

ASA UNITES...
to present a NEW
kind of virtual
 EXPERIENCE

 ***Automotive
Conference & Expo***

 **X50**



BRAND Management





05

Involvement at a Glance

07

Luxury

09

Classic

10

Collector

13

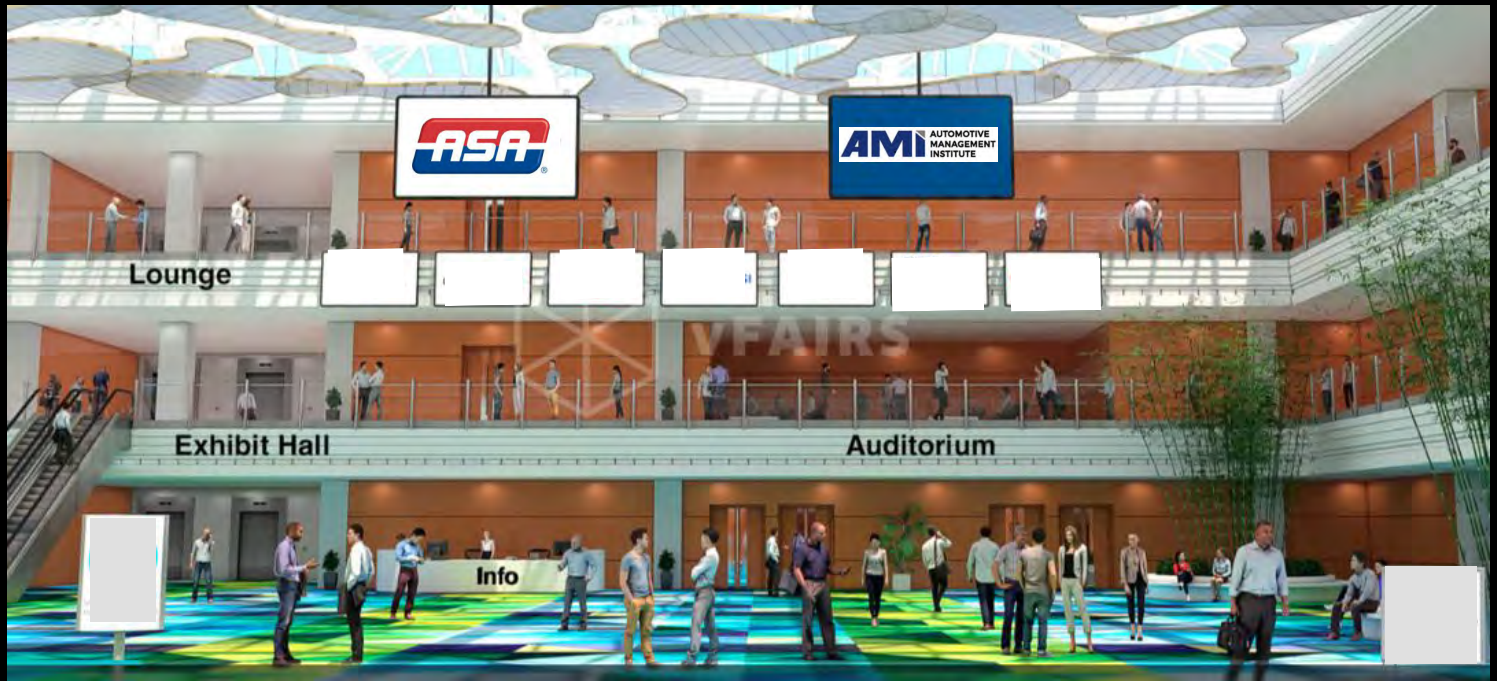
Performance

15

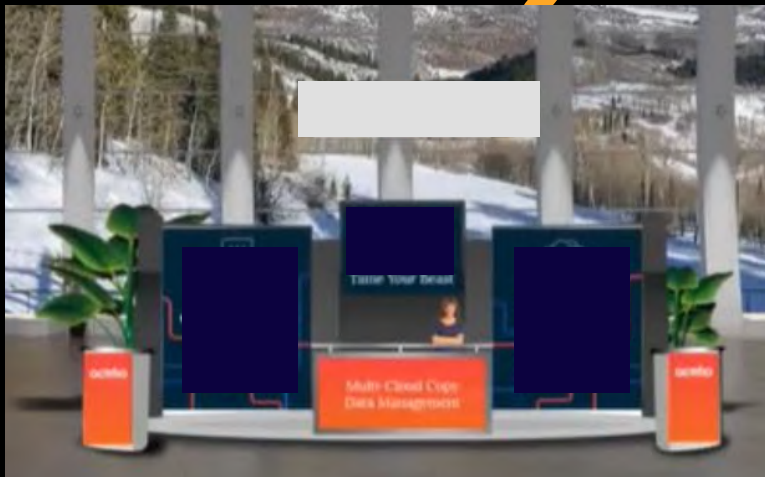
Exhibitor



Attendees start here...



and join you here!





"SPONSORSHIP-AT-A-GLANCE"

	\$10K	\$7.5K	\$5K	\$2.5K	\$1.5K
	Luxury	Classic	Collector	Performance	Exhibitor
Premium placement of logo on event website, registration confirmations, email letterhead, electronic announcements	X				
Prime location for Booth in virtual exhibit hall	X				
Virtual Exhibit- Booth	X	X	X	X	X
Prominent placement of logo on event website	X	X			
Logo Placement, Recognition and Promotion					
Logo on event website, electronic announcements, push notifications	X	X	X	X	NA
Pre-recorded video introducing company and event participation description on website sponsor page	X	X	X	X	NA
Participation in the virtual exhibit- booth	X	X	X	X	NA
Recognition Friday and Saturday during panel discussion	X	X	X	X	X
Social media promotion	X	X	X	X	NA
Listed on event website as "Exhibitor", electronic announcements					X
"Commercials" that air during the Virtual Event					
Two (2) pre-recorded or live (if possible) event commercials (up to 1 1/2 minutes) to air during event breaks and before event starts	X				
One (1) pre-recorded or live (if possible) one (1)-minute event commercial that will air during event breaks		X			
Pre-recorded 30 second event commercial that will air during event breaks			X		
Pre-recorded event commercial that will air during event breaks				NA	NA
"Thank You" recognition during one break, per session, per day				X	X
Banner Space in Lobby with DIRECT LINK to Exhibit Booth					
