



# SPARK

KAIA: Connecting Kentucky's Automotive Industry

**SPONSORSHIP AND EXHIBITOR OPPORTUNITIES**

MAY 23, 2016 | LOUISVILLE, KY

# ABOUT SPARK

From electrical circuits to fuel lines, solid connections keep engines purring. At the Kentucky Automotive Industry Association, we understand that connections also fuel your business. That's why we're happy to make introductions at our newest conference, SPARK, which includes speakers, panel discussions and exclusive matchmaking sessions with procurement representatives.

## CONFERENCE

Part of our mission at KAIA is to drive collaboration among Kentucky's automotive businesses, helping manufacturers seize opportunities and conquer challenges. Thriving businesses crave connection to industry trends and trendsetters, and Spark delivers both. Attendees will hear from leading industry professionals on topics as varied as sustaining successful supplier relationships, Kentucky's next wave of logistics innovation, and building diverse business partners.

## MATCHMAKING

Strike a match and watch sparks fly – with speed dating, business style. Attendees who purchase one of the limited conference-matchmaking packages may sign up for exclusive, one-on-one 15-minute meetings with procurement representatives from Kentucky's leading automotive companies, including AGC, Akebono Brake, Ford, Hitachi Automotive Systems, Mubea, Sumitomo Electric, Toyota and more to come. Fifteen minutes could be the beginning of a profitable relationship.

## WHY SPONSOR?

Sponsors and exhibitors will have the opportunity to reach a very targeted audience, comprised of industry-lead speakers and attendees representing a global automotive industry. The SPARK conference offers a venue to showcase your company's name, products and services in an impactful way.

To send a procurement representative, reserve exhibit space or become a sponsor, please contact KAIA Executive Director Dave Tatman at 270-349-2355 or [Dave.Tatman@kyautoindustry.com](mailto:Dave.Tatman@kyautoindustry.com).

**MAY 23, 2016 • 12:30-5:00PM ET | LOUISVILLE, KENTUCKY**

# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR – \$7,500

### EXCLUSIVE OPPORTUNITY

#### BENEFITS

- Exclusive recognition as Presenting Sponsor
- Inclusion in pre-event (all promotions) and on-site publicity
- Logo on promotional materials and conference program
- Logo on name badges
- Logo on event banners
- Opportunity to give welcome remarks during main session (5 minutes)
- Opportunity to place promotional material or a takeaway gift in main session seats or at registration (subject to approval)
- Special recognition from the podium throughout conference
- Premier exhibit space during conference
- Four (4) complimentary conference registrations for your staff or clients
- Two (2) complimentary one-on-one matchmaking registrations for your staff or clients
- Complete listing of registrants one week prior to conference (name and company only)
- Complete database of event attendees (with email) provided one week after conference
- Full-page, 4-color, premium-position ad in conference program\*
- Logo/web link on SPARK website
- Recognition and premium ad in KAIA's May 2016 e-newsletter\*
- First right of refusal to sponsor in 2017

\*provided by sponsor

## GOLD SPONSOR – \$5,000

### THREE OPPORTUNITIES

#### BENEFITS

- Recognition as Gold Sponsor
- Logo on promotional materials and conference program
- Logo on event banners
- Special recognition from the podium throughout conference
- Premier exhibit space during conference
- Three (3) complimentary conference registrations for your staff or clients
- One (1) complimentary one-on-one matchmaking registration for your staff or clients
- Complete listing of registrants one week prior to conference (name and company only)
- Complete database of event attendees (with email) provided one week after conference
- Half-page, 4-color, premium-position ad in conference program\*
- Logo/web link on SPARK website
- Recognition and ad in KAIA's May 2016 e-newsletter\*
- First right of refusal to sponsor in 2017

\*provided by sponsor

# SPONSORSHIP OPPORTUNITIES CONTD.

## SILVER SPONSOR – \$2,500

### FOUR OPPORTUNITIES AVAILABLE

#### BENEFITS

- Recognition as Silver Sponsor
- Logo on promotional materials and conference program
- Logo on event banners
- Special recognition from the podium throughout conference
- One (1) complimentary conference registration for your staff or client
- One (1) one-on-one matchmaking registration at a 50% discount for your staff or client
- Ability to purchase premier exhibit space at a discounted rate
- Complete database of event attendees (name and company only) provided one week after conference
- Logo/web link on SPARK website
- Recognition in KAIA's May 2016 e-newsletter
- First right of refusal to sponsor in 2017

\*provided by sponsor

## FRIEND OF KAIA – \$1,000

### LIMITED NUMBER AVAILABLE

#### BENEFITS

- Listing as Friend of KAIA sponsor
- Logo on promotional materials and conference program
- Logo on event banners
- Special recognition from the podium throughout conference
- One (1) conference registration for a staff member or client at a 50% discount
- Ability to purchase premier exhibit space at a discounted rate
- Logo/web link on SPARK website
- Recognition in KAIA's May 2016 e-newsletter
- First right of refusal to sponsor in 2017

# EXHIBIT OPPORTUNITIES

## EXHIBITOR – \$1,250

LIMITED NUMBER AVAILABLE

Take advantage of the chance to reach targeted clients or customers. Exhibitors will have the opportunity to showcase their company's products or services in our designated Exhibitor space located within the main session room.

KAIA will provide one six-foot skirted table and two chairs. Exhibitors that wish to couple their Exhibitor space with either the Silver or Friend of KAIA sponsorship opportunities will receive a \$250 discount on the exhibit space fee.

