

# 2010 Sponsorship Opportunities Available

Take advantage of these once-a-year sponsorship opportunities to maximize exposure and increase your company's recognition at The Parking Show of Shows:

## Event Sponsorships

Events are available to multiple sponsors—please indicate your sponsorship choices:

### Sponsorship\* Fee

#### Tuesday, October 12

Opening Continental Breakfast	<input type="checkbox"/>	\$850
Opening General Session	<input type="checkbox"/>	\$5,000
Energy Break	<input type="checkbox"/>	\$750
Annual Luncheon	<input type="checkbox"/>	\$5,000
Exhibit Hall Grand Opening	<input type="checkbox"/>	\$5,000
New Members & First Timers Reception	<input type="checkbox"/>	\$1,200
Opening Reception	<input type="checkbox"/>	\$5,000

#### Wednesday, October 13

Continental Breakfast	<input type="checkbox"/>	\$850
General Session	<input type="checkbox"/>	\$3,000
Energy Break	<input type="checkbox"/>	\$750
Lunch in the Exhibit Hall	<input type="checkbox"/>	\$1,750

#### Thursday, October 14

Breakfast/Brunch in the Exhibit Hall	<input type="checkbox"/>	\$1,200
Energy Break/Mid-Afternoon	<input type="checkbox"/>	\$750

\*If you would like to sponsor an event on an exclusive basis, please contact Pat Langfeld at [plangfeld@npapark.org](mailto:plangfeld@npapark.org) for exclusive sponsorship fee information.

## Program Directory Advertising

Full Page Ad (black and white)	<input type="checkbox"/>	\$625
Half Page Ad (black and white)	<input type="checkbox"/>	\$425
Inside Front Cover	<input type="checkbox"/>	\$1,600
Inside Back Cover	<input type="checkbox"/>	\$1,400
Back Cover	<input type="checkbox"/>	\$1,600

## PARKING Magazine

### October Convention Issue with Bonus Distribution

Quarter-Page Black & White	<input type="checkbox"/>	\$690
Quarter-Page 4-Color	<input type="checkbox"/>	\$1,340
Half-Page Black & White	<input type="checkbox"/>	\$960
Half-Page 4-Color	<input type="checkbox"/>	\$1,610
Full Page Black & White	<input type="checkbox"/>	\$1,450
Full Page 4-Color	<input type="checkbox"/>	\$2,100

### BELLY BAND Wrap

October Convention Issue	<input type="checkbox"/>	\$4,000
--------------------------	--------------------------	---------

### More Opportunities

Exhibit Hall Beverage Stations	<input type="checkbox"/>	\$2,500
Registration Area	<input type="checkbox"/>	\$3,000
Conference Bags	<input type="checkbox"/>	\$6,000
Badge Lanyards	<input type="checkbox"/>	\$6,000
Pocket Program At-A-Glance	<input type="checkbox"/>	\$1,500
Hotel Keys	<input type="checkbox"/>	\$5,000
Cyber Café	<input type="checkbox"/>	\$6,000
Exhibit Hall Aisle Number Signs	<input type="checkbox"/>	\$5,000
Breakout & Roundtable Sessions	<input type="checkbox"/>	\$3,000

(all sessions)

# 2010 Sponsorship Opportunities

## The Parking Show of Shows

NATIONAL PARKING ASSOCIATION  
59th ANNUAL CONVENTION AND EXPOSITION

October 11–14, 2010  
Seaport World Trade Center and Seaport Hotel  
Boston, Massachusetts

Take advantage of once-a-year sponsorship opportunities to maximize exposure and increase your company's recognition at NPA's 2010 Annual Convention.

### Sponsor Information

Organization \_\_\_\_\_  
Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_  
Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-Mail Address \_\_\_\_\_

### Payment Information

**Amount Due \$** \_\_\_\_\_ **Sponsorship** \_\_\_\_\_

My check is enclosed

Please bill my  AmEx  Master Card  Visa  Discover Card

If paying by check, make payable to National Parking Association in U.S. Funds Only

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Cardholder's Signature \_\_\_\_\_

Billing Address (If different from sponsor information address)

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

### Return to:

National Parking Association  
Attn: Pat Langfeld, NPA Show Manager  
1112 16th Street, N.W., Suite 840  
Washington, DC 20036  
202.470.6302 | Fax 202.296.3102

