



The Used Truck Association

WHERE THE MAGIC IS

UNIVERSAL

and the Networking IS AN ADVENTURE

2018 19th ANNUAL CONVENTION

NOVEMBER 7-10 ORLANDO

Greetings

from the UTA Convention Committee

Dear Sponsor,

Greetings to our industry partners, the Used Truck Association (UTA) needs your support to make the 19th annual convention in Orlando, FL a success. Last year's convention at The Paris Hotel in Las Vegas, NV set a record attendance and we expect this year's turnout to be even higher.

Your sponsorship always provides a first-class annual convention to the used truck industry at a very reasonable cost to you as a Sponsor. Sponsorship gives you and your company targeted exposure to your potential and current customers.

The UTA's 2017 convention set a record with 836 people attending, which is the largest used truck meeting in North America. We look forward to breaking that record with our 2018 Convention, November 7-10 at the Loews Sapphire Falls Resort at Universal Studios, Orlando. This convention will be a unique occasion for all attendees and being a sponsor will give you an opportunity to be a part of this memorable experience.

Convention sponsors will be recognized in many ways including nametags, the convention program, sponsor posters, promotional materials, on the UTA website, and in the monthly UTA newsletter. Additionally, each sponsor will be listed in the convention magazine with a brief description of their company's products and company contact information. This year attendee badges will be bar coded so sponsors can scan their badges for contact and follow up information.

The Vendor Expo will be held Thursday, November 8 and booth space is available to sponsors who sponsor at the Silver level or higher. Pool side Cabana rentals will also be available for customer engagement on the afternoon of Wednesday, November 7.

The UTA Convention sponsors are important partners for the convention and this convention is a unique opportunity to directly promote your products and services to the Used Truck industry. Sponsoring the UTA Convention maximizes exposure for our sponsors. The sponsorship levels are noted below along with updates for this year's Vendor Expo.

The 2018 VENDOR EXPO

The Vendor Expo hours will be 3:30 pm to 7:30 pm on Thursday evening to allow exhibitors time to socialize with special customers after the Vendor Expo.

Booth space sold out early in 2017, so don't be left out for this year. Reserve your space with Misty Reis as soon as possible.

Several door prizes will be awarded through random

drawings for those who get their Expo Map stamped by the vendors. This helps get the attendees in front of your booth.

The Best at Expo Award is where the convention attendees vote for their favorite booth at the Vendor Expo and the award is presented during the Friday evening Awards banquet. It makes the Expo more fun and engaging for everyone!

Once again, there will be no announcements of winners, etc. over the loud speakers during the Vendor Expo, so there will not be any loud interruptions when you're having discussions with customers at Vendor booths. Instead, silent auction winners and other announcements will be posted on a video monitor at the UTA Expo booth.

19th Annual UTA Convention Sponsorship Registration

PLEASE print EXACTLY how you want your
information displayed on all materials

Company Name _____

Company Address _____

Representative Name _____

Sponsorship Level _____

Email _____

Phone _____

Thank You
to Our Generous SPONSORS

Sponsorship of this year's convention allows us to show the industry your commitment to the UTA and recognize those that make this convention possible.

Please contact us no later than May 31, 2018 to guarantee and reserve your sponsorship booth space if applicable. Contact Misty Reis to determine your 2018 Sponsorship requirements and inquiries. Arranging your sponsorship early allows your company's name to appear in the printed Convention brochure.

We're confident your sponsorship will be a great investment for your company.

Thank you for your support and we look forward to seeing you all in Orlando!

Amanda Kent & Hal Dickson
UTA Convention Chairs

Levels of Sponsorship

In addition to the benefits listed below, sponsor names and logos will be displayed on banners and posters throughout the convention, and in the convention magazine and newsletters.

Diamond PLUS – \$13,000

- FULL-Page Ad in convention magazine
- FULL-Page Ad in UTA newsletter (5x) August-December
- Double width (20' x 10') Expo Booth
- Sponsorship Plaque upon request
- One (1) Convention Registration
- Column graphics near your booth in Vendor Expo hall
- Additional wall graphics in registration area
- VIP pool-side cabana, Wednesday, Nov. 7, 1:00-4:00 pm
- Reserved table option at Friday Awards Dinner

Diamond – \$10,500

- FULL-Page Ad in convention magazine
- FULL-Page Ad in UTA newsletter (5x) August-December
- Double width (20' x 10') Expo Booth
- Sponsorship Plaque upon request
- One (1) Convention Registration

Platinum – \$5,500

- HALF-Page Ad in convention magazine
- HALF-Page Ad in UTA newsletter (5x) August-December
- 10' x 10' Expo Booth
- Sponsorship Plaque upon request
- One (1) Convention Registration

Gold – \$3,500

- QUARTER-Page Ad in convention magazine
- QUARTER-Page Ad in UTA newsletter (5x) August-December
- 10' x 10' Expo Booth
- Sponsorship Plaque upon request
- One (1) Convention Registration

Silver – \$2,500

- 10' x 10' Expo Booth
- Listing in newsletters and convention magazine
- Sponsorship Plaque upon request

Bronze – \$1,000

- Listing in newsletters and convention magazine
- Sponsorship Plaque upon request



Contact Misty Reis for all
inquiries and to become a sponsor!

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