/NPA2011MediaKit.pdf)

Show Magazine Advertising
Visit [http://www.npapark.org/pdfs/2011_
exhibitor_prospectus.pdf](http://www.npapark.org/pdfs/2011_exhibitor_prospectus.pdf)





Sponsorship Opportunity Benefits

Diamond

Exclusive Opportunity

Opening Keynote Breakfast Session, Convention Webinars and Private Reception invitations **\$35,000**

Get noticed as a visionary by sponsoring this high-profile session featuring a nationally prominent business leader. Singular opportunity and visibility as the diamond sponsor. You get behind-the-scenes access to industry leaders. To learn more about premium benefits, email BizDev@npapark.org.

Platinum

60th Anniversary Celebration and Private CPP and Past Chair Reception invitations **\$25,000**

Take center stage with your industry leadership at a multi-media event celebrating parking and the people of the parking industry. Join us in welcoming attendees. Video, photos, public speaking and premium access to leaders highlight this event.

General Session Keynote and Private Chairman's Reception invitations **\$22,000**

Stand out from the crowd by sponsoring the compelling business keynote that brings some of the best business thinking on leadership, success and bottom line results. Stand out with premium visibility. Private reception with the author.

Gold

Welcome Reception **\$19,500**

Everyone will be here! Kick off the convention by positioning your company at this poolside party welcoming convention attendees. Signage, logo napkins and Gold sponsor visibility.

Annual Luncheon and Industry Forecast **\$15,000**

Introduce the session that highlights a market forecast for the coming year. Position your company as an industry leader. Well-attended, popular event.

60th Anniversary Registration Briefcase **\$14,000**

Lasting branding worldwide. Every attendee gets a ballistic nylon briefcase celebrating NPA's 60th anniversary. You get prime logo placement at the convention and year-round.

Golf Tournament **\$13,000**

Owners, executives and leaders enjoy a day at the golf course. You help raise funds to support the Parking Industry Institute Scholarship Fund and get a complimentary round of golf for two. Connect one-to-one with your market.

Silver

Sponsor an education session or series for ongoing signage, podium recognition and positioning for your support of industry excellence & professionalism.

CEO Forum, 1 Session Track **\$10,000**
SOLD

Legal Forum, 1 Session Track **\$10,000**
SOLD

Technology and Customer Service, 2 Session Track **\$10,000**

Green, 3 Session Track **\$12,000**

Parking Power Place Convention **\$10,000**

Signage, branding and the go-to destination for peer networking and roundtables. Two locations in the Expo Hall for you to get visibility during convention. Welcome attendees.

Exhibit Hall Luncheon **\$10,000**

Show your support of industry at an ever-popular destination. Your name on luncheon tickets. Your logo on luncheon signage and your staff to greet guests at the lunch spot.

Premium Placement for Maximum Visibility

Make the most of attendee attention and draw people to your booth. Be memorable by sponsoring high visibility onsite convention items and experiences.



Attendee Badges & Lanyards \$10,000

Your logo on both. Everyone gets one and walks the conference with your company center stage.

Relaxation Retreat at the Expo \$10,000

Keep folks in the exhibit hall and keep your company top of mind. Host a wonderful beverage refreshment center and relaxing seating area to encourage networking. Signage and your literature at retreat.

Conference Website \$9,000

Everyone who thinks about convention and everyone who attends visits the event website. Get visibility April—December as the convention website sponsor. Banner placement and live links for you.

**Hotel Key Cards \$6,500
SOLD**

Stay top of mind every time an attendee uses his or her key card. You get to make the first and last impression.

Exhibit Hall Breakfast \$7,500

You take center stage to welcome attendees. Signage signals your sponsorship that starts the day. Strong attendance and you can provide a booth prize opportunity for all who leave a business card at breakfast.

Conference Directory \$7,500

Onsite, visible and helpful. Show your industry support and get a premium full page ad, plus cover logo honoring your support.

General Session Book and Book Signing \$7,000

Join in one of the hottest convention sessions. Sponsor the all-attendee business book and book signing. You get recognized from the podium. Signage at the book signing. Plus, private access to the author.

Bronze

Peak Performance, 1 Session Track \$5,000

This session brings the private and public sector together. You can welcome the attendees and get premium signage for your sponsorship.

Top Player, Key Performer Day (2) \$2,500

Demonstrate your commitment to the industry and professionalism by sponsoring our one-day managers and professionals track. Also, open to all attendees. Get recognized as breakfast and educational session sponsor.

Registration Destination \$5,000

Show your industry standing by sponsoring the registration spot at convention. Everyone attends and you get prime visibility.

Stay Visible & Brand your Company

Showcase your company, logo and visibility throughout the convention by choosing an affordable way to make your name with convention attendees.

Convention Refreshment Breaks \$5,000

Water Stations \$5,000

Conference Notepads \$5,000

Conference USB Drives \$5,000

Facility Tour Hosting Sponsor \$4,000
Signage, 4 attendees for tour, welcome group

First Timers and New Member Reception \$4,000

Signage. Greet attendees. Meet NPA Leaders and Ambassadors at event.

CPP & Past Chairman VIP Reception \$4,000

Signage. Greet attendees. Meet industry icons, rising stars and NPA leaders.

Pre-Conference Business Meeting Breaks \$3,000

Show your industry support. Get signage and session recognition among top leaders.

Branding and Visibility for Your Company and Logo with these options:

Conference Pens \$3,000

**Program at a Glance \$1,500
SOLD**

Golf Tournament, 4 holes \$2,000

Golf Tournament, Golf Pro Session \$2,000

Golf Tournament, Contest (1) \$1,000