

AASP/NJ'S

NE 22

NORTHEAST[®] 2022
AUTOMOTIVE SERVICES SHOW

MARCH 18-20, 2022

MEADOWLANDS EXPOSITION CENTER • SECAUCUS, NJ

**Sponsorship and
Promotional
Opportunities**



AASP/NJ's 45th Annual NORTHEAST® 2022 AUTOMOTIVE SERVICES SHOW

FRIDAY, MARCH 18: 5pm-10pm | SATURDAY, MARCH 19: 10am-5pm | SUNDAY, MARCH 20: 10am-3pm

MEADOWLANDS EXPOSITION CENTER • 355 PLAZA DR. • SECAUCUS, NJ 07094

WWW.AASPNJNORTHEAST.COM

SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

ITEM	PRICE
pg. 3 Platinum Show Sponsorship Package.....	\$10,500
pg. 3 Gold Show Sponsorship Package.....	\$8,000
pg. 3 Silver Show Sponsorship Package.....	\$5,500
pg. 4 Online Floor Plan Sponsorship Package.....	\$3,000
pg. 4 Social Media Promotional Package.....	\$2,000
pg. 4 Customized Email Blasts	\$750 ea.
pg. 5 Attendee Bag Sponsorship Package	\$8,500
pg. 5 Badge Lanyard Sponsorship Package	CALL FOR INFO
pg. 6 Registration Area Promotional Pens	\$2,750
pg. 6 Registration Booth Signs.....	\$1,500 ea.
pg. 6 Attendee Giveaways (client supplied)	\$1,500
pg. 7 Outdoor Mini Banners \$800 ea. /	\$7,500 for 10
pg. 7 Hanging Indoor Banners	\$25 / sq. ft.
pg. 7 Aisle Signs.....	\$1,250 ea.
pg. 8 Ad Panels.....	\$1,250 ea.
pg. 8 Carpet / Floor Ads.....	\$1,500 ea.
pg. 8 Educational Sponsorship.....	call for info
pg. 9 Attendee Prize Sponsorship	\$3,000
pg. 9 Mobile Charging Station Promotional Package	\$3,500
pg. 10 Exhibitor After-Party Sponsorship Package	\$8,000
pg. 10 NORTHEAST Family Day Sponsorship.....	\$2,750
pg. 11 NORTHEAST Conference Journal Advertising	varies
pg. 12 Discounted Magazine Advertising	call for info
pg. 13 Printable NORTHEAST 2022 Sponsor/Promotional Agreement	

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:

\$10,500

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)
- 12 sponsored social media posts (4 Facebook posts / 4 Instagram posts / 4 tweets)
- Company logo displayed on NORTHEAST Exhibitor After-Party signage
- Company logo displayed on NORTHEAST social media (Facebook, Twitter, YouTube, etc.)
- Two custom pre-event email blasts to NORTHEAST contacts (February & March)

GOLD LEVEL SPONSORSHIP:

\$8,000

5 4 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
- 9 sponsored social media posts (3 Facebook posts / 3 Instagram posts / 3 tweets)
- Company logo displayed on NORTHEAST social media (Facebook, Twitter, YouTube, etc.)
- One custom pre-event email blast to NORTHEAST contacts (March)

SILVER LEVEL SPONSORSHIP:

\$5,500

5 3 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
- 3 sponsored social media posts (1 Facebook posts / 1 Instagram posts / 1 tweets)
- Company logo displayed on NORTHEAST social media (Facebook, Twitter, YouTube, etc.)

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SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

ONLINE FLOOR PLAN SPONSOR

\$3,000

- 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

\$2,000

- Includes 5 customized Facebook posts, 3 sponsor-specific tweets, 3 sponsor-specific Instagram posts and 1 custom-designed 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

\$750_{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 to 7,500+ contacts representing NORTHEAST attendees and industry members from across the country. Specific dates/times may be available upon client request.

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SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

ATTENDEE BAGS

\$8,500

- 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 duration of NORTHEAST.
- Includes production and distribution of lanyards, as well as listing a sponsor in the *NORTHEAST Conference Journal*.
- Lanyards may be supplied by sponsor or created by event management.

SOLD!



