



**Driving School  
Association  
of the Americas**

International Conference  
October 27-30, 2025  
Santa Ana, California  
Partner & Exhibitor Registration

August 2025

Dear Traffic Safety Advocates,

We value your commitment to bettering our roads and highways. Thank you for your service. As a group of driving school owners, we encourage connections that enhance traffic safety and hope that you will consider networking with us.



Please join us this fall for our International Conference in Santa Ana, CA from October 27<sup>th</sup> – 30<sup>th</sup>, 2025. 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 showcase 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.

What's Included?

In addition to specific sponsorship events/items, 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.

Partnership Opportunities:

Slide into the driver's seat and promote your organization's expertise with one of the following partnership opportunities. Partners and Exhibitors make conferences affordable for attendees and available to a wider audience. One bulleted item per category is available to each partner until each offering is reserved.



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Tiers	Benefits	Specify hosting choice
Gold \$10,000	Program Ad: Full Page, 3 tickets to the Fall Conference, Triple-sized booth	<ul style="list-style-type: none"><li>• Awards Banquet</li><li>• Exhibitor Seminar</li><li>• Social Event</li></ul>
Silver \$6,000	Program Ad: Half Page, 2 tickets to the Fall Conference, Double-sized booth	<ul style="list-style-type: none"><li>• Lunch</li><li>• Cocktail Hour</li><li>• Headshot Photo Booth</li></ul>
Bronze \$3,000	Program Ad: Quarter Page, 1 ticket to the Fall Conference, Regular sized booth	<ul style="list-style-type: none"><li>• Snack Break</li><li>• Conference Swag bags</li><li>• Cell phone charging station</li></ul>
Exhibitor \$1500	Program Ad: 1/8 <sup>th</sup> Page, 1 ticket to the Fall Conference, Regular sized booth	
Non-Profit Exhibitor \$750	For those with a 501c3 organization. Program Ad: 1/8 <sup>th</sup> Page, 1 ticket to the Fall Conference, Regular sized booth	

Registration Deadline: August 31, 2025

Please complete your registration form or sign up on our website DSAA.ORG by September 30, 2025 to ensure your place is reserved and your ad is included in the conference program booklet.

Hotel Reservations: \$159 USD/night (through October 6<sup>th</sup> or until room block is filled)

Boxes can be mailed up to 2 days in advance to (attn: guest name and DSAA):  
Embassy Suites, SNA Airport, 1325 East Dyer Road, Santa Ana, CA 92705. (714) 241-3800

Schedule: Monday (10/27) Set up at 3pm, Opening Reception at 6:30pm. Exhibit hours Tues/Weds: 8am to 5:30pm. Tuesday at 10am, Exhibitor introductions. Lunch with Exhibitors Tues/Weds. 12:20 – 1:30 pm. Pack up on Wednesday 5:30pm. You are invited to attend the Tuesday night social event and the Wednesday closing banquet.

If we can be of further assistance or help with questions or concerns, please contact our Communications Office at (800) 270-DSAA (3722) or [exhibitors@dsaa.org](mailto:exhibitors@dsaa.org).

Sincerely,

*John Bolen*

Exhibitor Coordinator  
DSAA Conference Committee



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Company Name

Type of Business

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Contact Name and Title

Phone Number

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Address

Email Address

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City, State/Province, Zip/Postal Code

DSAA Partner Current calendar year with conferences and on-going support.

- ☐ Gold \$10,000
- ☐ Silver \$6000
- ☐ Bronze \$3000

Exhibitor (non-partner) One-time conference

- ☐ \$1500, includes registration for one attendee and 1/8 page ad in program
- ☐ \$750 Non-Profit 501c3 Organization

Single booths measure approximately 8'-10' wide and 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 \$425 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 (Monday Evening) \_\_\_\_\_
- ☐ Tuesday Lunch
- ☐ Social Event (Tuesday Evening) \_\_\_\_\_
- ☐ Wednesday Lunch \_\_\_\_\_
- ☐ Closing Banquet Wednesday Evening \_\_\_\_\_

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 \_\_\_\_\_

Please mail payment to: DSAA Conference Committee, 3702 Meadow View Drive, Pasco, WA 99301

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.

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Name on Card

Signature

Amount \$

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Card Number

Security Code

Expiration Date

Billing Zip Code

All prices are marked in USD.