



TOOLS

TECHNICIANS & OWNERS ON LEARNING STRATEGIES

October 20-22

Kalahari Resort
Pocono Manor, PA

Vendor & Sponsorship
Information

The Alliance of Automotive Service Providers of Pennsylvania is pleased to announce that its annual **T.O.O.L.S. Conference** will take place at the Kalahari Resort in Pocono Manor, PA on October 20-22, 2023.

Those in the automotive industry will come together for professional business development, learn the latest trends, practices, equipment, and technology - as well as to celebrate our industry and the accomplishments made in the last year.

Convention attendees and supporters will obtain valuable knowledge that will help improve their operations, enhance their efforts and increase their bottom line.

We will be holding a vendor show again this year. To promote as much interaction as possible between attendees and vendors, this year's show will be held Friday evening and during lunch on Saturday.

This packet contains all the information you will need for the 2023 TOOLS trade show. There are many ways that your company can work with AASP-PA to present your products and services to our shop owners and technicians, both throughout the year (with advertising and training opportunities) and as part of this annual event.

We have a limited number of spaces available this year, and they will be on a first-paid, first served basis, so don't delay in reserving your space now!

The following pages will outline pertinent details about this event, but if you have any questions, please do not hesitate to contact us. We're ready to make this event a huge success and you can be a part of that!

Schedule-at-a-Glance

Friday, October 20

11:00 am - 7:00 pm TOOLS Check-In

1:00 pm - 5:00 pm Afternoon Seminars

5:00 pm - 7:00 pm Vendor Show

Saturday, October 21

7:00 am - 8:45 am TOOLS Check-In

7:45 am - 8:30 am Breakfast

8:30 am - 11:30 am Morning Seminars

11:30 am - 2:30 pm Vendor Show Lunch

2:30 pm - 5:30 pm Afternoon Seminars

Sunday, October 22

7:45 am - 8:30 am Breakfast

8:45 am - 11:45 am Morning Seminars

Booth & Lodging Information

Benefits of Being a Vendor

- Small business owners don't always have the time to research products and services
- Face-to-face communication builds the most memorable brand awareness.
- Our attendees have dedicated this weekend to obtaining valuable information, both in the classroom and the trade show floor.
- You will have the opportunity to connect with new people while reacquainting yourself with those already invested in your products and services.
- You will enjoy a weekend of community and camaraderie.

Booth Information

All booths include a 6-foot skirted table, 2 chairs, internet access and electricity and one meal package (includes all meals offered during the conference). Please keep in mind that convention event functions are not included in booth cost and additional meal packages can be purchased. Please be aware that this is a relationship building trade show.

Booth Pricing: 1 booth - \$695

Additional meals - \$100

Booth Set-up can begin at 9:00 am on Friday, October 20, 2022

Booth Tear-down can not begin until 1:01 pm on Saturday.

Lodging Information

Vendors are encouraged to arrange their accommodations at the Kalahari Resort, 250 Kalahari Blvd, Pocono Manor, PA for a special convention rate of \$225 a night (includes up to 4 waterpark passes). Lodging must be booked by September 26, 2023 to receive the discounted rate. To make your reservation, please visit <https://book.passkey.com/e/50448615>

As a reminder, Kalahari has a large indoor waterpark, arcade, mini-golf and other fun activities. Attendees and vendors are encouraged to bring their loved ones to this family-friendly resort for a weekend of both work and relaxation!

Benefits of Being a Sponsor

- Gives your business authority in the industry which in turn boosts your credibility. Your brand will be seen throughout various elements of the event and attendees will come looking for you!
- Gives your brand the opportunity to generate awareness, boost your business image and gain exposure.
- Sponsoring an event isn't just about the audience in attendance. It's about all the ways the event is promoted – through social media, magazine articles, emails, and websites. As a sponsor, your name and logo will be used during these outreach campaigns. It will also be used when approaching other businesses for involvement, again increasing your reach and boosting your authority in the industry.
- Can often be more cost-effective than above-the-line advertising method and generally has a higher return on investment. Our event has a very specific target market – your target market.

