

SPONSORSHIP PROSPECTUS



AMERICAN AMBULANCE ASSOCIATION

2010 **Annual
Convention
& Tradeshow**

LAS VEGAS HILTON | NOVEMBER 15 - 17

SUCCESS BEGINS IN VEGAS AND INCLUDES YOU!

Be Visible, Be in the spotlight ...

BE A SPONSOR!



AMERICAN AMBULANCE ASSOCIATION
**2010 Annual
Convention
& Tradeshow**

LAS VEGAS HILTON | NOVEMBER 15 - 17

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.

WHY SPONSOR?

- » Promote your product or service in front of your target market – get in front of key decision makers
- » Increase your ROI through the added exposure of your corporate identity.
- » Create positive feelings of goodwill toward your company through the support of the Ambulance Industry.
- » **AND MOST IMPORTANT - BUILD NAME RECOGNITION FOR YOUR COMPANY!**

SPONSORSHIP PACKAGES

DIAMOND - \$25,000

AAA AWARDS LUNCHEON

- » 10 minutes of podium time to use to market, demo, advertise
- » Company logo on lunch menu and lunch signage
- » 1 10 x 10 Booth
- » 4 conference registrations
- » 1 logoed item (example: water bottle)
- » Water Station sponsor – signage at every water station and attendees would fill up their logoed water bottle
- » Individual signage at event
- » Full page advertisement in Winter Issue of American Service Journal
- » Company logo on AAA Website
- » Logo recognition in onsite materials
- » Logo recognition in event signage
- » Company name in marketing materials
- » Pre and post attendee list

DIAMOND - \$25,000

SOLE RECEPTION SPONSOR

- » 1 10 x10 Booth
- » Drink tickets will only be available at YOUR booth! Attendees must come by your booth to receive their drink tickets
- » 4 conference registrations
- » Company logo on drink ticket (each attendee will receive 2 drink tickets)
- » Individual signage in exhibit hall on all bars and food and beverage stations
- » Individual signage at event
- » Full page advertisement in Winter Issue of American Service Journal
- » Company logo on AAA Website
- » Logo recognition in onsite materials
- » Logo recognition in event signage
- » Company name in marketing materials
- » Pre and post attendee list

GOLD SPONSOR - \$15,000

PRESIDENT'S BANQUET

- » Company logo on Dinner program and banquet signage
- » 4 conference registrations
- » Full page advertisement in Onsite Program Book
- » 1/2 page advertisement in Winter Issue of American Service Journal
- » Individual signage at event
- » Company logo on AAA Website
- » Logo recognition in onsite materials
- » Logo recognition in event signage
- » Company name in marketing materials
- » Pre and post attendee list

**BE VISIBLE,
BE IN THE SPOTLIGHT ...
BE A SPONSOR!**

GOLD SPONSOR - \$15,000

RECEPTION SPONSOR

*if sole sponsorship is **not** sold, 2 companies may sponsor reception*

- » 1 10 x 10 Booth
- » Drink tickets will only be available at YOUR booth for 1 hour! Attendees must come by your booth to receive their drink tickets
- » 2 conference registrations
- » Company logo on drink ticket (each attendee will receive 2 drink tickets)
- » Individual signage in exhibit hall
- » 1/2 page advertisement in Winter Issue of American Service Journal
- » Company logo on AAA Website
- » Logo recognition in onsite materials
- » Logo recognition in event signage
- » Company name in marketing materials
- » Pre and post attendee list

SILVER SPONSOR - \$7,500

1. Onsite Program Book and Pocket Program

2. Mouse Pad

- » Each attendee will receive a onsite program book and pocket program OR Mouse Pad in their conference tote bags
- » Sponsor receives back page ad in program book and logo on pocket program OR Logo on Mouse Pad
- » 2 conference registrations
- » 1/2 page advertisement in Winter Issue of American Service Journal
- » Company logo on AAA Website
- » Logo recognition in onsite materials
- » Logo recognition in event signage
- » Company name in marketing materials
- » Pre and post attendee list

BRONZE SPONSOR - \$3,500

- 1. Conference Note Pad** – Each attendee will receive the note pad in the conference tote bag
- 2. Lanyards** – Have your logo around everybody's neck!
- 3. Coffee Break** – only 3 available; have logoed napkins and individual signage at your networking break!

- » 1 conference registrations
- » Company logo on AAA Website
- » Logo recognition in onsite materials
- » Logo recognition in event signage
- » Company name in marketing materials
- » Pre and post attendee list

SUPPORTER - \$1,500

- 1. Convention Partner** – ability to distribute a promotional item in conference tote bag
- 2. Full page ad in Onsite Program**
 - » Company name in event signage
 - » Company name in marketing materials

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.



YES, WE WOULD LIKE TO SPONSOR!

Sponsorship Item: _____ Amount: \$ _____

Company Name: _____

Contact _____

Mailing Address _____

Phone _____ Fax _____ E-mail _____

Signature _____ Date _____

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

EMAIL:
kalmstedt@the-aaa.org

QUESTIONS?:
Kim Almstedt, CMP
Director of Meetings
American Ambulance Association
Direct: 703-245-8045
Email: kalmstedt@the-aaa.org

