



**Driving School
Association
of the Americas**

**International Conference
October 13-16, 2021
Anaheim, California
Partner & Exhibitor Registration**



January 2021

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.

Our upcoming International Conference will be in Anaheim, California on October 13-16, 2021. Please accept this invitation to join us in partnership and exhibiting.

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.

The Opening Reception, daily lunches and breaks 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.



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.

Exhibition Schedule:

Table with 2 columns: Exhibitor Set Up / Events and Exhibition Times. Includes dates from Wednesday, October 13, 2021 to Friday, October 15, 2021.

Registration Deadline: Please complete your registration form or sign up on our website DSAA.ORG by August 31, 2021 to ensure your place is reserved and your ad is included in the conference program booklet.

Hotel Reservations: \$139 USD/night (through September 21st or until room block is filled)

Embassy Suites by Hilton Anaheim South
11767 Harbor Blvd
Garden Grove, CA 92840
(714) 539-3300

If we can be of further assistance or help with questions or concerns, please contact our Communications Office at (800) 270-DSAA (3722) or Cecilia@dsaa.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) _____
- Opening Breakfast (Thursday Morning) _____
- Social Event (Thursday Evening) _____
- Fri/Sat Breakfast _____
- Thur/Fri Lunch _____
- Banquet (Friday 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 _____

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

- | | | |
|--|--|--|
| Platinum/Gold | Silver | Bronze |
| <input type="checkbox"/> Opening Breakfast | <input type="checkbox"/> Reception | <input type="checkbox"/> Daily Break (Snacks/Drinks) |
| <input type="checkbox"/> Closing Banquet | <input type="checkbox"/> Boxed Lunch | <input type="checkbox"/> Swag Bags |
| <input type="checkbox"/> Social Event | <input type="checkbox"/> Cocktail Hour | <input type="checkbox"/> Promotional Items |

Please mail payment to: DSAA Conference Committee, 634 E Main Street, Lansdale, PA 19446

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.



PARTNERSHIP PROGRAM

Bringing together traffic safety professionals and organizations since 1973

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

BUSINESS SOLUTIONS
TRANSNATIONAL
PAYMENTS • TECHNOLOGY • TRUST

COACHING
NEW DRIVERS

EDUCATION & RESEARCH
AAA

VEHICLE SAFETY
AUTO ALLIANCE
DRIVING INNOVATION®

INSURANCE
ARACHAS GROUP
INSURANCE
KEYSTONE®

CAR BUYING
MAZDA



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.