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SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

REGISTRATION AREA PENS

\$2,750

- 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

\$1,500 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

\$1,500

- 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 August 1.
- Sponsor must supply a minimum of 6,000 pieces for distribution.

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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

\$1,500 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).

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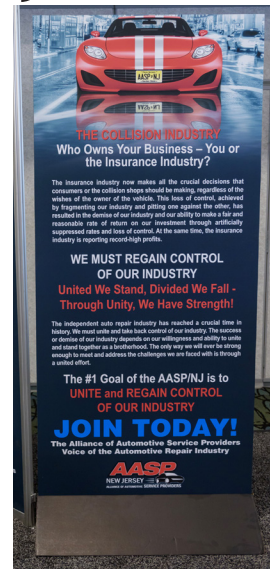
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SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

AD PANELS

\$1,500 ea.

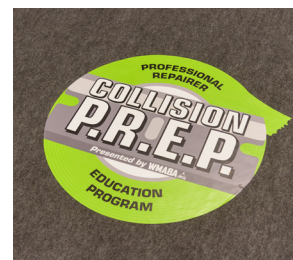
- These one-meter panels will be displayed strategically throughout the Meadowlands Exposition Center for the duration of NORTHEAST.
- Specific locations may be requested, and panels may be moved during the course of the show (by sponsor or show management only, and at the discretion of show management)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



CARPET/FLOOR ADS

\$1,500 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 exclusive educational slate! Call for details.

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SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

ATTENDEE PRIZE SPONSORSHIP

\$3,000

- Your company's message will be displayed prominently on all prizes given away throughout the weekend of NORTHEAST. In addition, prize winners are featured in the most recent 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

\$3,500



- 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.

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SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

VENDOR APPRECIATION AFTER-PARTY SPONSORSHIP

\$8,000

- Help celebrate the close of the first day of NORTHEAST with AASP/NJ's Vendor Appreciation 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.

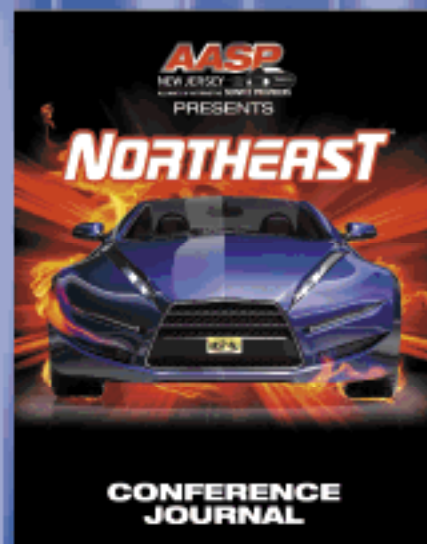


NORTHEAST CONFERENCE JOURNAL ADVERTISING

REACH THOUSANDS OF ATTENDEES AT
NORTHEAST 2022! ADVERTISE IN THE

NORTHEAST CONFERENCE JOURNAL

The **OFFICIAL** guide to **NORTHEAST**,
distributed to every attendee!



ALL Show Attendees Receive a Copy

(Projected attendance: 6,500+)

Advertisers receive additional online exposure at grecopublishing.com

Contains Show-Related Info Including:

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

All advertisers receive a **free**
300-word COMPANY PROFILE
highlighting your company's
products & services!

DESIGN SPECS: Press-optimized PDF or
Adobe Photoshop tiff @ 300dpi preferred.
Please email files to alicia@grecoPublishing.com.

Trim: 8.5" x 11" Live space: 7.5" x 10"

AD MEASUREMENTS:

Full Pg. (no bleed): 7.5" x 10" Half Pg. 7.5" x 5"
Full Pg. (bleed): 8.75" x 11.25" Quarter Pg. 3.75" x 5"

CHOOSE YOUR AD SIZE:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FULL PAGE (7.5" W x 10" H - no bleed)	HALF PAGE (7.5" W x 5" H)	1/4 PAGE (3.75" W x 5" H)
\$1,000	\$600	\$400

SPACE COMMITMENT DEADLINE:
Friday, February 18

Ad Materials/Profiles Due:
Friday, February 25

QUESTIONS:
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 Exhibitor? ☐ YES, booth # _____ ☐ NO

☐ I will supply ad file (Materials due **Friday, February 25** - email alicia@grecoPublishing.com)

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



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PROMOTIONAL ADVERTISING VIA GRECO PUBLISHING



Reach Repair Professionals in Multiple Markets Through Greco Publishing!

