

# EXHIBITOR PROSPECTUS 2025 ANNUAL CONFERENCE

THE NEW FRONTIER OF DRIVER EDUCATION

# ADTSEA

American Driver & Traffic Safety Education Association

**BILLINGS HOTEL  
&  
CONFERENCE CENTER  
BILLINGS, MONTANA**

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**ADTSEA Office  
724-801-82465  
[office@adtsea.org](mailto:office@adtsea.org)**



# THANK YOU 2024 SPONSORS & EXHIBITORS





## CONTACT

### **ADTSEA Office**

**724-801-8246**

**[office@adtsea.org](mailto:office@adtsea.org)**

## OUR AUDIENCE

an estimated

# 250

**Driver Educators**

**Driving Schools**

**State Administrators**

**Leaders in Driver Education**

## MAKE YOUR MARK

ADTSEA brings together national leaders in traffic safety and driver education.

With over 1,000 professional and corporate members, the association provides its members with a national office which represents the interests of members by keeping track of legislation on safety matters and advocate for legislation to support driver and safety education.

We invite you to exhibit at our 69th annual conference and to join our unrelenting commitment to improving driver education.

[Use this link to register to exhibit.](#)

[Use this link to sponsor or advertise in the Agenda.](#)



# SCHEDULE & LOCATION

## SCHEDULE

**Monday, July 21, 2025**

Setup 2:00 pm - 5:00 pm

Exhibit Opening/ Welcome Reception

5:30 pm - 7:30 pm

**Tuesday July 22, 2025**

8:00 am - 5:00 pm

**Wednesday July 23, 2025**

8:00 am - 10:30 am



## BILLINGS HOTEL & CONVENTION CENTER

1223 Mallowney Lane  
Billings, MT 59101

ADTSEA has negotiated fantastic room rates of \$125/night

Book [HERE](#)



# PRICING

## EXHIBIT BOOTH

Includes one (1) 10' x 10' booth space with one (1) 6 foot table, two chairs, attendee list pre- and post-event, and 2 conference registrations. Electrical is included in your booth package.

Members and Non-Profit: \$1,000  
Non-Members: \$2,500



## TOTE BAG INSERTS



Tote bag inserts are included in your exhibitor registration fee.

Non-Exhibitors can include 1 insert per tote bag for the following fee:

Price: \$200



# SPONSORSHIP OPPORTUNITIES

## WELCOME BAGS

Customized tote bags with your logo in 1 color.

These will be given to all attendees upon arrival.

PRICE: \$2,500



STYLE SUBJECT TO CHANGE

## NAME BADGES

Customized name badges with your company name and/or logo printed on each.

These will be given to all attendees upon arrival.

Price: \$2,500



[Sponsorship Link](#)





# **SPONSORSHIP OPPORTUNITIES**

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## **CONTINENTAL BREAKFAST SPONSORSHIP - \$5,000**

3 Available

Recognition as an Official Sponsor of the 2025 ADTSEA Breakfast, customized signage at each breakfast station and each table, one complimentary exhibit space, two complimentary Conference Registrations and one complimentary half page ad in the program booklet.

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## **EXHIBITOR RECEPTION - \$7,000**

Monday July 21, 2025

Recognition as an Official Sponsor of the 2025 ADTSEA Exhibitor Reception, customized signage at each reception station and each table, one complimentary exhibit space, two complimentary Conference registrations and one complimentary full page ad in the program booklet.

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## **LUNCHEON SPONSORSHIP - \$8,000**

Wednesday, July 23, 2025

Recognition as an Official Sponsor of the 2025 ADTSEA Wednesday Luncheon, customized signage at each luncheon station and each table, one complimentary exhibit space, two complimentary Conference Registrations and one complimentary full page ad in the program booklet.

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## **BREAK SPONSORSHIP - \$3,000**

3 Available

Recognition as an Official Sponsor of the 2025 ADTSEA Conference, customized signage at each refreshment break station and on tables, one complimentary exhibit space, one complimentary Conference registration and one complimentary quarter page ad in the program booklet.

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## **AFTER BANQUET RECEPTION SPONSORSHIP - \$1,000**

Wednesday July 23. 2025

Recognition as an Official Sponsor of the 2025 ADTSEA Conference and one complimentary quarter page ad in the program booklet.





# ADVERTISING OPPORTUNITIES

ADVERTISING IN OUR CONFERENCE AGENDA IS A GREAT  
WAY TO REACH POTENTIAL CUSTOMERS:

FULL PAGE: MEMBER \$500

NON-MEMBER \$750

THREE-QUARTER PAGE: MEMBER \$375

NON-MEMBER \$625

HALF PAGE: MEMBER \$250

NON-MEMBER \$500

QUARTER PAGE: MEMBER \$125

NON-MEMBER \$275

[Advertising Link](#)



# CONFERENCE RULES & REGULATIONS

## ASSIGNMENT OF SPACE AND PAYMENT

All booth contracts and applications are subject to review and approval by ADTSEA Executive Committee. All exhibit space will be allocated on a first come, first served basis.

