



SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

	<u>ITEM</u>	<u>PRICE</u>
pg. 2	Platinum Show Sponsorship Package	\$10,000
pg. 2	Gold Show Sponsorship Package	\$7,500
pg. 2	Silver Show Sponsorship Package	\$5,000
pg. 3	Online Floor Plan Sponsorship Package	\$2,500
pg. 3	Social Media Promotional Package	\$1,500
pg. 3	Customized Email Blasts	\$500 ea.
pg. 4	Attendee Bag Sponsorship Package	\$8,000
pg. 4	Badge Lanyard Sponsorship Package	call for info
pg. 5	Registration Area Promotional Pens	\$2,500
pg. 5	Registration Booth Signs	\$1,000 ea.
pg. 5	Attendee Giveaways (client supplied)	\$1,000
pg. 6	Outdoor Mini Banners	\$800 ea. / \$7,500 for 10
pg. 6	Hanging Indoor Banners	\$25 / sq. ft.
pg. 6	Aisle Signs	\$1,000 ea.
pg. 7	Ad Panels	\$1,000 ea.
pg. 7	Carpet / Floor Ads	\$1,250 ea.
pg. 7	Educational Sponsorship	call for info
pg. 8	Attendee Prize Sponsorship	\$2,500
pg. 8	Mobile Charging Station Promotional Package	\$3,000
pg. 9	Exhibitor After-Party Sponsorship Package	\$7,500
pg. 9	NORTHEAST Family Day Sponsorship	\$2,500
pg. 10	<i>NORTHEAST Conference Journal Advertising</i>	varies
pg. 11	Discounted Exhibitor Advertising Options	call for info

Make **YOUR** Mark at
NORTHEAST!

For additional information or to purchase,
please contact NORTHEAST Sales Director Alicia Figurelli:
973-667-6922 | ALICIA@GRECOPUBLISHING.COM

SPONSORSHIP PACKAGES

PLATINUM LEVEL SPONSORSHIP: **\$10,000**

1 AVAILABLE - INCLUDES:

- Your company listed as a sponsor on pre-event marketing and event website
- Listing as Platinum Show Sponsor on NORTHEAST Conference Journal front cover (pg. 1)
- Listing as a sponsor at AASP/NJ exhibitor booth
- 4 overhead aisle signs on NORTHEAST show floor
- Company logo displayed on entrance banners (1 indoor, 1 outdoor)
- 4 custom "gobos" (light projection signs)
- Company logo displayed on NORTHEAST Exhibitor After-Party signage
- Company logo displayed on NORTHEAST social media outlets (Facebook, Twitter, YouTube, etc.)
- Two custom pre-event email blasts to NORTHEAST contacts (February & March)

GOLD LEVEL SPONSORSHIP: **\$7,500**

5 AVAILABLE - INCLUDES:

- Your company listed as a sponsor on pre-event marketing and event website
- Listing as a sponsor in NORTHEAST Conference Journal
- Listing as a sponsor at AASP/NJ exhibitor booth
- 2 overhead aisle signs on NORTHEAST show floor
- 2 custom "gobos" (light projection signs)
- Company logo displayed on NORTHEAST social media outlets (Facebook, Twitter, YouTube, etc.)
- One custom pre-event email blast to NORTHEAST contacts (March)

SILVER LEVEL SPONSORSHIP: **\$5,000**

5 AVAILABLE - INCLUDES:

- Your company listed as a sponsor on pre-event marketing and event website
- Listing as a sponsor in NORTHEAST Conference Journal
- Listing as a sponsor at AASP/NJ exhibitor booth
- 1 overhead aisle sign on NORTHEAST show floor
- 1 custom "gobo" (light projection sign)
- Company logo displayed on NORTHEAST social media outlets (Facebook, Twitter, YouTube, etc.)



AASP/NJ's 42nd Annual NORTHEAST® 2019 AUTOMOTIVE SERVICES SHOW

FRIDAY, MARCH 15: 5pm-10pm | SATURDAY, MARCH 16: 10am-5pm | SUNDAY, MARCH 17: 10am-3pm
MEADOWLANDS EXPOSITION CENTER • 355 PLAZA DR. • SECAUCUS, NJ 07094

WWW.AASP NJNORTHEAST.COM

SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

ONLINE FLOOR PLAN SPONSOR

\$2,500

- Be seen on the most visited page of the NORTHEAST show website: Our floor plan page!
- Includes production and placement/removal of web banner ad, as well as listing as a sponsor in the *NORTHEAST Conference Journal* as an official sponsor.