# SPARK Conference | 2016 Sponsorship Investment

Fill out this form in its fullest form and send to one of the following options:

**Fax** 502.564.3256

**Email** KAIA@kyautoindustry.com

**Mail** P.O. Box 5467 Frankfort, Ky 40602

## CONTACT INFORMATION

Prefix	First Name	Last Name	Title
Company/Organization			
Street Address	City	State	Zip
Phone #	Fax #	Email address	

## OPPORTUNITIES

(please select all that apply)

Presenting sponsor \$7,500 - **EXCLUSIVE OPPORTUNITY**

Yes, I want my premier exhibit space (included)

No, I don't want my premier exhibit space

Gold sponsor \$5,000 - **2 OPPORTUNITIES**

Yes, I want my premier exhibit space (included)

No, I don't want my premier exhibit space

Silver sponsor \$2,500 - **3 OPPORTUNITIES**

Yes, I want to purchase premier exhibit space for an additional \$1,000

No, I don't want to purchase premier exhibit space

Yes, I want to purchase one matchmaking registration for \$125

No, I don't want to purchase a matchmaking registration

Friend of KAIA sponsor \$1,000 - **LIMITED NUMBER OF OPPORTUNITIES**

Yes, I want to purchase premier exhibit space for an additional \$1,000

No, I don't want to purchase premier exhibit space

Yes, I want to purchase one conference registration for \$50

No, I don't want to purchase a conference registration

Exhibitor Only \$1,250 - **LIMITED NUMBER OF OPPORTUNITIES**

## PAYMENTS

(due prior to event)

Check # \_\_\_\_\_ enclosed. Payable to: Kentucky Automotive Industry Association

Please bill my company. PO # \_\_\_\_\_ (not required)

# TERMS AND CONDITIONS

1. **Contract Conditions.** These sponsor regulations shall apply to the sponsor ("Sponsor") identified on the Application and Contract for Sponsorship Form ("Registration Form"), on the reverse side of these regulations, for the 2016 SPARK Conference ("SPARK"), which has been received by the Kentucky Automotive Industry Association ("KAIA").
2. **Exhibition Space.** Exhibition space will be assigned by KAIA on a first-come, first-serve basis to the sponsors who complete and return the Registration Form; however, KAIA reserves the right to reassign exhibition booth space if necessary. KAIA reserves the right to refuse exhibition booth space to any potential sponsor.
3. **Exhibition Space Rental.** KAIA must receive Sponsor's payment in full no later than May 1, 2016 in order to reserve the Sponsorship. Such payment may be mailed to the address set forth on the Registration Form. Unpaid Sponsorships are subject to forfeiture or reassignment.
4. **Booth Staffing.** A representative of Sponsor must occupy its booth during all scheduled exhibit hours of the conference.
5. **SPARK Cancellation.** KAIA reserves the right to cancel SPARK if it is deemed necessary. In the event of any such cancellation, KAIA will refund Sponsor's payment in full, and Sponsor shall waive any and all damages and claims for damages in connection with such cancellation.
6. KAIA reserves the right to, at its sole discretion, refuse any advertising. Due to the fact that sponsorships are limited, upon acceptance of your registration no refunds will be granted.
7. **Fire Prevention/Safety.** Open flames may not be used. All display material used in any exhibit must be flame retardant. All electrical wiring must be in good condition, must conform with local fire regulations and must be able to pass inspection by the fire marshal. In addition, Sponsor shall take precautions for the safety of other sponsors and all other persons attending SPARK.
8. **Shipping.** KAIA will forward shipping information to Sponsor upon receipt of the Registration Form. All shipments will be at Sponsor's own risk and expense, and must be prepaid.
9. **Insurance.** Sponsor acknowledges that the KAIA and the Noah's Event Venue do not maintain insurance covering Sponsor's property. If Sponsor desires to insure its exhibit materials, goods, and/or equipment against theft, damage by fire, accident, or loss of any kind, it shall do so at its own expense.
10. **Liability.** Sponsor hereby agrees to indemnify, defend and hold harmless the KAIA and the Noah's Event Venue, and each of their officers, board members, directors, employees and agents from and against any actions, law suits, costs, damages, claims and expenses (including attorneys' fees) arising from any damage to property or bodily injury to Sponsor, its agents, representatives, employees or any other persons by reason of the Sponsor's occupancy or use of the exhibition facilities.
11. **Assignment.** Sponsor shall not assign sublet or share any of its assigned exhibition space.
12. **Enforcement.** Sponsor agrees to comply with all applicable laws, the regulations contained herein and any rules and regulations set forth by the Noah's Event Venue. KAIA reserves the right to evict Sponsor in the event of any violation of these regulations, in which case Sponsor forfeits any monies paid to KAIA and will not receive a refund. In addition, KAIA reserves the right to prohibit Sponsor from displaying all, or any part, of an exhibit that is deemed unsuitable for SPARK by KAIA.
13. **Amendments.** KAIA reserves the right to amend these regulations at any time as it deems necessary. KAIA shall have the full power to interpret and enforce all of the regulations contained herein.

\*I understand that by providing the phone, fax number and e-mail information above on behalf of the person/company/organization specified above, I am authorized to and hereby consent for the person/company/organization to receive communication by or on behalf of the Kentucky Automotive Industry Association.

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NAME

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DATE

If you have additional questions. Please contact:

**DAVE TATMAN**

Cell: (270) 349-2355 | [Dave.Tatman@KyAutoIndustry.com](mailto:Dave.Tatman@KyAutoIndustry.com)

