

Virginia Automotive Association
Convention & Trade Show
April 23—25, 2010
Williamsburg Marriott
The Automotive Show in Virginia



Convention Sponsor Levels:

- Platinum-** \$5,000 includes 1 booth and 5 Customer Comps
Gold- \$4,000 includes 4 Customer Comps
Silver- \$3,000 includes 3 Customer Comps
Bronze- \$2,000 includes 2 Customer Comps
Pewter- \$1,000 includes 1 Customer Comp

Recognition: Sponsors will be recognized in the Virginia Automotive Report issues before and after the Convention, on a Convention Banner, at the Sunday breakfast, special name badges, and Customer Comps (free registration to a customer who is not a VAA member).

Trade Show Exhibitor Options: (trade show is Saturday, April 24, 1:00—5:00 pm)

10' X 8' Booth— 1 for \$450, 2 for \$800, 3 for \$1100

8' X 4' Booth— 1 for \$375, 2 for \$725, 3 for 975

Each booth includes pipe and drape, 3' sides, 8' backdrop, skirted table, 2 chairs and company name sign at top of backdrop. Electricity (110) and internet access available at no additional cost. Maximum 3 booths per company.

Sponsor & Booth Registration:

Company Name:

Contact Person:

Billing Address:

Phone: Email:

Sponsor Level: # of Booths: Size:

Questions? Contact Steve Akridge @ VAA— 800-488-2732 Email: sakridge@vaautomotive.org

Invoices will be sent in January



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Why Sponsor and Exhibit at the VAA Convention and Trade Show?

VAA is a non-profit trade association representing the independent automotive shops in Virginia. This is our one big event of the year, and your support allows us to bring quality seminars, speakers, meal functions and entertainment for the owners, managers and employees of our members at a very affordable price. It's a great way to keep your name in front of hundreds, while supporting the only group in Virginia who looks after the industry's business interests. We recognize our Sponsors many times over, including before during and after the show.

New for this year: Customer Comps. Depending on your sponsor level, this allows you to invite up to 5 of your customers, who are not VAA members to attend the entire convention and trade show for free (hotel not included). This is a great opportunity to expose your customer to the best educational workshops, networking opportunities and trade show—all as your guest.

New Trade Show Format

This year, we're opening up the Trade show to larger booths, and encourage exhibitors to offer Equipment Demonstration and Product Display. This has not been done in Virginia for many years, and we feel it's time for you to show off the latest technology and products, all in one attractive and affordable setting. For the less than the cost as a tabletop display in past shows, you can now get a booth with more space and no criteria. Bring what you like, as long as it fits in your booth. We are also promoting this as a "Selling Show" and encourage you to bring show specials. We are offering two booth sizes: 10' X 8' and 8' X 4'. Both include pipe and drape, a table, 2 chairs, electricity (110) and internet access.

At the Convention, we will offer Full and Partial Registration packages. Your best value is the full package, but if you can't attend everything, you can register for partial and pay for only what you can attend. Our sleeping room rate for the Marriott is an incredible \$99 per night.

And to encourage attendance at the trade show, we will pass out "Trade Show Vouchers" for free admittance to the trade show only. That's right, anyone can come to the show—even if not attending the convention.

The Williamsburg Marriott has one of the largest ballrooms in Virginia, and we plan to fill it up on April 24. Plan to be a part of the most exciting event of 2010—plan to join us for the automotive show in Virginia.