Prominent Large Banner Space in Lobby, Direct Link to virtual exhibit booth	X				
Prominent Medium Banner Space in Lobby, Direct Link to virtual exhibit booth		X			
Banner Space in Lobby, Direct Link to Exhibit Booth			X		
Banner Space in Lobby, Direct Link to Exhibit Booth				NA	NA
Participation in Gamification Activities					
Ability to participate in Gamification Activities	X	X	X	NA	NA
# of Hostings for "Networking Rooms"					
Host three (3) networking rooms	X				
Host two (2) networking rooms		X			
Host one (1) networking room			X		
Host networking room				NA	NA
# of Registered Attendees Available					
Eight (8) registered attendees	X				
Six (6) registered attendees		X			
Four (4) registered attendees			X		
Two (2) registered attendees				X	X
# of Documents/Flyers & Videos in your Virtual Exhibit- Booth					
Unlimited Documents/Flyers and Unlimited Videos in virtual exhibit booth	X				
Up to 75 Documents/Flyers and 75 Videos in virtual exhibit booth		X			
Up to 50 Documents/Flyers and 50 Videos in virtual exhibit booth			X		
Up to 25 Documents/Flyers and 25 Videos in virtual exhibit booth				X	
Up to 15 Documents/Flyers and 15 Videos in virtual exhibit booth					X
# of Content Links at your Virtual Exhibit- Booth					
Up to eight (8) content links at your virtual exhibit booth	X	X			
Up to six (6) content links at your virtual exhibit booth			X		
Up to five (5) content links at your virtual exhibit booth				X	
Up to four (4) content links at your virtual exhibit booth					X
# of Virtual Booth Configurations					
Unlimited Virtual Booth Configurations	X				
Up to five (5) different Virtual Booth Configurations		X			
Up to four (4) different Virtual Booth Configurations			X		
Up to three (3) different Virtual Booth Configurations				X	
Up to two(2) different Virtual Booth Configurations					X



