



**Driving School  
Association  
of the Americas**

**International Conference  
October 17-20, 2023  
Las Vegas, Nevada  
Partner & Exhibitor Registration**

June 2023

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 year as we celebrate our 50<sup>th</sup> Anniversary! Our upcoming International Conference will be in Las Vegas, Nevada on October 17-20, 2023 where we will feature additional exposure opportunities for your organization as we honor our past, connect in the present and look forward to our future.



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 200) or individual items to the raffle, please indicate this on the registration form.



**50<sup>th</sup> Anniversary 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.

<b>Tiers</b>	<b>Benefits</b>	<b>50<sup>th</sup> Anniversary Add-Ons</b>
<b>Diamond</b> \$20,000	Program Ad: Centerfold Full Page, 4 tickets to both the Spring Seminar and Fall Conference, Triple-sized booth, Speaking opportunity during conference	<ul style="list-style-type: none"> <li>• Awards Banquet</li> </ul>
<b>Platinum</b> \$15,000	Program Ad: Inside Cover Full Page, 4 tickets to the Fall Conference, Double-sized booth	<ul style="list-style-type: none"> <li>• Speed Vegas Event</li> <li>• Fiesta Blanco</li> <li>• Social Event</li> </ul>
<b>Gold</b> \$10,000	Program Ad: Full Page, 3 tickets to the Fall Conference, Regular sized booth	<ul style="list-style-type: none"> <li>• Exhibitor Seminar</li> <li>• Dig This Event</li> <li>• Opening Breakfast</li> <li>• Lunch</li> <li>• Cocktail Hour (Poolside or Fiesta Blanco)</li> </ul>
<b>Silver</b> \$6,000	Program Ad: Half Page, 2 tickets to the Fall Conference, Regular sized booth	<ul style="list-style-type: none"> <li>• Seminar Break</li> <li>• Name Tags</li> <li>• Headshot Photo Booth</li> </ul>
<b>Bronze</b> \$3,000	Program Ad: Quarter Page, 1 ticket to the Fall Conference, Regular sized booth	<ul style="list-style-type: none"> <li>• Conference Swag bags</li> <li>• Cell phone charging station</li> </ul>
<b>Exhibitor</b> \$1400	Program Ad: 1/8 <sup>th</sup> Page, 1 ticket to the Fall Conference, Regular sized booth	
<b>Non-Profit Exhibitor</b> \$700	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, 2023**



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Please complete your registration form or sign up on our website DSAA.ORG by **August 31, 2023** to ensure your place is reserved and your ad is included in the conference program booklet.

**Hotel Reservations:** \$119 USD/night (through September 25<sup>th</sup> or until room block is filled)  
Flamingo Las Vegas, 3555 Las Vegas Blvd. Las Vegas, NV 89109. (702) 733-3111

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,

*Prince Boparai*

Exhibitor Coordinator

DSAA Conference Committee



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

- |  |  |
|--|--|
| <input type="checkbox"/> Diamond \$20,000  | <input type="checkbox"/> \$1400, includes registration for one attendee and 1/8 page ad in program |
| <input type="checkbox"/> Platinum \$15,000 | <input type="checkbox"/> \$700 Non-Profit 501c3 Organization                                       |
| <input type="checkbox"/> Gold \$10,000     |  |
| <input type="checkbox"/> Silver \$6000     |  |
| <input type="checkbox"/> Bronze \$3000     |  |

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 (Tuesday Evening) \_\_\_\_\_
- Opening Breakfast (Wednesday Morning) \_\_\_\_\_
- Social Event (Wednesday Evening) \_\_\_\_\_
- Wednesday Lunch \_\_\_\_\_
- Thursday Lunch \_\_\_\_\_
- Fiesta Blanco (Thursday 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, 634 E Main Street, Lansdale, PA 19446  
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
		Billing Zip Code

All prices are marked in USD.