You already know 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 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 advertising in one or more titles
- ✓ **Free custom ad design**
- ✓ **Free dealer co-op submission services** (for applicable OEMs)
- ✓ **Free promotional opportunities** throughout the year
- ✓ **Alignment with associations** including AASP/NJ, AASP/MA, WMABA, AASP-MN & ABAT
- ✓ **AND MORE!**

WANT TO LEARN MORE?

Email info@grecopublishing.com today to get started!

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SPONSORSHIP / PROMOTIONAL AGREEMENT

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1. COMPANY INFORMATION If you are a contracted NORTHEAST exhibitor, please check here ☒ and skip to next section!

To be completed if this info differs from current exhibitor information on file, or if your company is NOT a contracted exhibitor.

COMPANY NAME: _____

Contact: _____ Title: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

2. SELECT YOUR SPONSORSHIP / PROMO ITEMS **MINIMUM 25% DEPOSIT DUE WITH SIGNED AGREEMENT**

<input type="checkbox"/> Platinum Show Sponsorship	\$10,500	<input type="checkbox"/> Outdoor Mini Banners (10 available)	\$800 ea. / \$7,500 for 10
<input type="checkbox"/> Gold Show Sponsorship	\$8,000	<input type="checkbox"/> Hanging Indoor Banners	\$25 / sq. ft.
<input type="checkbox"/> Silver Show Sponsorship	\$5,500	<input type="checkbox"/> Aisle Signs	\$1,250 ea.
<input type="checkbox"/> Online Floor Plan Sponsorship	\$3,000	<input type="checkbox"/> Ad Panels	\$1,250 ea.
<input type="checkbox"/> Social Media Promo Package	\$2,000	<input type="checkbox"/> Carpet / Floor Ads	\$1,500 ea.
<input type="checkbox"/> Customized Email Blasts	\$750 ea. Specify #: _____	<input type="checkbox"/> Educational Sponsorship	Call for info
<input type="checkbox"/> Attendee Bag Sponsorship	\$8,500	<input type="checkbox"/> Attendee Prize Sponsorship	\$3,000
<input type="checkbox"/> Badge Lanyard Sponsorship	Call for info	<input type="checkbox"/> Mobile Charging Station	\$3,500
<input type="checkbox"/> Registration Area Pens	\$2,750	<input type="checkbox"/> Exhibitor After-Party Sponsorship	\$8,000
<input type="checkbox"/> Registration Booth Signs	\$1,500 ea.	<input type="checkbox"/> NORTHEAST Family Day Sponsorship	\$2,750
<input type="checkbox"/> Attendee Giveaways*	\$1,500	*Giveaway items supplied by client. Items can be produced for additional fee, call for info.	

ADDT'L NOTES: _____

3. AUTHORIZATION

NAME _____ TITLE _____

SIGNATURE _____ DATE _____

TERMS: Submission of this agreement is a binding contract between client and NORTHEAST show management and AASP/NJ for specified sponsor package or promotional services in conjunction with NORTHEAST. A 25% deposit for sponsorship packages is due upon submission of signed agreement; final balances are due March 1, 2022. Submitted agreements will not be processed until deposit is received. Supplied sponsorship promotional item graphics and message must be approved by show management and must be received by March 1, 2022 for implementation. Prices include production / design and installation / takedown where applicable. Meetings and/or educational events scheduled on-site during the week of NORTHEAST must be approved in writing by show management by February 1, 2022. Failure to notify show management of said events by 2/1/22 may exclude company from future NORTHEAST participation.

RETURN AGREEMENT & DEPOSIT TO:

AASP/NJ's NORTHEAST (make checks payable to AASP/NJ)
244 Chestnut St., Suite 202
Nutley, NJ 07110

To pay by credit card, call 973-667-6922

QUESTIONS? CONTACT EVENT MANAGEMENT

Alicia Figurelli, Greco Publishing
973-667-6922
973-235-1963 (F)
alicia@grecoPublishing.com