NAFA2016 INSTITUTE & EXPO

AUSTIN TEXAS

APRIL 19-22, 2016

NAFAINSTITUTE.ORG

APRIL 19-22, 2016

MEDIA SPONSORSHIP AGREEMENT

The following is a trade agreement between NAFA Fleet Management Association and _____

This is a non-exclusive agreement. NAFA reserves the right to seek additional media sponsors in all media industries. No money will be exchanged in return for any of the services listed. All applications are subject to approval by NAFA staff and are not confirmed until a written approval from NAFA staff is received by potential media sponsor.

NAFA will provide media sponsors with:

1. Inclusion of publication's logo in ads for the I&E in the March/April issue of *FLEETSolutions* magazine
2. Inclusion of publication name in conference press releases
3. Inclusion of publication name on expo website
4. Inclusion of publication name in the show guide and digital conference newsletter
5. Separate web page listing all media sponsors including their logo and a description of the outlet
6. Inclusion of publication name in email marketing campaigns
7. Signage of all media sponsors inclusion at I&E
8. Two (2) standard conference passes
9. Social media messages (content to be provided by sponsor) distributed through NAFA's Facebook and Twitter outlets
   a. Two (2) Facebook messages
      i. One (1) pre-conference
      ii. One (1) post-conference
   b. Three (3) Twitter messages
      i. One (1) pre-conference
      ii. One (1) during conference
      iii. One (1) post conference
10. Please inquire if you would like to have materials in on-site publication bins. (Deadline: March 1, 2016 - Inclusion of materials not guaranteed after March 1.)

Media sponsors will provide NAFA with:

1. Advertising space for the I&E in media sponsor's print and digital publications (two to run in February and March 2016, digital ad banner to run in February and March).

2. NAFA logo inclusion on media sponsor's website, linking to the I&E site until May 31, 2016.

3. I&E listing in industry event calendar.

4. Inclusion twice of NAFA I&E banner ad/content in e-blast/email newsletter communications in February and March 2016 that are sent to the readership of the media sponsor.

5. Posting of social media messages pre-show (February and March 2016) and during event. (Content to be provided by NAFA staff/representative) promoting the NAFA I&E (if applicable).

a. Three (3) Facebook messages
   i. One message pre-conference promoting the FLEXY Awards and submission deadline of January 22, 2016
   ii. One message promoting the overall I&E, pre-conference
   iii. One message promoting the FLEXY Award ceremony, during conference

b. Three (3) Twitter messages
   i. One message pre-conference promoting the FLEXY Awards and submission deadline of January 22, 2016
   ii. One message promoting the overall I&E, pre-conference
   iii. One message promoting the FLEXY Award ceremony, during conference

'Messages will be distributed through NAFA social media outlets using the content given by media sponsors.

Questions? Email Communications Manager Donald Dunphy at *ddunphy@nafa.org*.

NAFA Media Sponsorship Application 2016

Publication Name _____

Primary Contact Person Name _____

Publication Address _____

City/Country _____

Contact Email _____

Publication website _____

Phone _____

Artwork/Production/Creative Contact _____

Email _____

I, the undersigned, am a duly authorized representative of company so noted.

Authorized Signature _____

Printed Name _____

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