



## **56<sup>th</sup> Annual NARSA Convention & Trade Show**

### ***Think Inside the Box***

**Harrah's Las Vegas and the Sands Expo Center**

**Monday, November 2 – Thursday, November 5, 2009**

### **SPONSORSHIP OPPORTUNITIES**

NARSA is looking for your support through sponsorship for the events scheduled to take place during the 2009 National Convention & Trade Show. You are invited to take advantage of these great opportunities to promote your business and to support the international cooling system experts.

This year's convention theme is "Think Inside the Box" and it indicates a programming focus on the business of buying and selling parts right out of the box. Real radiator men and women sell boxes and a lot of them. Show your support of the specialist channel by supporting your customers, friends, colleagues and allies.

If you are interested in sponsoring one of these terrific events, please complete the attached Sponsorship Form and submit it to NARSA Headquarters by **September 26, 2009**.

### **Monday, Nov. 2**

#### **Program Patron \$1000 Sponsorship**

Help us deliver the program by helping to defray the general cost of the convention. Sponsorship includes:

- Introduction of key personnel and announcement of your company's sponsorship at the event
- Publicity in NARSA Publications and in the Official 2009 National Convention and Trade Show Brochure
- Signage during the ed/etch programs and other activities.
- Tabletop in the Tuesday Meet the Vendors Reception with four tickets to Tuesday reception.

### **Keynote Industry Luncheon Sponsor (\$2,500)**

“Flash Forward” is a new innovation to convention programming this year. Be a part of this inaugural program that will feature a speaker that will address how technological change is addressing global trends and issues. The message will be exciting, thought provoking and inspirational. If you respond quickly enough, you may be able to help pick from a short list of potential speaking candidates.

- Introduction of key personnel and announcement of your company’s sponsorship at the event
- Identification with the innovative and thought provoking message
- Presentation of a silent slide show featuring your firm and products during seating (you supply the show)
- Publicity in NARSA Publications and in the Official 2009 National Convention and Trade Show Brochure
- Signage during the ed/etch programs
- Recognition after the show in the Cooling Journal
- Tabletop in the Tuesday Meet the Vendors Reception with four tickets to that reception.
- Have first choice to sponsor for 2010

### **Monday Welcoming Reception (5:00 to 7:00 PM)**

Kick off industry automotive week with a special reception for the select group of cooling system product distributors, jobbers and installers. Call for special exclusive sponsorship number.

#### **Co-Sponsors \$2,500**

- PowerPoint with your company logo projected during the Welcome Reception
- Signage throughout the event as a Top Tier Sponsor and indicating your Sponsorship Level
- 10 tickets to the reception.
- Introduction of key personnel and announcement of your company’s sponsorship at the event
- Publicity in NARSA Publications and in the Official 2009 National Convention and Trade Show Brochure
- Dedicated lounge seating area/ conversation pit at the reception.
- Tabletop in the Tuesday Meet the Vendors Reception with four tickets to that reception.
- Recognition after the show in the Cooling Journal
- Have first choice to sponsor for 2010

## **Tuesday November 3, 2009 Events**

### **Meet the Vendors Reception (5:00 to 7:00 PM)**

Unwind in a relaxing and pleasant atmosphere after the show. Why ask your customers to squeeze into the crowded bars after the show? NARSA will be hosting a special reception devoted to the art of relaxed conversation and is throwing in an opportunity to have your information and company prominently featured at tabletop exhibits. This is a fantastic way for everyone to connect to discuss product lines in a great atmosphere. There will be a bar and hors d'oeuvres for this event. Tabletop participants will be provided with a draped table to display literature and conduct one-on-one customer meetings. The fee structure to participate in this event is as follows:

NARSA Convention Sponsors at any level: **FREE**

NARSA Members: \$400 (Includes four tickets to the reception)

Non-Members: \$600 (Includes four tickets to the reception)

(NOTE: Convention sponsors may purchase additional tickets to the Monday or Tuesday receptions for \$200 for five tickets – must be purchased in advance and in a block of five)

*No product may be displayed. Literature, catalogs, CD's and laptops are acceptable.*

**In addition to completing the above information, NARSA will also need to obtain a copy of your company logo for promotional purposes. Logo artwork can be sent as camera-ready copy to the NARSA office or E-mailed to [info@NARSA.org](mailto:info@NARSA.org). For reproduction, E-mailed digital artwork is best sent in an EPS Vector Based file format (e.g., Adobe Illustrator EPS).**

**Please note that your company will most likely share space with other sponsors unless the sponsorship is exclusive. Your support is much appreciated as sponsorships help to keep overall costs to registrants in check.**

**Please send completed sponsorship forms and company logos to the NARSA office before September 26, 2009.**

## NARSA 2009 Convention Sponsorship Application

**Tabletop/Sponsorship Deadline: September 26<sup>th</sup>, 2009**

*Please indicate the number of tabletops you wish to purchase and/or place an "X" next to the item(s) you wish to sponsor at each meeting.*

_____	Program Patron Sponsorship \$1,000	Subtotal	\$_____
_____	Monday Evening Reception - \$2,500 (Co-sponsor)	Subtotal	\$_____
_____	Monday Evening Reception \$200 per block of 5 (Reception ticket blocks available only to Convention Sponsors)	Subtotal	\$_____
_____	Keynote Industry Luncheon Sponsorship - \$2,500	Subtotal	\$_____
_____	Tuesday		
	Meet the Vendors Tabletop \$400 – Member	Subtotal	\$_____
_____	Tuesday		
	Meet the Vendors Tabletop \$600 – Non-Member	Subtotal	\$_____
_____	Tuesday Evening Reception \$200 per block of 5 (Reception ticket blocks available only to Convention Sponsors)	Subtotal	\$_____
		Total	\$_____

## 2009 Convention Sponsorship

### Payment Information:

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ ST/Prov: \_\_\_\_\_ Zip/PC: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Form of Payment:

- Total Amount Due \$ \_\_\_\_\_
- Check \_\_\_\_\_
- Credit Card: Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Total Amount to Be Charged to Card: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

***Please note: In order to secure your space, advanced payment is required.***

***Payment must be received with this application. Thank You!***

Names of representatives who will be exhibiting at event:

Name: \_\_\_\_\_

Name: \_\_\_\_\_

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