Traditional Sponsorship Opportunities

Platinum - \$5,000

4 TOOLS Registrations for you to offer to clients, 4 booth spaces, 7 total meal packages, recognition on printed materials, link on the TOOLS website and feature on social media. Access to our attendee list after the conference.

Gold - \$4,000

3 booth spaces, 5 total meal packages, recognition on printed materials, feature on social media. Access to our attendee list after the conference.

Silver - \$3,000

2 booth spaces, 4 total meal packages, recognition on printed materials and feature on social media. Access to our attendee list after the conference.

Bronze - \$2,000

1 booth space, 2 total meal packages, recognition on social media. Access to our attendee list after the conference.

Booth Only - \$695

1 booth space (includes internet, electricity and one meal package). Additional meal packages available for purchase.

Out-of-the-Box Sponsorship Opportunities

Items in this category will either carry your logo or will have special signage placed at special event; will have special listing in the event program and give you access to attendee list after the conference. Items in this category do not include a booth unless specified.

Industry Sponsorship - \$1,000

Unable to make it this year but still want to support the show? We will include your contact information and any provided marketing materials to our attendees welcome packets to show your support for continuing affordable training.

Balloon Sponsorship - \$800

Have your name prominently displayed with all balloon placements throughout the event. Must receive commitment by August 31.

Snack Break Sponsorship (4 available) - \$2500

Sponsor snack break stations with signage

Trade Show Lunch Sponsorship - \$4000

Add your business name to provide lunch for our trade show attendees

Pen Sponsorship - \$500

Provide branded pens to be given to all attendees. Must receive commitment by August 31.

Hospitality Suite Sponsorship - \$1500

Support our Hospitality Suite fun from Friday through Saturday Night!

Cabana Sponsorship - \$1000

Provide a space for our attendees and their families to relax in their downtime at the waterpark while not in training or at the vendor show

Lanyard Sponsorship - \$750

Provide branded lanyards to be given to all attendees. Must receive commitment by August 31.

Welcome Bag Sponsorship - \$750

Provide and brand goody bags to be given to all attendees. Must receive commitment by August 31.

T-Shirt Sponsorship - \$500 - \$1000 (depending on logo)

Make the most of your sponsorship by adding your business logo to our event t-shirt to be seen all year long! Must receive commitment by August 31.

Application

Register Online, or complete this form and submit with payment(address listed below). If providing sponsorship, please provide logos electronically to Amanda Henry at ahenry@aasp-pa.org.

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Booth Information & Choices (Exhibit space is assigned on a first-paid/first-served basis.)

_____ Number of Booths Needed (\$695/each) _____ Additional Vendor Meal Packages \$100/person

Sponsorship Opportunities

- Platinum \$5,000 Gold \$4,000 Silver \$3,000 Bronze \$2,000 Industry Sponsor \$1,000
 Balloons \$800 Snack Break \$2,500 Trade Show Lunch \$4,000 Pen \$500
 Hospitality Suite \$1,500 Cabana \$1,000 Lanyard \$750 Welcome Bag \$750
 T-Shirt - Small Logo \$500 T-Shirt - Medium Logo \$750 T-Shirt- Large Logo \$1000

Total Due: _____

Payment Information

_____ Check Enclosed (Payable to AASP-PA) _____ Credit Card (please fill out information below)

Type of Card: _____ Visa _____ MasterCard _____ Discover _____ AmEx

Name on Card: _____

Billing Address: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Signed Authorization: _____

Attendance Information

Please list representatives who will be attending:

Door Prize Donation (to be given during trade show)

Prize to be donated: _____

Register Online at: <https://bit.ly/2023TOOLSVendor>

or mail your registration, with payment, to: AASP-PA, PO Box 475, Shermans Dale, PA 17090