A confirmation of space request will be sent upon receipt of a signed contract, approval, and full payment. ADTSEA reserves the right to re-assign booth space if necessary at any time for any reason.

Payment in full is due within 30 days of the contract submission. No exhibitors shall assign, sublet, or share the whole, or any part, of the space contracted with any other company without prior written consent. All exhibit space requests are due by July 1, 2025.

## BOOTH SPECIFICATIONS

The standard booth size is approximately 10' x 10' (approximately 3.05 m x 3.05 m).

## EXHIBITOR NAME BADGES

Each exhibiting company is entitled to two (2) complimentary exhibitor badges. Exhibitor badges admit company representatives and permit entrance into the Exhibit Hall, keynote or breakout sessions. The charge for each additional Exhibit Hall Only badge is \$500 per representative. The name of each company representative must be submitted to the ADTSEA office by July 1, 2024.

## INSTALLATION & DISMANTLING

Installation of exhibits may commence on Monday, July 21, 2025 at 2:00 pm. All exhibits must be fully assembled and ready for display no later than 5:00 pm on Monday, July 21, 2025. Dismantling of exhibits may begin after 3:30 pm on Wednesday July 24, 2025. \*Exhibitors will meet with ADTSEA at 3:30 for a wrap-up.

## CANCELLATION

Exhibitors may reduce or cancel contracted space by submitting written notice to [office@adtsea.org](mailto:office@adtsea.org). Such notice must be received and acknowledged by ADTSEA no later than June 15, 2025. No refunds will be made if written notice of cancellation or reduction is received after June 15, 2025. Sponsorship contributions are non-refundable.

## CONFERENCE GUIDE AND OTHER MATERIAL

All advertising materials and company listing information for exhibit space must be submitted and acknowledged by July 1, 2025 for inclusion in the Conference Agenda and other materials. There is no guarantee that an exhibitor's company information will be included in any printed material if the material is received after this date.

## SECURITY

ADTSEA will not be responsible for 24-hour security services at the Billings Hotel and Conference Center. While every precaution will be taken, ADTSEA assumes no liability for lost or stolen items. The ultimate responsibility remains with the individual exhibitors to protect their property, and appropriate protection and insurance should be arranged.

## LIABILITY

In consideration for the opportunity to display services and products at an ADTSEA Conference, the Exhibitor, its officers, directors, agents, and insurers agree to indemnify and hold harmless ADTSEA directors, contractors, employees, and agents and the Billings Hotel and Conference Center, Billings, MT, from any loss, injury, suit, action or cause of action, or claim whatsoever resulting from any incident, accident, fire, theft, or any claim or loss to any person claiming loss or injury, including any loss or damage to property of the Exhibitor, its employees, agent, or subcontractors, loss or injury to any manufacturer's demonstration participants, the employees, agents, guests, and general public. Said indemnification and agreement to hold harmless ADTSEA and the Billings Hotel and Conference Center, Billings, MT, as foresaid, shall include reimbursement for any costs, expenses, and reasonable attorney's fees incurred by indemnities. Further, any claim of damage to the property of the Billings Hotel and Conference Center, Billings, MT resulting in the immediate assessment of damages against ADTSEA from any act of omission of the Exhibitor, its agents, employees, contractors, and subcontractors, shall be immediately paid or assumed by the Exhibitor. In addition, the Exhibitor acknowledges that ADTSEA does not maintain any insurance to cover loss or damage to any property of the Exhibitor. Exhibitors are advised to obtain commercial insurance to cover all losses and claims.

## RESTRICTIONS

ADTSEA reserves the right to determine the eligibility of a company or their product/services for inclusion in the Exhibit Hall and reserves the right to restrict exhibits that, because of noise, method of operation, materials, or for any other reason, become objectionable to ADTSEA. ADTSEA also reserves the right to prohibit any exhibit that, in the opinion of ADTSEA, may detract from the general character of the Exhibit Hall as a whole. In such event, any exhibitor terminated prior to expiration of the Conference for cause shall not be entitled to a refund or be entitled to damages for any direct or indirect expenses incurred by the Exhibitor. The exhibition of a company's products or services within the ADTSEA Exhibit Hall does not represent an endorsement of those products/services by ADTSEA. No signs will be affixed by any means to the walls, doors, or any other surface in the exhibit area.