Luxury Sponsor

\$10,000

Includes the Classic Package plus:

- Premium placement of logo on event website, registration confirmations, email and electronic announcements
- Prime location in virtual exhibit hall
- Choose from all virtual booth designs
- Two additional registered attendees (total of 8)
- Two pre-recorded or live (if possible) event commercials (up to 1 1/2 minutes) to air during event breaks and before event starts
- Host three networking rooms





CLASSIC SPONSOR \$7,500

Includes the Collector Package plus:

- Prominent Large Banner space in lobby with direct link to your exhibit booth
- Two Additional Registered Attendees (total of 6)
- Up to 75 documents/flyers in virtual exhibit booth
- Up to 75 videos in your virtual exhibit booth
- Up to 8 content links at your virtual exhibit booth
- Choose from 5 virtual booth designs

Collector Sponsor

\$5,000

Includes the Performance Package plus:

- Pre-recorded 30 second commercial airing during event breaks
- Banner space in lobby w/ direct link to exhibit booth
- Host one networking room
- Participation in the Gamification Activities
- Two Additional Registered Attendees (total of 4)
- Up to 50 documents/flyers in virtual exhibit booth
- Up to 50 videos in your virtual exhibit booth
- Up to 6 content links at your virtual exhibit booth
- Choose from 4 different virtual booth designs



PERFORMANCE SPONSOR \$2,500



- Logo on event website, electronic announcements, push notifications
- Thank you recognition during one break per session, per day
- Pre-recorded video introducing company and event participation with description on site sponsor page
- Participation in the virtual exhibit expo
- Recognition Friday & Saturday during panel discussion
- Social media promotion
- Two Registered Attendees
- Up to 25 documents/flyers in virtual exhibit booth
- Up to 25 videos in your virtual exhibit booth
- Up to 5 content links at your virtual exhibit booth
- Choose from 3 different virtual booth designs




hibitor \$1,500

Company Banner

Company
Offer

Company Name

- 
- **Company name listing on event website & electronic announcements.**
 - **Thank you, recognition during one break, per session, per day**
 - **Recognition Friday and Saturday during panel discussion**
 - **Participate in virtual trade show**
 - **Two registered attendees**
 - **Up to 15 document/flyers in virtual exhibit booth**
 - **Up to 15 videos in your virtual exhibit booth**
 - **Up to 4 content links at your virtual exhibit booth**
 - **Choose from 2 different virtual exhibit booth designs**

BRAND

Management

Opportunities



Event Experience Partner

Company: _____

Company Contact _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: (_____) _____

Brand Management Package:

- ☐ Luxury - \$10,000.00
- ☐ Classic - \$7,500.00
- ☐ Collector - \$5,000.00
- ☐ Performance - \$2,500.00
- ☐ Exhibitor - \$1,500.00

Payment Method:

- ☐ Check included & payable to Automotive Service Association
- ☐ Invoice me with link for online payment
- ☐ Credit Card

Card Number _____ Exp Date: ____/____/____ CVV: _____

Signature: _____ Date: _____

**Mail to: Automotive Service Association Attn: ASA X50
8209 Mid Cities Blvd., Suite 100, North Richland Hills, TX. 76182
or Fax to (817) 581-3572 (PCI Compliant Line)**



Proudly Created By:



ARIZONA



COLORADO



FLORIDA



GEORGIA



ILLINOIS



NEW MEXICO
CENTRAL



NORTHWEST



OHIO



PENNSYLVANIA



TEXAS