SOCIAL MEDIA PACKAGE

\$1,500

- Includes 5 customized Facebook posts, 3 sponsor-specific tweets and one email blast
- Using your graphics, logo and message, AASP/NJ's marketing team will create content that's designed specifically for your brand, products and company. Don't have any ready-made content? No problem! Our staff can work with you to create a dynamic message that will reach thousands of attendees and drive traffic to your booth.

CUSTOMIZED EMAIL BLASTS

\$500 ea.

- Reach thousands of AASP/NJ's exclusive NORTHEAST contacts with a custom-designed email blast!
- Using your graphics, logo and message, AASP/NJ's marketing team will create an email blast designed specifically for your brand, products and company. Don't have any ready-made content? No problem! Our staff can work with you to create a dynamic message that will reach attendees and drive them to your booth.
- Email blast will be sent out on the date and time you specify, to 5,000+ contacts representing NORTHEAST attendees and industry members from across the country.

Make **YOUR** Mark at
NORTHEAST!

For additional information or to purchase,
please contact NORTHEAST Sales Director Alicia Figurelli:
973-667-6922 | ALICIA@GREGOPUBLISHING.COM

SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

ATTENDEE BAGS

\$8,000

- Have your company's message placed directly into the hands of EVERY NORTHEAST attendee!
- Sponsorship includes design, production and distribution of 12" x 15" screen-printed plastic bags
- Bags will include a copy of the NORTHEAST Conference Journal plus potential additional promotional item attendee giveaways
- Bags will be distributed to each attendee at badge pickup, prior to entering the show floor
- Client-supplied logo/graphics or custom design available
- Sponsorship includes production, design and distribution of bags to all NORTHEAST attendees, as well as sponsor listing in the *NORTHEAST Conference Journal*.
- Pricing includes 1-color logo print. Additional colors available, call to learn more and for pricing.
- Sponsorship using client-supplied bags is also available. Call 973-667-6922 to learn more and for pricing.

BADGE LANYARDS

call for info

- Your company's message will hang around the neck of every NORTHEAST show attendee!
- Badge lanyards will be distributed to all attendees at the registration area, to be worn the entire weekend of NORTHEAST.
- Includes production and distribution of lanyards, as well as listing as a sponsor in the NORTHEAST Conference Journal.
- Lanyards may be supplied by sponsor or created by event management.



Make **YOUR** Mark at
NORTHEAST!

For additional information or to purchase,
please contact NORTHEAST Sales Director Alicia Figurelli:
973-667-6922 | ALICIA@GREGOPUBLISHING.COM

SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

REGISTRATION AREA PENS

\$2,500

- Your company's booth number and message will be in the hands of all registering NORTHEAST attendees on pens that will be used well after NORTHEAST has concluded!
- Package includes production, design and distribution of pens throughout NORTHEAST.
- Sponsorship package using client-supplied items is also available. Call 973-667-6922 for pricing.

REGISTRATION BOOTH SIGNS

\$1,000 ea.

- Be the first thing NORTHEAST attendees see when retrieving their show badges!
- Signage featuring your company's logo, booth number and message will be displayed on one or more registration booths, where attendees will pick up their badges and complete on-site registration for the show.
- Includes production, installation and removal of signage as well as design services if needed.



ATTENDEE GIVEAWAYS client-supplied

\$1,000

- Promotional items (pens, keychains, flyers, etc.) promoting your company and booth number will be distributed to NORTHEAST attendees at badge retrieval.
- Package includes distribution of client-supplied items throughout NORTHEAST weekend.
- Sponsor must submit item design to AASP/NJ for approval by no later than February 1.
- Sponsor must supply a minimum of 6,000 pieces for distribution.

Make **YOUR** Mark at
NORTHEAST!

For additional information or to purchase,
please contact NORTHEAST Sales Director Alicia Figurelli:
973-667-6922 | ALICIA@GREGOPUBLISHING.COM

SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

OUTDOOR MINI BANNERS (10 available)

\$800 ea.

