JULY 25 - 28, 2021

RISING TO TODAY’S CHALLENGES – CREATING TOMORROW’S OPPORTUNITIES

2021 ANNUAL ADTSEA CONFERENCE

Crowne Plaza Knoxville Downtown
401 W Summit Hill Dr.,
Knoxville, Tennessee 37902
865-522-2600

SPONSORSHIP OPPORTUNITIES
EXHIBITOR INFORMATION
AND
ADVERTISING OPPORTUNITIES

Be recognized in the program agenda

Be recognized during the Opening and Closing Sessions

Free advertisement in the program agenda

Address the Attendees

ADTSEA
1434 Trim Tree Road
Indiana, PA 15701
724-801-8075
office@adtsea.org
www.adtsea.org
NAME BADGE SPONSORSHIP:

Your state/company/organization name and logo printed on name badge holders.

Name Badge Sponsor: $1,000

Full sponsorship includes:

Recognition as an Official Sponsor of the 2021 ADTSEA Conference and one complimentary quarter page ad in the program booklet.

WELCOME BAG SPONSORSHIP:

Your state/company/organization name and logo printed on conference attendees welcome bags.

Welcome Bag Sponsor: $2,000

Full sponsorship includes:

Recognition as an Official Sponsor of the 2021 ADTSEA Conference and one complimentary quarter page ad in the program booklet.

EXHIBITOR RECEPTION SPONSORSHIP:

Promote your state/company/organization and receive key visibility as the host of the Exhibitor Reception on Monday July 26, 2021.

Reception Sponsor: $8,000
Date: 7/26/2021
Time: 5:30 PM - 7:00 PM
Expected Attendance: 150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2021 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.

The sponsor of an ADTSEA event will:

Be recognized in the program agenda
Be recognized during the Opening and Closing Sessions
Receive space for a free ad to be placed in the program agenda

Promote your state/company/organization and receive key visibility!
BREFAST SPONSORSHIPS:

Promote your state/company/organization and receive key visibility as the host of a Breakfast on Monday July 26 or Tuesday July 27, 2021.

<table>
<thead>
<tr>
<th>Breakfast Sponsor</th>
<th>$5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates:</td>
<td>7/26 - 7/27/2021</td>
</tr>
<tr>
<td>Time:</td>
<td>7:30 - 8:30 AM</td>
</tr>
<tr>
<td>Expected Attendance:</td>
<td>150-200 people</td>
</tr>
</tbody>
</table>

Full sponsorship includes:
Recognition as an Official Sponsor of the 2021 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.

LUNCHEON SPONSORSHIP:

Promote your state/company/organization and receive key visibility as the host of a Lunch on Tuesday July 26, 2021.

<table>
<thead>
<tr>
<th>Luncheon Sponsor</th>
<th>$6,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates:</td>
<td>7/26/2021</td>
</tr>
<tr>
<td>Time:</td>
<td>Noon to 1:30 PM</td>
</tr>
<tr>
<td>Expected Attendance:</td>
<td>150-200 people</td>
</tr>
</tbody>
</table>

Full sponsorship includes:
Recognition as an Official Sponsor of the 2021 ADTSEA Monday Luncheon, customized signage at each luncheon station and each table, one complimentary exhibit space, two complimentary Conference Registrations and one complimentary half page ad in the program booklet.

REFRESHMENT BREAK SPONSORSHIPS:

There are 4 Refreshment break sponsorship opportunities; two on Monday July 26, 2021 and two on Tuesday July 27, 2021.

<table>
<thead>
<tr>
<th>Refreshment Break Sponsor</th>
<th>$2,500 each break event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates:</td>
<td>7/26 – 7/27/2021</td>
</tr>
<tr>
<td>Time:</td>
<td>Daily AM &amp; PM Breaks</td>
</tr>
<tr>
<td>Expected Attendance:</td>
<td>150-200 people</td>
</tr>
</tbody>
</table>

Full sponsorship includes:
Recognition as an Official Sponsor of the 2021 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.

