

GEORGIA TRANSIT ASSOCIATION 2007 ANNUAL CONFERENCE

Held at: The Classic Center, www.classiccenter.com

300 North Thomas Street, Athens, GA 30601-2627

Wednesday, December 12th – Friday, December 14th

EXHIBITOR AND SPONSORSHIP INFORMATION

GTA THANKS YOU FOR YOUR CONTINUED SUPPORT ...

WHAT CAN GTA DO FOR YOU?

- As a previous GTA supporter and a member of the GTA VIP List you receive priority Exhibitor and Sponsorship notification together with first selection on exhibit table sites for future events – Legislative Update, Rodeo and Regional Programs
- Following the receipt of your sponsorship/exhibitor commitment, your company will be recognized as a GTA supporter on all further printed 2007 conference materials and we can add you to our web site www.thegta.org for the upcoming year if you wish.
- At GTA events, an appreciation foam-board sign, banners and other recognition mediums can be negotiated with GTA by the sponsoring company.
- GTA will extend an invitation and a *complimentary registration* to any S E Regional purchasing decision-maker who has not previously attended a GTA event if you forward us their information.

EXHIBIT HALL TRAFFIC INCREASED

- The Registration Desk, Opening Reception, all meals and coffee breaks will be held in the Exhibit Hall. The General Session will be held in the adjoining room. Demonstration Buses can be parked adjacent to The Classic Center. A limited number of vehicle space in the exhibit hall is available on a first come basis.
- Exhibit Raffle Card. Each exhibitor is given an unique ink stamp. To win a prize, attendees need to visit each booth and have their card stamped. You are encouraged to collect business cards and have your own door prize.
- Promotional product give-a-ways and door prize drawing activities held during each break in the exhibit hall. Empty your store rooms for give-a-ways! GTA pre purchases several electrical items as prizes too.

GTA SPONSORSHIP OPPORTUNITY MENU

- A 10 ft x 10 ft exhibit hall corner space for company 'pop up' or larger sized exhibits - \$1,100 value – four available
- B 6 ft. skirted exhibit table - \$900 value – 30 available
- C The Bus Nut - \$600 per vehicle that includes full view opportunities with on street parking. In 2007 a limited number of smaller vehicles will be driven and parked inside the exhibit hall. Inside vehicles will be assigned on a first come registration basis.

- D What promotional ideas can GTA help you with? Pillow Mints, In-Room Amenities, registration packet stuffers, etc. Calculate for 150 items. Need ideas? Review the Special Event and Food Sponsorship Menu.

You are a supplier professional having had exposure to many nationwide events. GTA would appreciate and benefit from learning what innovative trade show marketing ideas you have learned and that we could implement.

A. General Information

- E Networking - Supporters who have no need for a display table are encouraged to review the Special Event and Food Sponsorship menu and work with GTA staff to help make our special events EXTRA SPECIAL .

BENEFITS OF GTA SPONSORSHIP

<u>Level</u>	<u>Description</u>
1.	Full access to every registered attendee and an opportunity to receive pre- and post show registration lists
2.	One complimentary full conference registration to include all meals and events - \$300 value. All additional registration(s) from the same company will be \$150 each to help cover the cost of evening events and meals.
3.	(a) A four line company address/telephone/electronic contact listing and a 40 word (maximum) company description that will appear in both the official Conference Program and for one year in the <u>Exhibitor Listings</u> on the GTA Web Site - \$500+ value. You have the ability to edit your listing at any time. (b) You may also purchase an <u>Enhanced Listing</u> that <i>adds</i> your company logo, an <i>extra</i> 50 words (maximum) company description text, a hyperlink to your website and/or a link to the e-mail address of your main contact person – an additional \$300 value to option 4(a)
4.	Special advertising rates at 30% discount in any GTA publication to members during the upcoming year
5.	Targeted Buyers Program – Free of Charge and Full of Opportunity for your company. Just send us, via e-mail, the names of some industry vendors or leads that GTA can market its events to and we will promote your GTA involvement when we contact them. We guarantee that your list will not be sold or used by any third party
6.	On behalf of your company, GTA will affix membership mailing labels and take care of mailing one promotional piece targeting GTA members during the upcoming year - for the actual cost of USPS postage charged – no handling fee

Let GTA hear from you! We would appreciate learning about other industry benefits programs that we could consider adopting too.

THE GEORGIA TRANSIT ASSOCIATION

P O Box 920490, Norcross, GA 30010-0490 - Mailing Address
Tel: 770-734-0761 Fax: 404-420-2720 Web Site: www.thegta.org
Kerima A Haynes, Executive Director – Kerima@thegta.org
Carole R. Teja, Event Coordinator - events@thegta.org