



**Driving School
Association
of the Americas**

**International Conference
October 19-22, 2026
Atlantic City, New Jersey
Partner & Exhibitor Registration**

February 2026

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 Atlantic City, NJ**. 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 your specific sponsorship items, every Partner/Exhibitor package includes:

- **Full Access:** One complimentary admission (or more, depending on partnership tier) to all seminars, events, and meals.
- **Visibility:** Designated booth space and an ad in our program booklet.

*Need more team members onsite? Attain additional attendee passes at **\$475 each**.*

Partnership Opportunities: Slide into the driver's seat and promote your organization's expertise with one of the following partnership opportunities. Partners enhance the conference by adding hosted events or items—at no additional cost to the sponsorship package. This support **elevates** the conference experience for attendees and increases the opportunity for making mutually beneficial connections.

Selection Policy: One hosting choice per category is available to each partner, secured on a first-come, first-served basis.



Elevate Your Presence with premium booth placement and exclusive branding. Review high-impact options below and contact us to lock in your sponsorship before they sell out.

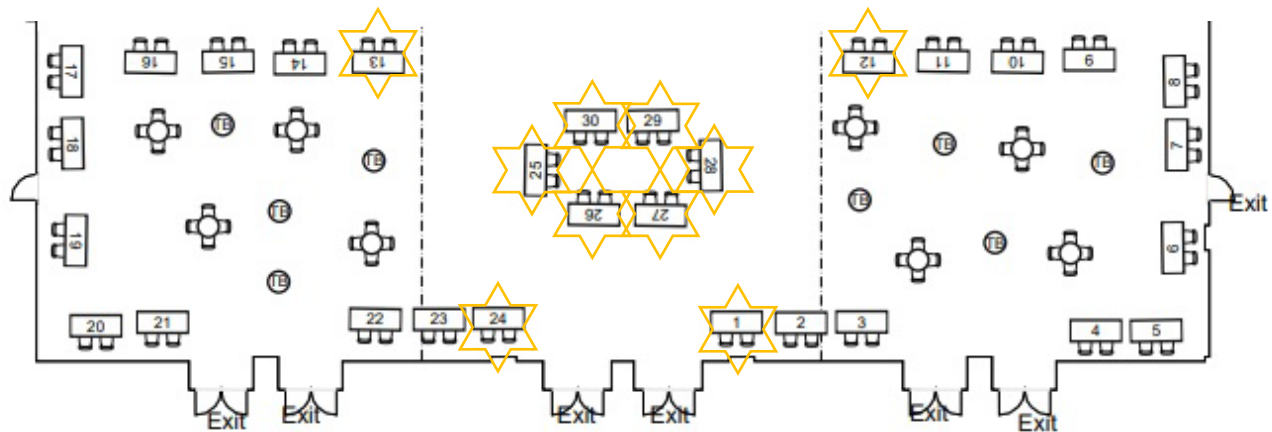
- **Social Event (Gold):** Be the main host of the Tuesday party! Your branding is prominently displayed, plus mic time to welcome the crowd.
- **Seminar (Gold):** Take the stage or fund a speaker to present in your area of expertise.
- **Boardwalk 5K (Silver):** Sponsor our morning fun run/walk on the Atlantic City Boardwalk. Your logo on tee-shirts, plus hand out bananas and water at the finish.
- **Headshot Photo Booth (Silver):** Help attendees update their profile headshots. The photographer is stationed **at your booth**, driving traffic as attendees book appointments. Your logo is included on the photo delivery sent to every participant.
- **Name Tags or Swag Bags (Bronze):** Maximum visibility. Your company logo is worn by every attendee for the entire duration of the conference.
- **Vendor Bingo Card (Bronze):** Your logo is featured prominently on every card. Your brand stays front-and-center while attendees visit exhibitors for stamps.
- **Salt Water Taffy Break (Bronze):** Be the hero providing a classic Atlantic City treat to attendees during a dedicated break.