The sponsor of an ADTSEA event will:

- Be recognized in the program agenda
- Be recognized during the Opening and Closing Sessions
- Receive space for a free ad to be placed in the program agenda

Promote your state/company/organization and receive key visibility!
Company or Organization:__________________________________________________________
Contact Person:_________________________________________________________________
Title:__________________________________________________________________________
Address:________________________________________________________________________
City_________________________________ State/Province__________
Zip_____________________
Phone: (_____) ______________________
Email: ________________________________

Please Indicate the Event you wish to Sponsor:

<table>
<thead>
<tr>
<th>Event / Date</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name Badge Sponsor</td>
<td>$1000</td>
</tr>
<tr>
<td>Welcome Bag Sponsor</td>
<td>$2000</td>
</tr>
<tr>
<td>Monday July 26, 2021</td>
<td></td>
</tr>
<tr>
<td>Exhibitor Reception</td>
<td>$8,000</td>
</tr>
<tr>
<td>Monday July 26, 2021</td>
<td></td>
</tr>
<tr>
<td>Breakfast</td>
<td>$5,000</td>
</tr>
<tr>
<td>AM Refreshment Break</td>
<td>$2,500</td>
</tr>
<tr>
<td>Luncheon</td>
<td>$6,000</td>
</tr>
<tr>
<td>PM Refreshment Break</td>
<td>$2,500</td>
</tr>
<tr>
<td>Tuesday July 27, 2021</td>
<td></td>
</tr>
<tr>
<td>Breakfast</td>
<td>$5,000</td>
</tr>
<tr>
<td>AM Refreshment Break</td>
<td>$2,500</td>
</tr>
<tr>
<td>PM Refreshment Break</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

To discuss other sponsorship opportunities, please contact the ADTSEA office.

Please make checks or money orders payable to: “ADTSEA”
and mail to: ADTSEA “Sponsorship”
1434 Trim Tree Rd
Indiana, PA 15701

Or call the ADTSEA office at 724-801-8246 for payments by credit card.

Sponsorship Deadline
June 1, 2021
Exhibitor Information

The 2021 ADTSEA Executive Committee cordially invites any agency, company, or association interested in promoting driver education, traffic safety, products, training or technology to exhibit at the upcoming Conference.

The 2021 ADTSEA Conference Committee has designed the Exhibit area to give the most exposure to our participating organizations. The 2021 exhibit times consist of the Exhibitor Reception on Monday evening, Morning and Afternoon Breaks on Tuesday, concluding with a morning break on Wednesday and will all be set up in the Exhibit Hall. This will provide a highly visible and accessible exhibition area and maximize each exhibitor’s exposure to all conference delegates.

If your company or association is interested in exhibiting at the 2021 ADTSEA Conference, please fill out the application form below.

Applications for exhibit space will not be accepted without full payment. Exhibit space will be assigned on a first come first served basis.

Member Exhibit Space Registration
$ 700.00

Non – Member Exhibit Space Registration
$ 1400.00

Electricity and WIFI at Exhibit Space
$ 50.00

Wednesday Evening Banquet Ticket
$65.00

Exhibit Space Registrations include 2 Complimentary three day Conference registrations for Monday, Tuesday and Wednesday (does not include Wednesday Evening Banquet Ticket.)
Company or Organization: _______________________________________________________

Contact Person: ________________________________________________________________

Title: ______________________________________________________________________

Address: ____________________________________________________________________

City____________________________ State/Province________

Zipcode________

Phone: (_____) _________________________

Email: _____________________________________________________________________

Representatives Attending:

Name:________________________________________

Email: ______________________________________

Name:________________________________________

Email: ______________________________________

Please Indicate your selections:

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Exhibit Space Registration</td>
<td>$ 700.00</td>
</tr>
<tr>
<td>Non-Member Exhibit Space Registration</td>
<td>$1,400.00</td>
</tr>
<tr>
<td>Electricity and WIFI</td>
<td>$50.00</td>
</tr>
<tr>
<td>Wednesday Evening Banquet Ticket</td>
<td>$65.00</td>
</tr>
</tbody>
</table>

Exhibit Space Registrations include 2 Complimentary three day Conference registrations for Monday, Tuesday and Wednesday (does not include Wednesday Evening Banquet Ticket.)

Application form and full payment should be sent to:

ADTSEA  
“Exhibitors”  
1434 Trim Tree Rd  
Indiana, PA  15701

Or call the ADTSEA office at  
724-801-8246  
for payments by credit card.
Advertising Opportunities

Advertising in our Program Agenda is a great way to reach hundreds of potential customers:

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Member Price</th>
<th>Nonmember Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>Three-quarter Page</td>
<td>$375</td>
<td>$625</td>
</tr>
<tr>
<td>Half Page</td>
<td>$250</td>
<td>$500</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$125</td>
<td>$275</td>
</tr>
</tbody>
</table>

Placement in the Program Agenda will be assigned on a first come basis.

Company or Organization:

_____________________________________________________________________

Contact Person:

_____________________________________________________________________

Title:______________________________________________________________

Address: __________________________________________________________

City____________________ State/Province___________________

Zipcode__________

Phone: (______) __________________________

Email: ___________________________________________________________