

# SPONSOR REGISTRATION

**September 26-28th, 2024**

Thanks to our sponsors the ASTA Expo (formerly the ASTE) has been able to bring industry leaders and award-winning trainers to our attendees for such an affordable price, that they return year after year.

## EXPO BOOTH DETAILS

### Includes

- 6ft Table & 2 Chairs, Pipe and Drape

### Booth Sizes

- Inside Showroom 10X6 Entry Hall 8X4
- Additional Internet \$75
- Electricity \$50
- A + Plus Sponsorship is a sponsor with the addition
- of an add-on found on next page
- Additional Social Passes \$150

**New for 2024!**  
Sponsors, add your logo to T-shirts for only \$250!



"ASTA sets the gold standard for industry conferences by offering an unmatched blend of cutting-edge professional development and high-value networking, all facilitated by a team whose passion and dedication ensure an exceptional experience for every participant."

**Kent Bullard**  
Chief Operating Officer  
The Institute for  
Automotive Excellence

**Deadline for inclusion on print materials is August 16th**



## SPONSORSHIP LEVELS

### Diamond \$8500, \$8500+

•Up to 4 exhibit spaces, Recognition on all print attendee brochures, Sponsor logo on banner, displayed prominently, Logo featured on registration homepage. Link on Expo website, Podcast with "The "CTI" Podcast". One targeted email sent out to registered attendees. Two guest blog posts, 6 featured posts on ASTA Expo and ASTA Facebook and Instagram pages. **Company logo on event app, T-Shirts, and signage.** 8 entry badges for Trade Show and all social events

### Platinum \$5500, \$5500+

•Up to 4 exhibit spaces, Recognition on all print attendee brochures. Sponsor logo on banners, displayed prominently, Link on Expo website, Two guest ASTA blog posts, 4 featured posts on ASTA Expo and ASTA Facebook and Instagram pages, Logo included on signage, 8 entry badges for Trade Show and all social events

### Gold \$4500, \$4500+

3 exhibit spaces, Recognition on all print attendee brochures, Sponsor logo placed on banners, displayed prominently, Link on Expo website 2 featured posts on ASTA Expo and ASTA Facebook and Instagram pages, Logo included on signage, 6 entry badges for Trade Show and all social events

### Silver \$3500, \$3500+

•2 exhibit spaces, Recognition on all print attendee brochures, Sponsor logo on banner, displayed prominently, Link on Expo website, 1 featured post on ASTA Expo and ASTA Facebook and Instagram pages. Logo included on signage, 4 entry badges for Trade Show and all social events

### Bronze \$2500, \$2500+

•1 exhibit space, Link on Expo website, logo included on signage. 3 entry badges for Trade Show and all social events

### Virtual \$2000, \$2000+

•Show your support of our event even if you are unable to join us in person by becoming a virtual sponsor - Recognition on all print attendee brochures, Sponsor logo on banner, displayed prominently. Link on Expo website, 1 featured post on ASTA Expo and ASTA Facebook and Instagram pages, Logo included on signage

### Booth Only \$1100

•1 exhibit space. 2 entry badges for Trade Show and all social events



## Add-on Sponsorships

Work with our staff to create your own custom experience!

### Options:

~~Pre-party~~ - \$20,000

~~Custom Logo Clipboards~~ - \$10,000

~~Hospitality 3 Nights~~ - \$6000

~~Pizza Party~~ - \$2500

~~Technology~~ - \$4000

~~AWIA Women's Dinner~~ - \$2500

~~T-shirt~~ - Sponsors add your logo for \$250

~~Casino Night~~ - \$5500

~~Goody Bags~~ - \$1750

~~Thursday Lunch Sponsor~~ - \$4000

~~Friday Lunch Sponsor~~ - \$5500

~~Apprentice & Educator Sponsor~~ - \$4000

~~Trade Show Lunch Sponsor~~ - \$3500

~~Closing Dinner~~ - \$3500

~~Bourbon Party~~ - \$2500

~~Fri Snack Break or Sat Doughnuts~~ - \$2500

~~Lanyards~~ - \$2250

~~Badges~~ - \$2250

~~Volunteer Breakfast~~ - \$1500

~~Pens~~ - \$1000

~~Bus Sponsor~~ - \$2500

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Sponsor Level \_\_\_\_\_

**Email Information to: [jessee.potter@astausa.org](mailto:jessee.potter@astausa.org) or Call 919-322-0609 to Register**

"NAPA is a proud sponsor of the Automotive Service & Tire Alliance (ASTA) and the ASTA EXPO. For years, we have committed to the organization's mission to serve, support, and better the aftermarket by sponsoring the ASTA EXPO and providing our AutoTech curriculum. We recognize the ASTA EXPO as a fantastic training event that educates and empowers automotive professionals. From the Vendor Trade Show, which offers the opportunity to network with shop owners and technicians from around the country, to the training-based agenda, this is one of the finest events we have in our industry."

Chris George  
NAPA Mid-Atlantic Division



**ASTA Expo 2024 Sheraton Imperial 4700 Emperor Blvd I-40, #282 Durham, NC 27703**