- Be one of the first things NORTHEAST attendees see as they pull into the Meadowlands Exposition Center!
- Your company's name and logo will appear on both sides of up to 10 double-sided banners that hang outside the facility.
- Multiple banners may be requested (first come, first serve)
- Package includes company name, logo and booth number on selected banner(s).
- Purchase all 10 outdoor mini banners for \$7,500 (\$500 savings!)



HANGING INDOOR BANNERS

\$25 / square foot

- Make your company stand out with this high-visibility promotional opportunity!
- Your company's logo, booth number and message will be displayed on a heavy-duty vinyl hanging banner.
- Specific indoor locations may be requested.
- Package includes production, installation and removal of banner, as well as design services if needed.

AISLE SIGNS

\$1,000 per sign



- Your company's name and logo will appear on double-sided aisle signs that help NORTHEAST attendees navigate the show.
- Specific aisles may be requested.
- Package includes company name, logo and booth number on selected sign(s).

Make **YOUR** Mark at
NORTHEAST!

For additional information or to purchase, please contact NORTHEAST Sales Director Alicia Figurelli:
973-667-6922 | ALICIA@GREGOPUBLISHING.COM

SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

AD PANELS

\$1,000 ea.

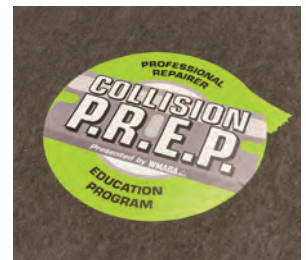
- These one-meter panels will be displayed strategically throughout the Meadowlands Exposition Center for the duration of NORTHEAST.
- Specific locations may be requested, and panels may be moved during the course of the show (by sponsor or show management only, and at the discretion of show management)
- Package includes production, delivery and installation of one double-sided, four-color, meter board ad panel.



CARPET/FLOOR ADS

\$1,250 ea.

- Be seen by everyone walking the floor of the Meadowlands Exposition Center with these 4' x 4' signs, placed in key locations throughout NORTHEAST.
- Specific locations may be requested.
- Package includes placement of your company's logo, booth number and message on one 4' x 4' floor ad in the location of your choice, as well as design services if needed.



EDUCATIONAL SPONSORSHIP

call for info

- Help promote your company and booth number while also aligning yourself as a sponsor of NORTHEAST's Collision Professional Repairer Education Program (P.R.E.P.), presented by the Washington Metropolitan Auto Body Association (WMABA). Call for details!

Make **YOUR** Mark at
NORTHEAST!

For additional information or to purchase,
please contact NORTHEAST Sales Director Alicia Figurelli:
973-667-6922 | ALICIA@GREGOPUBLISHING.COM

SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

ATTENDEE PRIZE SPONSORSHIP

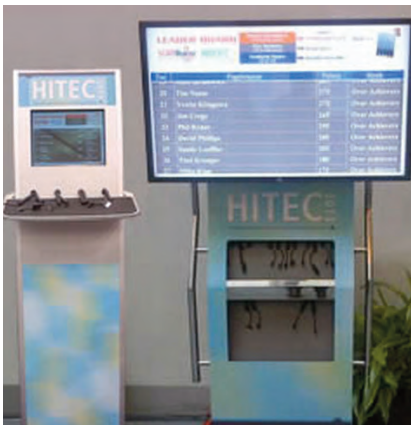
\$2,500

- Your company's message will be displayed prominently on all prizes given away throughout the weekend of NORTHEAST. After the event, prize winners are featured in the post-show issue of *New Jersey Automotive* magazine.
- Sponsorship includes production of related signage, production of special stickers to be affixed to NORTHEAST door prizes and listing in the *NORTHEAST Conference Journal* as an official sponsor.



MOBILE CHARGING STATION

\$3,000



- Deliver an effective message about your company to NORTHEAST attendees while providing a valuable service!
- With 7-12 minutes the average time at a charging station, you can deliver your company's message to a captive audience while increasing your sales connections. Display screens above the charging stations provide additional exposure.
- Package includes rental of mobile charge kiosk and rental of power source for the weekend of NORTHEAST, as well as design services for your custom message or kiosk graphics if needed.

Make **YOUR** Mark at
NORTHEAST!