Tiers	Benefits	Specify hosting choice
Gold Partner \$10,000	Program Ad: Full Page, 3 conference tickets, Triple-sized booth	<ul style="list-style-type: none">• Awards Banquet• Social Event• Host a seminar or fund a speaker.
Silver Partner \$6,000	Program Ad: Half Page, 2 conference tickets, Double-sized booth	<ul style="list-style-type: none">• Sunrise Boardwalk 5k• Cell phone charging station• Coffee station• Cocktail Hour• Headshot Photo Booth
Bronze Partner \$3,000	Program Ad: Quarter Page, 1 ticket to the Fall Conference, Regular sized booth	<ul style="list-style-type: none">• Vendor Bingo Card• Ice Cream Break• Saltwater Taffy Break• Name tags• Swag Bags• Snack Break
Exhibitor \$1500	Program Ad: 1/8 th Page, 1 ticket to the Fall Conference, Regular sized booth	
Non-Profit Exhibitor \$750	501c3 required. Program Ad: 1/8 th Page, 1 ticket to the Fall Conference, Regular booth	



Exhibit Hall – Booth Selection

As the central hub for seminars and meals, the Exhibit Hall ensures every spot offers great exposure. **Register by March 30th to save \$150** and secure your preferred location (standard rates increase by \$150 after June 30th). *Please indicate your top two booth choices when registering; assignments are made on a first-come, first-served basis. (Starred spaces 1, 12, 13, & 24-30 are reserved for Partners).* **Note:** Complimentary shared meeting tables are available in the hall for client appointments (not assigned to specific booths).



Schedule of Events and Traffic Flow:

We have designed the agenda to maximize attendee traffic in the Exhibit Hall. Times marked **"High Traffic"** indicate dedicated breaks where attendees are directed to the hall for food and networking.

Monday, October 19th

- 3:00 PM: Exhibitor Kick-Off meeting
- 3:15 PM: Move-In & Set Up
- 6:30 PM - 8:00 PM: Opening Reception in Exhibit Hall (*High Traffic*)
 - *Kick off the conference with drinks and appetizers right at your booth.*

Tuesday, October 20th

- Exhibit Hours: 8:00 AM – 5:30 PM
- 9:40 AM – 10:10 AM: Morning Break with Exhibitors (*High Traffic*)
- 12:10 PM – 1:30 PM: Lunch with Exhibitors (*High Traffic*)
- 2:25 PM – 2:55 PM: Afternoon Break with Exhibitors (*High Traffic*)
- Evening: Social Event (*Networking Opportunity*)



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Wednesday, October 21st

- 7 AM: Exhibitor/Partner Wrap Up Meeting
- Exhibit Hours: 8:00 AM – 5:30 PM
- 9:25 AM – 09:55 AM: Morning Break with Exhibitors (*High Traffic*)
- 12:00 PM – 1:30 PM: Lunch with Exhibitors (*High Traffic*)
- 2:25 PM – 2:55 PM: Afternoon Break with Exhibitors (*High Traffic*)
- 5:30 PM: Exhibitor Pack Up
- 6:00 PM: Cocktail Hour & Closing Banquet (7:00 PM)

Exhibitor Spotlights: We are running spotlights between sessions. Choose a format:

- **Scripted Read:** Submit a 60-word pitch for our MC to read while your logo displays.
- **Video Ad:** Submit a video (MP4, max 30 seconds).

Note: We will not use live microphones.

Deadlines and Logistics: Use this form or sign up on our website DSAA.ORG

- **Registration Deadline:** August 31, 2026 (To ensure program inclusion).
- **Ad Material Deadline:** September 13, 2026 (Program ads and Spotlights).
- **Hotel Reservations:** \$87 USD/night. Rate available through October 5th or until the room block is filled. Self-parking is complimentary.

Shipping Information: Boxes can be mailed no more than 3 working days in advance to:

Attn: Convention Service Department,
DSAA 10/19/26 and Guest name
Golden Nugget Atlantic City,
600 Huron Avenue & Brigantine Boulevard
Atlantic City, NJ 08401

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.

Sincerely,

John Bolen and Jenny Turner
Exhibitor Coordinators
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 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 \$475 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, email info@dsaa.org or call (800) 270-DSAA.

Name on Card

Signature

Amount \$

Card Number

Security Code

Expiration Date

Billing Zip Code

All prices are marked in USD.