AAMVA
ANNUAL INTERNATIONAL CONFERENCE
EXHIBITOR & SPONSOR OPPORTUNITIES
American Association of Motor Vehicle Administrators
In 2015, AAMVA will be proud to host its Annual International Conference (AIC) in Des Moines, Iowa. AAMVA’s AIC is where jurisdictions, industry, and federal partners come to share experiences and learn. It is the perfect place to meet clients face-to-face in order to cultivate existing relationships or foster new ones. Imagine a single meeting, with the opportunity to network with motor vehicle and law enforcement decision makers from over 55 jurisdictions throughout the United States and Canada. No other opportunity in the market exists. The AIC is an ideal setting to demonstrate your products, expand your industry presence, and create lasting impressions. Repeated exposure of your company name and logo to attendees builds brand awareness, draws potential customers to your booth, and sets you apart in the minds of conference participants: sponsor an event or give away; advertise in the AIC conference program or in the Summer issue of MOVE Magazine – distributed at the conference. By using more than one of these platforms, along with your exhibit, you can multiply the number of impressions and impact you have! Let us help you put together a marketing package that maximizes your ROI at the AAMVA AIC 2015.

Exhibiting

**AIC Exhibit Hall**
The AIC exhibit hall is the central meeting place for AIC attendees and events such as the Chair’s Welcome Reception, networking breaks, and luncheons. The exhibit hall gives organizations the opportunity to display products and services to jurisdictions from the U.S., Canada, Mexico, and several European countries. If you provide any of the services that our members are looking for, the exhibit hall will give you unprecedented access and unlimited possibilities.

**Why Exhibit in Des Moines?**
- Exclusive access to jurisdiction motor vehicle decision makers in North America
- Maximum exposure during breakouts, luncheons, and receptions
- Prominent display of logo and description in pre-conference materials
- Four-color logo and description display in AIC conference program, AIC conference app, and the AIC 2015 website
- Invaluable networking opportunities during the show and after hours at receptions and dinners

**Reach Your Target Market**
Leverage renewed spending momentum and new directions in agency integration. AAMVA’s reach and influence brings the power of partnership and public/private collaboration to hundreds of members and organizations in North America. AIC delivers decision makers including:
- Chief state, provincial, federal, and local motor vehicle and law enforcement agency officials
- Transportation, public safety, and revenue department officials
- Driver licensing directors
- Vehicle registration and titling directors
- Members from local and foreign government agencies
- Executives from other transportation and safety-related organizations

**Exhibit Fees**

<table>
<thead>
<tr>
<th>Rate</th>
<th>Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Early Rate</strong> (signed in 2014)</td>
<td>$2,100</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>Standard Rate</strong> (after January 1, 2015)</td>
<td>$2,600</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>Early Base Rate</strong> Each additional space</td>
<td>$1,050</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Standard Base Rate</strong> Each additional space</td>
<td>$1,500</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>Premium location</strong> +$200 (add to base rate)</td>
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A 50% deposit is due with contract submitted on or before January 1, 2015 and full payment is required with application and contract submitted after January 1, 2015. Space cannot be assigned without a 50% deposit on or prior to January 1, 2015 or without full payment after January 1, 2015. Full payment is due by February 1 for all exhibit space.
Exhibit Space Includes
- 8’ drape in back of booth, 3’ drape on sides
- Signage with company name on 7” x 44” identification sign
- Two complimentary full registrations (for each contracted booth space)
- Pre-registration and post-conference listing of jurisdiction registrants

Furniture and accessories, electrical requirements, internet, booth carpet (if chosen), and booth cleaning are additional charges, and the responsibility of the exhibitor. Exhibit hall not fully carpeted. AAMVA will carpet aisles.

Sponsorship
Sponsor any number of events at the 2015 AIC and gain even more exposure with attendees.

Sponsorship Includes
- Corporate logo on signage
- Corporate logo on AIC 2015 website
- Corporate logo in exhibitor/sponsor section of the program guide
- Designation as sponsor in pre-conference materials
- Pre-registration and post-conference list of jurisdiction registrants
- Recognition as conference sponsor at the conference (when possible) and from podium (when possible)
- Display of “sponsor” ribbon on badges
- Complimentary registrations
  - One complimentary full registration for contribution of $3,000 – $6,999
  - Two complimentary full registrations for contribution of $7,000 – $9,999
  - Three complimentary full registrations for contribution over $10,000

Sponsorship Items
Internet Access
$25,000
Sponsor internet access for AIC 2015! Charges are waived for conference attendees accessing internet in the meeting rooms and the exhibit hall from their own devices. Benefits: You choose the access code for the wireless connection (within the parameters set by the internet provider).

Attendee Bag
$8,000 (2 available)
What better way for your company to gain visibility than by being seen over and over again! Even after the event, the conference bags, imprinted with your company logo, will be carried back to the office by conference attendees.

Networking Break
$4,500 for each (6 available)
Be the favorite among conference attendees as they re-energize between sessions and visit with exhibitors. Your company will receive visibility during this break time in the exhibit hall. Sponsor a morning or afternoon networking break.

Private-Label Water
$8,000
In an effort to continue toward a greener AIC, each attendee will receive a USB flash drive imprinted with your logo. You will have the option to preload a data/brochure/white paper onto each flash drive. Attendees use the flash drive to store/downloaded session presentations and other conference materials. As an added benefit, attendees take the flash drive back to the office for re-use.

Hotel Key Card
$8,000
Provide the key cards that conference attendees use to access their hotel rooms. Convey your message in 4-color on the card and stay in front of attendees throughout their visit.

For more information on how to partner with us see our Media Kit and our individual conference Sales Kits.

Contact: Robert Stershic
T: 703-908-2825
F: 703-908-2851
E: rstershic@aamva.org
www.aamva.org

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Registration Area Hospitality $10,000
Open every day of the conference and providing soda and coffee to attendees, this area lends itself to constant exposure throughout the conference.

Pre-Conference Email Blasts $2,000 (3 available)
AAMVA will distribute pre-conference email blasts promoting the conference and its program to a wide distribution list of potential attendees. Sponsor the 4-time email blasts between June and the conference with your electronic banner (400 x 100 pixels).

Chair’s Welcome Reception $10,000
The Chair’s Welcome Reception is one of the most festive and entertaining evening events of AIC. Attendees network, reconnect, and form new relationships during this social event. It takes place in the exhibit hall the first night of the conference.

Luncheon with Featured Speaker $10,000
Sponsor this popular sit-down luncheon with a featured speaker. Place an item or white paper at each place setting.

Lunch $7,500 for each (4 available)
Provide lunch for attendees on the first two days of the conference! Gain exposure and drive your message home with your company display throughout the meal.

Conference Mobile Application $20,000
The conference mobile app has become a must have as attendees pre-schedule their conference experience and find meeting rooms in advance. As the exclusive sponsor of the app, your company will appear inside the app as well as have exposure in pre-conference promotional materials.

General Conference Support Funds will be used for, but not limited to, jurisdiction travel and accommodations, food and beverage, technology and other general conference needs.

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