



**Driving School  
Association  
of the Americas**

**International Conference  
October 10-13, 2018  
Baltimore, Maryland  
Partner & Exhibitor Registration**



Spring 2018

Dear Partners and Exhibitors,

Thank you so much for your partnership with the DSAA this past year. We have enjoyed working with you to enhance traffic safety and hope that you have found connecting with our membership of driving school owners beneficial to your organization/company.

Our upcoming International Conference will be in Baltimore, MD on October 10-13, 2018. Please accept this invitation to join us.

Driving school owners from across the United States and Canada come to the exhibit hall in search of products and services that will help relieve their businesses pain points. When you show case your company and connect with these decision-makers to help solve their challenges, it's a win-win-win for the school owners, your company and the DSAA.

The Opening Reception, Daily Breakfasts and Lunches are served in the exhibitor room to make interactions convenient for everyone. Seminars are separate so that you have the flexibility to meet with potential clients at your booth throughout the day. There will be an opportunity for you to present your product/service in which you will need to have a 2-3 minute pitch prepared. We will have a drawing for each attendee who visits 90% of the exhibitor booths to win a grand prize.

### **What's Included?**

Each partner and exhibitor will enjoy complimentary admission to all seminars, events and meals as well as booth space and an ad in our program booklet. If you would like to donate a product or service to the attendee swag bags (approximately 150) or individual items to the raffle, please indicate this on the registration form.



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**Exhibition Schedule:**

Exhibitor Set Up: Wednesday, October 10, 2018 3:30 – 6pm	Exhibition Times: Wednesday, October 10, 2018 6:30 – 9 pm
Events: Wed: 6:30pm – 8pm Opening Reception Thursday: 8:00am Opening Breakfast Thursday: Evening Social Friday: Banquet Dinner and Raffle	Thursday, October 11, 2018 9:30 am – 5:30 pm Friday, October 12, 2018 7:30 am – 5:30 pm

**Registration Deadline:** Please complete your registration form or sign up on our website DSAA.ORG by July 31, 2018 to ensure your place is reserved and your ad is included in the conference program booklet.

**Hotel Reservations:** \$129/night (until September 8<sup>th</sup> or until room block is filled)

Lord Baltimore Hotel  
 20 West Baltimore Street  
 Baltimore, MD  
 (410) 539-8400

If we can be of further assistance or help with questions or concerns, please contact our Communications Office at (800) 270-DSAA (3722) or info@thedsaa.org.

Sincerely,

Cecilia Jackson  
 Exhibitor Coordinator  
 DSAA Conference Committee



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Company Name

Type of Business

Contact Name and Title

Phone Number

Address

Email Address

City, State/Province, Zip/Postal Code

**DSAA Partner** Continues throughout calendar year.

- Platinum \$15,000
- Gold \$10,000
- Silver \$6000
- Bronze \$3000

**Exhibitor (non-partner)** One-time conference

- \$1200, includes registration for one attendee and 1/8 page ad in program
- \$600 Non-Profit 501c3 Organization
- \$500 – Additional table in booth

Partner and exhibitor booths include a table approximately 6'L X 30"W with draping and two chairs. *Internet, electricity or additional equipment is the responsibility of exhibitor and can be arranged directly with the venue.*

- Additional attendee \$275 each, includes admission into all seminars, meals, events. Please insert name(s) of additional attendees: \_\_\_\_\_

Which DSAA functions/meals are you planning to attend? *Please indicate number of attendees.*

- Opening Reception (Wednesday Evening) \_\_\_\_\_
- Social Event (Thursday Evening) \_\_\_\_\_
- Opening Breakfast (Thursday Morning) \_\_\_\_\_
- Banquet (Friday Evening) \_\_\_\_\_
- Friday/Saturday Breakfast \_\_\_\_\_
- Thursday/Friday Lunch \_\_\_\_\_

Do you have any food allergies or special dietary considerations or restrictions (vegan/ vegetarian/gluten-free)?

Do you have any items or services to donate? If yes, briefly describe.

- Swag (to be inserted in Attendee Swag Bags) \_\_\_\_\_
- Closing Banquet Raffle \_\_\_\_\_

DSAA Partner Sponsorship Events (please rank in order of preference)

Platinum/Gold

- Opening Breakfast
- Closing Banquet
- Social Event

Silver

- Reception
- Boxed Lunch
- Cocktail Hour

Bronze

- Daily Break (Snacks/Drinks)
- Swag Bags
- Promotional Items

Please mail payment to: DSAA Conference Committee, 506-A Dekalb Pike, North Wales, PA 19454

For more information or questions, check out [www.dsaa.org](http://www.dsaa.org), email [info@dsaa.org](mailto:info@dsaa.org) or call (800) 270-DSAA.

Name on Card

Signature

Amount \$

Card Number

Security Code

Expiration Date



# DSAA PARTNERSHIP PROGRAM

Bringing together traffic safety professionals and organizations since 1973

Partner Benefits	BRONZE	SILVER	GOLD	PLATINUM
<b>Publications</b> Dual News Magazine Ad E-Bulletin + Website Promotional Article	1/4 PAGE ✓✓	1/2 PAGE ✓✓	FULL PAGE ✓✓	FULL PAGE ✓✓
<b>Conventions</b> Tickets Vendor Booth Event Sponsorship Program Ad	1 1 MINOR 1/4 PAGE	2 1 MID-LEVEL 1/2 PAGE	3 1 MID-LEVEL FULL PAGE	4 2 MAJOR FULL PAGE
<b>Regional Seminars</b> Tickets/Vendor Booth	1/1	2/1	3/1	4/1
<b>DSAA Board Rep</b>			✓	✓
<b>Webinar Sponsorship</b>				✓
	<b>\$3,000</b>	<b>\$6,000</b>	<b>\$10,000</b>	<b>\$15,000</b>

Revised 6/2016



**Publications:** all sponsors will have an ad in each issue of the Dual News Magazine. On a rotating basis, DSAA will publish a partner-supplied informational article promoting an area of the partner's expertise. Each issue of the E-Bulletin, an online newsletter, will contain a link to the sponsor's website. In addition, each sponsor will have their logo on the DSAA website's home page and a link to the sponsor website and an advertisement on the DSAA's partner page. **Conventions:** Each ticket to the conference includes admission to social events. Each vendor booth accommodates two people/chairs. Additional tickets and booth space may be purchased. Conference programs include the schedule of events and speakers. **Regional Seminars:** sponsors are invited to participate with a vendor booth. **DSAA Board Representation:** opportunity to address the board and add to the agenda. **Webinar Sponsorship:** Sponsorship of educational webinars throughout the year.