

2014 Southeastern Regional Equipment Operators' RoadEO and Safety Training Conference

Sponsorship Opportunities

hosted by the Virginia Department of Transportation

SPONSORSHIP OPPORTUNITIES

The Virginia Department of Transportation will be hosting the **2014 Southeastern Regional Equipment Operators' RoadEO and Safety Training Conference in Roanoke, Virginia, September 2 to 4**. The success of this event is credited largely to sponsors, who lend their names and financial support to the event.

Over 300 attendees, including equipment managers, safety technicians, engineers and managers from the Southeast Region will participate in safety training, Smart Road tours, equipment demonstrations and equipment competitions. Equipment operators from across the Southeast Region will demonstrate their operating skills and expertise, in addition to learning up to the minute information about working safely with and around heavy equipment and trucks. The Southeast Region is made up of these states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Puerto Rico is also a member.

By participating as a sponsor, your company will benefit from exposure through promotional efforts directed toward the participants and competitors attending this event. Sponsor packages ensure excellent exposure to this important audience during and after the conference. Your sponsor message will continue after the event on the after-event website including links to your website.

There are multiple levels of sponsorship packages, as detailed in this sponsorship brochure and at the 2014 Southeastern Regional Equipment Operators' RoadEO and Safety Training Conference website:

www.viriniadot.org/seroadeo.

Thank you in advance for your interest in supporting this conference.



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PREMIUM SPONSORSHIP PACKAGES

Platinum level sponsorship: \$10,000

- ◆ Company logo featured on RoadEO website home and sponsorship pages, 400 word company profile featured on sponsorship page.
- ◆ Complimentary final program premium position print ad (Note: there are a limited number of premium position ads, are available on a first come, first served basis. If premium position ads are not available, two full page ads will be substituted.)
- ◆ Complimentary exhibit booth (10' x 20' space)
- ◆ Recognition as a platinum sponsor on all official conference signage
- ◆ Recognition as a platinum sponsor in all official conference publications and promotions
- ◆ Recognition as a platinum sponsor in all scripted remarks throughout the conference
- ◆ Space on the sponsor table for company flyer or brochure
- ◆ Opportunity to provide informational collateral in the registration materials
- ◆ Special sponsor recognition ribbon for all attending company members
- ◆ 2 complimentary meal tickets provided for each breakfast, lunch, awards dinner. Additional meal tickets may be purchased at vendor check in.

Gold level sponsorship: \$7,500

- ◆ Company logo featured on RoadEO website home and sponsorship pages, 200 word company profile featured on sponsorship page.
- ◆ Complimentary final program full page print ad
- ◆ Complimentary exhibit booth (10' x 10' space)
- ◆ Recognition as a gold sponsor on all official conference signage
- ◆ Recognition as a gold sponsor in all official conference publications and promotions
- ◆ Recognition as a gold sponsor in all scripted remarks throughout the conference
- ◆ Space on the sponsor table for company flyer or brochure
- ◆ Opportunity to provide informational collateral in the registration materials
- ◆ Special sponsor recognition ribbon for all attending company members
- ◆ 2 complimentary meal tickets provided for each breakfast, lunch, awards dinner. Additional meal tickets may be purchased at vendor check in.



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PREMIUM SPONSORSHIP PACKAGES *continued*

Silver level sponsorship: \$5,000

- ◆ Company logo featured on RoadEO website home and sponsorship pages.
- ◆ Complimentary final program half page print ad
- ◆ Complimentary exhibit booth (10' x 10' space)
- ◆ Recognition as a silver sponsor on all official conference signage
- ◆ Recognition as a silver sponsor in all official conference publications and promotions
- ◆ Recognition as a silver sponsor in all scripted remarks throughout the conference
- ◆ Space on the sponsor table for company flyer or brochure
- ◆ Opportunity to provide informational collateral in the registration materials
- ◆ Special sponsor recognition ribbon for all attending company members
- ◆ 2 complimentary meal tickets provided for each breakfast, lunch, awards dinner. Additional meal tickets may be purchased at vendor check in.

Bronze level sponsorship: \$2,500

- ◆ Company logo featured on RoadEO website home and sponsorship pages.
- ◆ Complimentary final program half page ad
- ◆ Recognition as a bronze sponsor on all official conference signage
- ◆ Recognition as a bronze sponsor in all official conference publications and promotions
- ◆ Recognition as a bronze sponsor in all scripted remarks throughout the conference
- ◆ Space on the sponsor table for company flyer or brochure
- ◆ Special sponsor recognition ribbon for all attending company members
- ◆ 2 complimentary meal tickets provided for each breakfast, lunch, awards dinner. Additional meal tickets may be purchased at vendor check in.



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INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Individual sponsorship opportunities are also available in addition to the above Premium Packages.

