



AMERICAN AMBULANCE ASSOCIATION

SPONSORSHIP OPPORTUNITIES

Whether to introduce a new product to the marketplace or increase current visibility of your product and services, AAA sponsorship provides you an alternate avenue in which to pursue your marketing goals. Sponsorship gives you the exposure you need to educate prospective clients to the credibility of your company and product. With the goal of shortening the sales cycle, sponsorship offers you direct access to your client base.

Reasons to sponsor at AAA's Annual Events:

- Are you introducing a new product, or re-aligning a current product? Promote your product or service in front of your target market.
- Create positive feelings of goodwill toward your company through the support of the Ambulance Industry.
- Increase your ROI through the added exposure of your corporate identity.

And most important - Build name recognition for your company!

Each Sponsorship Opportunity includes:

- Recognition of the sponsorship in On-Site Program
- Included in the list of sponsor in convention advertising AAA web site
- Recognition at General Session & Exhibit Hall
- Signage at the event featuring the company's name and logo
- Recognition in AAA's industry publication "Ambulance Service Journal."

American Ambulance Association
8400 Westpark Drive 2nd Floor
McLean, VA 22102
1.800.523.4447
Fax: 703-610-0210
www.the-aaa.org

**2009 Annual Conference
& Trade Show**

December 1-2
Las Vegas Hilton
Las Vegas, NV

Available Sponsorships for 2009

Opening Reception \$10,000 – *Only two available*

Always a great way to begin our Annual Convention, this year's event will be no different. Lots of food, fun, drink and music!

Cyber Café \$10,000

Attendees will be able to retrieve and send emails while they are in the exhibit hall. Each computer station will prominently display your company logo, with a link to your company's website.

Mouse Pad \$5,000

These mouse pads with your Logo will get years and years of use by attendees. Your sales will soar by showing off your company logo and message next to the AAA logo as this item is placed inside each convention tote bag.

Program Book \$5,000

The program book is given to all conference attendees upon their arrival at the conference. Sponsor receives full page 2 color ad in back of the book.

Water Bottle \$3,500

Reusable water bottle with your company name and logo printed on the label. Bottles will be inside of the conference bags.

Lanyards \$3,500

Put your company's name around the neck of everyone! This lanyard will be given to each attendee with their badge and will have with your company name/logo sharing the AAA logo.

Note pad \$2,500

Give attendees something to jot down with a recycled spiral notepad with your company's logo printed on the front cover.

Coffee Break \$2,500 – *Only three available*

Three coffee breaks are served during the conference, offering you an opportunity to get your name in front of attendees. Sponsor will receive signage at all food/beverage stations.

Convention Partner \$1,500

Convention Partners will have their promotional materials distributed to all attendees at registration!

Full-page ad in Conference Program

Black and White \$1,000

High Roller Partnerships

Royal Flush Partnership - \$100,000

Includes:

- 2 - 10x10 booths or 2 vehicle spaces
- Name attached to event
- Full page color ad in upcoming issue of Ambulance Service Journal
- Keynote speaker sponsorship
- Your choice of sponsored Water Bottle, Lanyard or Mouse Pad in attendee bag
- Full page color ad in conference program book
- Pre and post-conference attendee mailing labels

Four of a Kind—\$30,000

Includes:

- 1 - 10 x 10 booth or single vehicle space
- Promotion item in attendee bags
- 1/2 page color ad in upcoming issue of the Ambulance Service Journal
- Refreshment Break sponsorship
- Ad in conference program book
- Pre and post-conference attendee mailing labels

The AAA is happy to accommodate any other sponsorship requests. We can design a specific package based on your budget and visibility needs. Please contact Kim Almstedt, CMP, Director of Meetings at kalmstedt@the-aaa.org with any questions.

2009 Sponsorship Application Form

YES, we would like to sponsor!

Sponsorship Item: _____ **Amount: \$** _____

Company Name

Contact

Mailing Address

Phone

Fax

E-mail

Signature

Date

By Signing the Sponsor agrees to observe all rules and regulations set forth in the AAA 2009 Exhibitor Prospectus. Your company name will appear in the AAA publications as it appears above.

Payment Information

Total Due: _____ *Visa* *AMEX* *MasterCard* *Check*

Card Number: _____ *Exp. Date* _____

Card Holders Signature: _____

Please send completed application to:

Kim Almstedt, Director of Meetings

American Ambulance Association

8400 Westpark Drive 2nd Floor

McLean, VA 22102

Phone: 703-245-8045 Fax: 703-610-0210

kalmstedt@the-aaa.org