

ADTSEA

American Driver & Traffic Safety Education Association



JULY 21-24, 2024

***A SAFE DRIVING
STATE OF MIND***

2024 ANNUAL ADTSEA CONFERENCE

Crown Plaza Albany- The Desmond Hotel
660 Albany Shaker Rd
Albany, NY 12211
(518) 869-8100

**SPONSORSHIP
OPPORTUNITIES**

**EXHIBITOR
INFORMATION**

AND

**ADVERTISING
OPPORTUNITIES**

**Be recognized in the
program agenda**

**Be recognized during
the Opening and
Closing Sessions**

**Free advertisement
in the program
agenda**

**Address the
Attendees**

ADTSEA

1434 Trim Tree Road
Indiana, PA 15701
724-801-8075
office@adtsea.org
www.adtsea.org

NAME BADGE SPONSORSHIP:

Your state/company/organization name and logo printed on name badge holders.

Name Badge Sponsor: \$1,000

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 ADTSEA Conference and one complimentary quarter page ad in the program booklet.

WELCOME BAG SPONSORSHIP:

Your state/company/organization name and logo printed on conference attendees welcome bags.

Welcome Bag Sponsor: \$2,500

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 ADTSEA Conference and one complimentary quarter page ad in the program booklet.

EXHIBITOR RECEPTION SPONSORSHIP:

Promote your state/company/organization and receive key visibility as the host of the Exhibitor Reception on Monday July 22, 2024.

Reception Sponsor	\$8,000
Date:	7/22/2024
Time:	5:30 PM - 7:00 PM
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 ADTSEA Exhibitor Reception, customized signage at each reception station and each table, one complimentary exhibit space, two complimentary Conference registrations and one complimentary full page ad in the program booklet.

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BREAKFAST SPONSORSHIPS:

Promote your state/company/organization and receive key visibility as the host of a Breakfast on Tuesday July 23 or Wednesday July 24, 2024.

Breakfast Sponsor	\$5,000
Dates:	7/23 – 7/24/2024
Time:	7:30 - 8:30 AM
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 ADTSEA Breakfast, customized signage at each breakfast station and each table, one complimentary exhibit space, two complimentary Conference Registrations and one complimentary half page ad in the program booklet.

LUNCHEON SPONSORSHIP:

Promote your state/company/organization and receive key visibility as the host of a Lunch on Tuesday July 23, 2024.

Luncheon Sponsor	\$8,000
Dates:	7/23/2024
Time:	12:00 - 1:30 PM
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 ADTSEA Tuesday Luncheon, customized signage at each luncheon station and each table, one complimentary exhibit space, two complimentary Conference Registrations and one complimentary half page ad in the program booklet.

REFRESHMENT BREAK SPONSORSHIPS:

There are 3 Refreshment break sponsorship opportunities; two on Tuesday July 23, 2024 and one on Wednesday July 24, 2024.

Refreshment Break Sponsor:	\$2,500 each break event
Dates:	7/23 – 7/24/2024
Time:	Daily AM & PM Breaks
Expected Attendance:	150-200 people

Full sponsorship includes:

Recognition as an Official Sponsor of the 2024 ADTSEA Conference, customized signage at each refreshment break station and on tables, one complimentary exhibit space, one complimentary Conference registration and one complimentary quarter page ad in the program booklet.

Sponsorship Deadline July 1, 2024

[Sponsorship Registration Link](#)

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Exhibitor Information

The 2024 ADTSEA Executive Committee cordially invites any agency, company, or association interested in promoting driver education, traffic safety, products, training or technology to exhibit at the upcoming Conference.

The 2024 ADTSEA Conference Committee has designed the Exhibit area to give the most exposure to our participating organizations. The 2024 exhibit times consist of the Exhibitor Reception on Monday evening, Morning and Afternoon Breaks on Tuesday, concluding with a morning break on Wednesday and will all be set up in the Exhibit Hall. This will provide a highly visible and accessible exhibition area and maximize each exhibitor's exposure to all conference delegates.

If your company or association is interested in exhibiting at the 2024 ADTSEA Conference, please use this [link to register online](#).

Applications for exhibit space will not be accepted without full payment. Exhibit space will be assigned on a first come first served basis.

Corporate Member Exhibit Space Registration

\$ 700.00

Non – Member Exhibit Space Registration

\$ 1400.00

Electricity and WIFI at Exhibit Space

\$ 50.00

Wednesday Evening Banquet Ticket

\$65.00

Exhibit Space Registrations include 2 Complimentary three day Conference registrations for Monday, Tuesday and Wednesday (does not include Wednesday Evening Banquet Ticket.)

Exhibit Space Information

Exhibit Space

(8' x 6') includes 1 table, skirting, two chairs and one wastebasket.

Advertising Opportunities

Advertising in our Program Agenda is a great way to reach hundreds of potential customers:

Full Page:	Member \$500 Nonmember \$750
Three-quarter Page:	Member: \$375 Nonmember \$625
Half Page:	Member \$250 Nonmember \$500
Quarter Page:	Member \$125 Nonmember \$275

Placement in the Program Agenda will be assigned on a first come basis.

Company or Organization:

Contact Person:

Title: _____

Address: _____

City _____ State/Province _____

Zipcode _____

Phone: (_____) _____

Email: _____

**Advertising
Application
Deadline
July 1, 2024**

**Please make checks
or money orders
payable to ADTSEA**

**Return this
application and
payment to:**

ADTSEA

“Advertisements”

1434 Trim Tree Rd

Indiana, PA 15701

**Or call the ADTSEA
office at**

724-801-8246

**for payments by
credit card.**