

TO ALL IN 12TH ANNUAL UTA CONVENTION 2011



Used Truck Association



TALKING STICK RESORT

This year will be an exciting year for the Sponsors at the upcoming UTA convention in Scottsdale, Arizona.

We have some new things we've never done before and we're very excited to bring them to you and the attendees.

New this year — CABANA RENTALS!

As a sponsor you will have the opportunity to reserve a private Poolside Cabana on Wednesday, November 2, from 12:00 pm – 5:00 pm.

- Use for customer appreciation event
- Hospitality area
- Option to have food & beverages
- They are first come, first serve.
The cost ranges from \$95-\$150
(plus food/beverage if needed).

A cabana is available for FREE to all Diamond and Platinum Sponsors who would like one!

Call **David Grace** at 770-389-6528, ext. 404 or email david@grace-management.com for details and availability.



A New Twist on Auctions of Past Conventions — SILENT AUCTIONS!

Also new to this year's convention will be a Silent Auction. *Our goal is to offer more items with a wider range of affordability so more attendees can participate.*

Each vendor has the option to supply a donated item(s) to be displayed at the vendor's trade show booth. This will help draw attendance to each exhibitor.

- Signage supplied by UTA
- Auction sheet & clip board supplied by UTA
- Auction items are at vendor's discretion. *Don't forget, if you purchase items through the UTA store (<http://www.uta.halocatalog.com>) there will be a 5% donation back to the scholarship fund.*

There will still be the **live auction** and **door prize give-aways** for those sponsors who wish to donate to that as well. Please contact **Sheri Aaberg** at 866-431-2448 for more details.



SPONSORSHIP OPPORTUNITIES

There will be 5 levels of sponsorship again this year.
An Expo Booth is open to any Silver level sponsor or above.

SPONSORSHIP LEVELS ARE:

DIAMOND (\$10,000)

- UTA *Industry Watch* Newsletter
FULL-PAGE AD placed in
both September and October issues
- Expo Booth
- Convention Magazine
FULL-PAGE AD
- Premium Plaque
- Optional Cabana (Wednesday afternoon)

PLATINUM (\$5,000)

- UTA *Industry Watch* Newsletter
HALF-PAGE AD placed in
both September and October issues
- Expo Booth
- Convention Magazine
HALF-PAGE AD
- Premium Plaque
- Optional Cabana (Wednesday afternoon)

GOLD (\$2,750)

- UTA *Industry Watch* Newsletter
QUARTER-PAGE AD placed in
both September and October issues
- Expo Booth
- Convention Magazine
QUARTER-PAGE AD
- Sponsor Plaque

SILVER (\$1,750)

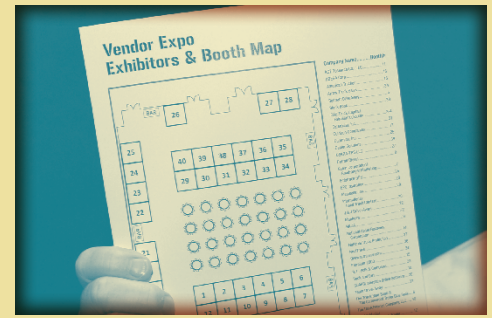
- Expo Booth
- Sponsor Plaque

BRONZE (\$750)

- Sponsor Plaque

If you need assistance with ad design, you may contact **Laura Jones**, the UTA graphic designer, at laura@laurajonesdesign.com or 913-706-7505.

Call David Grace at 770-389-6528 Ext. 404 to reserve your sponsorship level or fax back the reservation form to 770-506-8430.



Our theme for this year's convention is "GO ALL IN."

We are expecting a turn-out of over 550 attendees at the extraordinary Talking Stick Resort & Casino.

GO ALL IN AS A SPONSOR FOR THE 2011 UTA CONVENTION



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