NC TRAFFIC SAFETY CONFERENCE & EXPO

Achieving Vision Zer∅

SPONSORSHIP OPPORTUNITIES

2024

April 23–25, 2024
Greenville Convention Center
Exhibitor Move-In: April 22

At the NC Traffic Safety Conference & Expo 2024...

Learn about innovative highway safety programs; sample the latest research and technology from local, state, and national experts.

Showcase your organization to hundreds of North Carolina law enforcement officers and traffic safety professionals.

Build relationships face to face and make powerful connections that lead to sales.

NCTrafficSafetyConference.org

For registration:
NCTrafficSafetyConference.org

For sponsorship info:
DBedor@TheTradeShowManager.com

For general questions:
Info@NCTrafficSafetyConference.org

Hosted by:

NORTH CAROLINA
GOVERNOR'S HIGHWAY SAFETY PROGRAM

In Partnership with:

madd

SAFE KIDS
NORTH CAROLINA

TALK it OUT

NORTH CAROLINA HIGHWAY PATROL

NORTH CAROLINA CONFERENCE OF DISTRICT ATTORNEYS

THE UNIVERSITY OF NORTH CAROLINA
HIGHWAY SAFETY RESEARCH CENTER

NC DEPARTMENT OF HEALTH AND HUMAN SERVICES
Division of Public Health
Forensic Tests for Alcohol Branch

ITRE
Institute for Transportation Research and Education

High-Visibility Add-On Sponsorships!

Add these exclusive opportunities to your sponsorship level. Only one available per add-on unless noted.

BRONZE (and higher) ADD-ONS

- ▶ Lanyard Sponsor $750
- ▶ Wi-Fi Sponsor $1,000
- ▶ Attendee Bags Sponsor $1,500
- ▶ Breakfast or Lunch Sponsor (per meal) $2,000

SILVER (and higher) ADD-ONS

- ▶ Session Sponsor $3,000
  Sponsor introduces session speakers. Only one sponsor per session. Each add'l session $1,500.
- ▶ Panel Moderator Sponsor $3,000
  Sponsor moderates panel and introduces panelists. Only one sponsor per session. Each add'l session $1,500.

GOLD (and higher) ADD-ONS

- ▶ Track Sponsor $3,000
  Sponsor introduces all sessions in a track. Only one sponsor per track. Each add'l track $2,500.
- ▶ Keynote Speaker Sponsor $3,000
  Sponsor introduces keynote speaker.

MORE ADD-ON OPPORTUNITIES!

ASK US ABOUT:

- ▶ In-kind sponsorships
- ▶ Custom sponsorships and vehicle displays
- ▶ Podcast sponsorships
- ▶ Direct email messaging to attendees pre- and post-event
- ▶ Cvent LeadCapture mobile app

For more sponsorship info:
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Any company or organization working in the traffic safety field can sponsor the 2024 NC Traffic Safety Conference & Expo

TIERED LEVEL SPONSORSHIP BENEFITS	DIAMOND $10,000	PLATINUM $7,000	GOLD $5,000	SILVER $3,000	BRONZE $1,500	EXHIBITOR $950
Complimentary Exhibit Booth*	20×20	20×20	10×20	10×10	10×10	10×10
Complimentary Registrations	10	6	5	4	2	1
Listed in Mobile App with Company Description	✓	✓	✓	✓	✓	✓
Opportunity to Provide Door Prize(s) for Giveaway	✓	✓	✓	✓	✓	✓
Logo recognition at Opening General Session	✓	✓	✓	✓	✓	
Logo recognition at Welcome Reception	✓	✓	✓	✓	✓	
Logo recognition on signage in meeting area	✓	✓	✓	✓	✓	
Logo recognition with link on conference website	✓	✓	✓	✓	✓	
Verbal recognition at Opening General Session	✓	✓	✓	✓		
Verbal recognition at Welcome Reception	✓	✓	✓			
Direct email messages to attendees pre/post event	✓	✓	✓			
Advertisement in program booklet	Full Page	½ Page	¼ Page			
Logo recognition on rotating banner in mobile app	✓	✓				
Logo on signage placed out at breaks	✓					
Opportunity to moderate or coordinate a session	✓					

Exhibitor Testimonials

"I like the attendee engagement at this conference."
   – *2022 Exhibitor, Returning exhibitor*

"My agency has purchased things from the vendors (exhibiting) at this conference."
   – *Law Enforcement Attendee, Returning attendee*

"We exhibit because its always good to meet our customers and for the attendees to touch and feel our products."
   – *2022 Exhibitor, First-time exhibitor*

Advertise in the Program Booklet!

Full-page color ad $1,000
Half-page color ad................................... $750
Quarter-page color ad $500

* **Booth includes: One 6' table clothed/skirted, 2 chairs, wastebasket, 110-volt electrical connection, pipe/drape dividers, company name sign. Booth spaces are assigned on a first come, first served basis and by sponsorship level.**

Vehicle displays are welcome, and space is limited! Please contact us to discuss your vehicle type and size to be displayed.

Additional exhibitor fees may apply depending on your space needs and electrical requirements.