

SPONSORSHIP Investment Opportunities 2017

VDTA•SDTA Summer Show • Niagara Falls, Canada • September 9-10

Sponsorship is a great way to keep your BRAND in front of the dealers who attend the VDTA•SDTA Trade Show & Convention.

Please return this form by **July 1, 2017.**

<u>Opportunities</u>	<u>Amount each</u>	<u>Availability</u>	<u>Check Here</u>
Signature Show Sponsorship ----- Sponsor benefits: Company logo appears on convention registration desk, on a banner inside the exhibit hall and floor carpet. Company logo will appear on general info signs and on marketing materials that promote the convention. Aisle banner in your aisle. One full page ad in Show guide	\$10,000	1	_____
Platinum Show Sponsor ----- Sponsor benefits: Company logo appears on convention registration desk, on a banner inside the exhibit hall. Company logo will appear on general info signs and on marketing materials that promote the convention.	\$5,000	1	_____
Show Tote Bags -----	\$4,000	2	_____
Banner - Front Wall of Hall (inside) -----	\$1,500	3	_____
Aisle Number Sign -----	\$500	18	_____
Dealer Appreciation Social Event Held in the exhibit hall from 5:30 PM to 7:30 PM. Exhibit hall will be open during this time	Platinum ----- \$1,500 Gold ----- \$1,000 Silver ----- \$500 Bronze ----- \$300	7 12 20 unlimited	_____ _____ _____ _____

Sponsor's logos or names will be printed in the Show Guide and on all relevant signs. Please give us your commitment early, so we can recognize your sponsorship on our advertising materials.

Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Cell Phone: _____ Fax: _____

Email: _____

PAYMENT METHOD - Visa Mastercard Check (Payable to VDTA•SDTA)

Credit card number: _____ Exp. date: _____ CCV: _____

Name & Address of CC if different than above _____

Payment enclosed by check or use the credit card listed above. (cc will be processed upon receipt)

Please call me for my credit card info.

Please send a bill to the person listed above.

For more information contact VDTA•SDTA, 2724 2nd Ave., Des Moines, IA 50313 • 800-367-5651 • fax: 515-282-4483

INVITED Independent Dealer Guest Registration 2017

*VDTA • SDTA Summer Show • Niagara Falls, Canada • September 9-10
Special RNK workshop September 8*

Exhibitors: INVITE INDEPENDENT DEALERS TO THE SHOW! With this form, submit your invited guest's name and address information. **DO NOT** include your invited guests on your exhibitor registration form.

There is NO CHARGE for your independent dealer invited guests.

Deadline: August 1, 2017. After deadline date, badges will be held at the VDTA registration desk.

Badges will not be processed without complete dealer name, address, and phone information.

Return form via **Mail:** VDTA • SDTA, 2724 2nd Ave., Des Moines, IA 50313. **Fax:** 515-282-4483. **Email:** mail@vdt.com

There is a registration fee for NON-exhibiting manufacturers; OEM's; distributors or suppliers; mass merchandise reps or chain store reps; and other related companies. Please refer to the website for these fees or contact our office. Please do not put them on this form. We WILL NOT process invited guest badges for them.

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EXHIBITING COMPANY NAME: _____

CONTACT PERSON _____ **PHONE:** _____

Email for contact person: _____

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Dealer Company Name: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Email: _____

Name: _____ Name: _____

Name: _____ Name: _____

Name: _____ Name: _____

Dealer Company Name: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

Email: _____

Name: _____ Name: _____

Name: _____ Name: _____

Name: _____ Name: _____

Show Program ADVERTISING CONTRACT 2017

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Advertising in the Show Program provides a cost effective way to improve **BRAND** awareness for attendees, directs them to your booth and reinforces business contacts before, during and after the convention. Show Program advertising serves as a silent sales-person to generate interest in your products and services. Among the items well suited for advertising in the Show Program are:

- SHOW SPECIALS
- NEW SERVICES
- NEW PRODUCT INTRODUCTIONS
- SPECIFIC TERRITORY RECRUITING
- NEW DEALER PROGRAMS
- SPECIAL SHOW EVENTS

Company Name: _____

Authorized signature: _____

Address: _____

City, State, Zip: _____

Cell Phone: _____ Fax: _____

Email: _____

_____ **YES, Please add our exhibit booth number to the bottom of our advertisement. Booth #** _____

4 Color Ad Rates:

1 Page (8.125" x 10.5") \$2,000
1/2 Page (7.125" x 4.625") \$1,000
1/2 Page (4.625" x 7") \$1,000

1/4 Page (4.625" x 3") \$500
1/4 Page (3.5" x 4.625") \$500
1/8 Page (4.625" x 2") \$375

Dimensions indicated for full page ads are "finished trim size". full page "bleed size" is 8.526" X 11". If you are uncertain about these dimensions, call 800-367-5651.

Show Program DEADLINE: August 1, 2017 for advertising insertions & material

Mechanical Requirements: Digital Advertising Material accepted media: email to ads@vdta.com.

Accepted files: Adobe Acrobat (PDF) preferred. Acrobat files should be created using the "High Quality" setting.

At the advertisers discretion, ads may be submitted as 300 dpi (or greater) TIF files. **All colors must be CMYK.**

NON-accepted files: **We do not accept Microsoft Word or Publisher for advertising. When preparing ads for print, do not use RGB color.**

Proofs: Proof should accompany all digital materials. **The publisher takes no responsibility for files sent without a color proof.**

Photos: Digital photos must be as follows: 300 dpi at 100%, CMYK color and .TIF format. If JPG format is used, please be certain that the file was created using the highest quality setting (least amount of compression).

Insertion Orders: Mandatory from all agencies and advertisers. Must include authorized signature.

Pick-up materials from other publications: Publisher does not have the authority to obtain advertising materials from other publications. These materials should come from the advertiser or agency.

Submit advertising files to ads@vdta.com

Ad size requested: _____ **Space cost:** _____ **Amount due: \$** _____

PAYMENT METHOD: _____ Visa _____ Mastercard _____ Check (Payable to VDTA•SDTA)

Card Number _____ Exp Date _____ CCV _____

Name (as it appears on card) _____

Address of cardholder: _____

City, State, Zip: _____

Phone: _____ Email: _____

Authorized signature: _____

Mail to VDTA•SDTA • 2724 2nd Ave. • Des Moines, IA 50313 • E-mail: ads@vdta.com • fax 515-282-4483

EXHIBITOR BADGE REGISTRATION 2017

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Deadline date to return this form to VDTA • SDTA is August 1, 2017 to receive badges in the mail.

Please list all exhibit personnel **employed by your company** that will be working in your booth. Badges will be mailed to the address below if information is received by the deadline date. Badges will be available for pickup at the show for late registrations. For questions, call 800-367-5651.

Do not list your invited independent dealer guests on this form.

This form is only for persons employed by your company who are specifically there to work in the booth.

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact person: _____

Contact Cell Phone: _____ Fax: _____

Contact Email: _____

Please mail badges to the address listed above

Do not mail badges. Please hold at the Exhibitor Registration desk for pickup at the show.

Name: _____ Title: _____ Hotel: _____

Email: _____

Name: _____ Title: _____ Hotel: _____

Email: _____

Name: _____ Title: _____ Hotel: _____

Email: _____

Name: _____ Title: _____ Hotel: _____

Email: _____

Name: _____ Title: _____ Hotel: _____

Email: _____

Name: _____ Title: _____ Hotel: _____

Email: _____

Name: _____ Title: _____ Hotel: _____

Email: _____

Please copy form for additional names

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