For additional information or to purchase,
please contact NORTHEAST Sales Director Alicia Figurelli:
973-667-6922 | ALICIA@GREGOPUBLISHING.COM

SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

EXHIBITOR AFTER-PARTY SPONSORSHIP

\$7,500

- Help celebrate the close of the first day of NORTHEAST with AASP/NJ's Exhibitor After-Party, a cocktail party created for show exhibitors to relax and kick back with some food and drink after a long day on the floor.
- Sponsorship includes prominent placement of signage noting company as official After-Party sponsor, as well as branded promotional items (cups, napkins, plates, etc.) used for After-Party attendees and listing in *NORTHEAST Conference Journal* and AASP/NJ booth as an official sponsor.



NORTHEAST "FAMILY DAY" SPONSORSHIP

\$2,500



- It's the event that NORTHEAST's littlest attendees look forward to all year: Family Day! This annual kid-friendly event features inflatables, games, facepainting, fun snacks and much more.
- Sponsorship includes prominent placement of signage noting company as official Family Day sponsor throughout Family Day area, as well as branded promotional items (balloons, napkins, etc.) to be distributed to Family Day attendees and listing in the *NORTHEAST Conference Journal* and AASP/NJ booth as an official sponsor.

Make **YOUR** Mark at
NORTHEAST!

For additional information or to purchase,
please contact NORTHEAST Sales Director Alicia Figurelli:
973-667-6922 | ALICIA@GRECOPUBLISHING.COM

NORTHEAST CONFERENCE JOURNAL ADVERTISING

Reach thousands of attendees at
NORTHEAST 2019! Advertise in the

NORTHEAST **CONFERENCE JOURNAL**

The **OFFICIAL** guide to AASP/NJ's
NORTHEAST Automotive Services Show
at the Meadowlands



Distributed to ALL Show Attendees

(Projected attendance: 6,000+)

*Plus digital exposure at grecopublishing.com
before, during and after NORTHEAST!

Contains Show-Related Info Including:

- ✓ Floor plan
- ✓ Exhibitor list
- ✓ Schedule of events
- ✓ Educational Schedule
- ✓ Exclusive company profiles
- ✓ Area info
- ✓ & More!

All Conference Journal
ads include a free
PROFILE IN SUPPORT,
a brief (300-word) company
profile highlighting your
products & services.

This **EXCLUSIVE** offer
is available to Conference
Journal advertisers **ONLY.**

CHOOSE YOUR AD SIZE:

FULL PAGE
\$1,000

HALF PAGE
\$600

QUARTER PAGE
\$400

AD MATERIALS DUE:
Friday, February 15, 2019

QUESTIONS
Contact Alicia Figurelli
alicia@grecopublishing.com
973-667-6922

Company Name: (How you want to be listed in advertisers' index): _____

Contact: _____ Signature: _____

Phone: _____ Email: _____

Are you a NORTHEAST 2018 Exhibitor? YES, booth # _____ NO

I will supply ad file (Materials due Friday, February 15 - email lea@grecopublishing.com)

I would like TGP to design my ad at no additional charge (we will contact you to discuss design)

PROMOTIONAL ADVERTISING OPPORTUNITIES



Reach Repair Professionals in Multiple Markets Through Greco Publishing!

You already know that NORTHEAST is your three-day window to reach thousands of repair professionals under one roof. **But how are you reaching these customers the rest of the year?**

Greco Publishing, event managers behind AASP/NJ's NORTHEAST Show, provides **direct business-to-business marketing solutions** through six regional titles across the east coast and midwest, and the annual NORTHEAST Conference Journal, the official guide to NORTHEAST. Each title provides customized, association-driven local, regional and national news, updates and announcements that speak directly to specific markets. Our publications are also the primary source for information and updates on NORTHEAST.

NORTHEAST exhibitors who advertise are entitled to:

- Discounted rates** on any new advertising campaigns in one or more titles
- Free custom ad design**
- Free dealer co-op submission services** (for applicable OEMs)
- Free promotional opportunities** throughout the year through press releases, vendor profiles, and features
- Alignment with industry-leading trade associations** including AASP/NJ, AASP/MA, WMABA, AASP-MN, WACTAL, ABAT and HABA
- AND SO MUCH MORE!**

WANT TO LEARN MORE?

Call or email today to get started!

Make **YOUR** Mark at
NORTHEAST!

Alicia Figurelli | Sales Director
973-667-6922 | ALICIA@GRECOPUBLISHING.COM