Awards Banquet Sponsor: \$20,000

As the sponsor for the awards banquet you'll receive:

- ◆ Opportunity to address (up to 5-minutes) the group at the banquet
- ◆ Company logo featured on RoadEO website home and sponsorship pages, 400 word company profile featured on sponsorship page.
- ◆ Complimentary final program full page print ad
- ◆ Complimentary exhibit booth (20' x 20' space)
- ◆ Recognition as the awards banquet sponsor on all official conference signage
- ◆ Recognition as the awards banquet sponsor in all official conference print publications and print promotions
- ◆ Recognition as the awards banquet sponsor in all scripted remarks throughout the conference
- ◆ Space on the sponsor table for company flyer or brochure
- ◆ Opportunity to provide informational collateral in the registration materials
- ◆ Special sponsor recognition ribbon for all attending company members
- ◆ 2 complimentary meal tickets provided for each breakfast, lunch, awards dinner. Additional meal tickets may be purchased at vendor check in.

Welcome reception: \$10,000

Be the first to welcome participants to the conference. Your company's logo and signage will be placed at the reception, as well as in the program and other official conference publications. You will have the opportunity to address the group at the reception.

- ◆ Complimentary exhibit booth (10' x 20' space)

Breakfast Host: \$7,000 each (three available)

Your company's logo and signage will be placed at the breakfast, as well as in the program and other official conference publications.

- ◆ Complimentary exhibit booth (10' x 10' space)

Lunch Host: \$7,000 each (two available)

Your company's logo and signage will be placed at the lunch, as well as in the program and other official conference publications.

- ◆ Complimentary exhibit booth (10' x 10' space)

Hotel Keycards: \$4,000

Your company's logo will be placed on the keycard to all Roadeo attendee hotel rooms.

- ◆ Complimentary exhibit booth (10' x 10' space)

Refreshment Breaks: \$2,500 ea. (4 available)

Your company's logo and signage will be placed at the breaks, as well as in the program and other official conference publications.

Awards: \$1500 each (6 available)

Sponsor the award for one of the competition categories. Your company's logo will be placed on signage at each tent and on the plaque presented to top three winners in each category.

Registration Bag Insert: \$500

Insert a piece of your company's literature in each Roadeo Conference registration bag, sponsor to provide insert copies to VDOT.

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EXHIBITOR OPPORTUNITIES

10x10 Exhibit booth with 6' table, 2 chairs and identification sign

Early Bird \$1,250

After July 15, 2014 \$1,500

10x20 Exhibit booth with 6' table, 2 chairs and identification sign

Early Bird \$2,500

After July 15, 2014 \$3,000

20x20 Equipment Display 2 chairs and identification sign

Early Bird \$5,000

After July 15, 2014 \$5,500

20x40 Equipment Display 2 chairs and identification sign

Early Bird \$7,000

After July 15, 2014 \$7,500

- ◆ Acknowledgement on Exhibitors page of the VDOT RoadEO web site and in the conference program
- ◆ Listing of your company, booth number and product and services in the conference program and on the RoadEO website
- ◆ 2 complimentary lunch tickets for Wednesday and Thursday
- ◆ Exhibits and equipment are located inside the conference center on a tiled floor. Vendors will be responsible for any damage. Additional fees for services, electrical service, or other amenities will be paid by exhibitor directly.



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SPONSOR LEVELS	Featured on 2014 RoadEO Website	Program Print Ad	Complimentary Exhibit Space	Event Signage	Print Publications & Promotions	Announcements	Totebag Inserts	Two Daily Complimentary Meal Tickets	Logo on all RoadEO attendee Hotel Room Keys	Logo on Award Plaque
Award Banquet \$20,000	Logo 400 word organizational profile	Full Page	20' x 20'	Yes	Logo	Yes	Yes	Breakfast Lunch Awards Dinner		
Welcome Reception \$10,000	Logo		10' x 20'	Yes	Logo			Breakfast Lunch Awards Dinner		
Platinum \$10,000	Logo 400 word organizational profile	Full Page	10' x 20'	Yes	Logo	Yes	Yes	Breakfast Lunch Awards Dinner		
Gold \$7,500	Logo 400 word organizational profile	Full Page	10' x 10'	Yes	Logo	Yes	Yes	Breakfast Lunch Awards Dinner		
Silver \$5,000	Logo	Half Page	10' x 10'	Yes	Logo	Yes	Yes	Breakfast Lunch Awards Dinner		
Bronze \$2,500	Logo	Half Page		Yes	Logo	Yes	Yes	Breakfast Lunch Awards Dinner		
Breakfast \$7,000 each (3 available)			10' x 10'	Yes	Logo					
Lunch \$7,000 each (2 available)			10' x 10'	Yes	Logo					
Breaks \$2,500 each (4 available)				Yes	Logo					
Hotel Keycards \$4,000			10' x 10'						Yes	
Awards \$1,500 each (6 available)				Yes						Yes
Bag Inserts \$500							Yes			

EXHIBITOR OPTIONS	Booth Size	Equipment Area	One 6' Table Two Chairs	Identification Sign	Website Identification	Conference Program	Two Daily Complimentary Meal Tickets
\$7,500	20' x 40'	Yes	Yes	Yes	Yes	Yes	Yes
\$5,500	20' x 20'	Yes	Yes	Yes	Yes	Yes	Yes
\$3,000	10' x 20'		Yes	Yes	Yes	Yes	Yes
\$1,500	10' x 10'		Yes	Yes	Yes	Yes	Yes

For more information about being a sponsor or an exhibitor please contact **Colleen Bartos**: cbartos@vt.edu