MAKE YOUR MARK.



AASP/NJ'S 50TH ANNUAL

NORTHEAST® 2027

AUTOMOTIVE SERVICES SHOW AT THE MEADOWLANDS

MARCH 19-21

SPONSORSHIP & PROMOTIONAL OPPORTUNITIES

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. 3	**Bronze Show Sponsorship Package**	$3,500
pg. 4	**Badge Lanyards Sponsorship Package**	CALL FOR INFO
pg. 4	**NORTHEAST T-Shirt Giveaway Sponsorship**	$12,500
pg. 5	**Attendee Bag Sponsorship Package (canvas)**	$10,500
pg. 5	**Attendee Bag Sponsorship Package (plastic)**	$8,500
pg. 6	**Exhibitor After-Party Sponsorship**	$8,500
pg. 6	**Education Slate Sponsorship**	$7,500
pg. 6	**NORTHEAST Scavenger Hunt Sponsorship**	$5,500
pg. 7	**Attendee Prize Sponsorship**	$5,500
pg. 7	**Online Floor Plan Sponsorship**	$3,500
pg. 7	**Happy Hour Sponsorship (5 available)**	$2,000
pg. 7	**Bodywork Bowl Sponsorship**	CALL FOR INFO
pg. 8	**Mobile Charging Station Promotional Package**	$4,000
pg. 8	**Registration Area Promotional Pens**	$2,750
pg. 8	**Registration Booth Signs** (6 available)	$1,750 ea.
pg. 9	**Attendee Giveaways** (supplied)	$1,750
pg. 9	**Carpet / Floor Ads**	$1,750 ea.
pg. 9	**Aisle Signs**	$1,750 ea.
pg. 10	**Ad Panels**	$1,750 ea.
pg. 10	**Outdoor Mini Banners**	$900 ea./$8,500 for 10
pg. 10	**Hanging Indoor Banners**	$30 / sq. ft.
pg. 11	**Vinyl Wall Wraps**	$45 / sq. ft.
pg. 11	**Social Media Promotional Package**	$2,500
pg. 11	**Customized Email Blasts**	$750 ea.
pg. 12	***NORTHEAST Conference Journal* Advertising**	starting at $400
pg. 13	**Discounted Trade Magazine Advertising - Reach Thousands!**	starting at $100
pg. 14	**Printable Promotional / Sponsorship Agreement**	

Make YOUR Mark at NORTHEAST!

For additional information or to purchase:
973-667-6922 | ALICIA@GRECOPUBLISHING.COM

SHOW SPONSOR 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 in *NORTHEAST Conference Journal*
- 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)
- 3 sponsored social media posts across all NORTHEAST social accounts
- Company logo displayed on NORTHEAST Exhibitor After-Party signage
- Two custom pre-event email blasts to NORTHEAST contacts (February & March)

GOLD LEVEL SPONSORSHIP: $8,000

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
- 2 overhead aisle signs on NORTHEAST show floor
- 2 sponsored social media posts across all NORTHEAST social accounts
- One custom pre-event email blast to NORTHEAST contacts (March)

SILVER LEVEL SPONSORSHIP: $5,500

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
- 1 overhead aisle sign on NORTHEAST show floor
- 1 sponsored social media post across all NORTHEAST social accounts
- Company logo displayed on NORTHEAST social media (Facebook, Twitter, YouTube, etc.)

BRONZE LEVEL SPONSORSHIP $3,500

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

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973-667-6922 | ALICIA@GRECOPUBLISHING.COM

SPONSORSHIP OPPORTUNITIES

BADGE LANYARDS SPONSORSHIP

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. Call 973-667-6922 for details and pricing on client-supplied lanyards.



NORTHEAST T-SHIRT GIVEAWAY SPONSORSHIP

$12,500

What's better than a walking billboard for your company? NORTHEAST will distribute promotional t-shirts throughout the weekend of NORTHEAST, and with your company featured on the back, your logo and message will be shared throughout the industry long after the show has concluded!

- Sponsorship includes design and production of NORTHEAST promotional t-shirts to be distributed to attendees as giveaways during the NORTHEAST show. Includes one-color sponsor logo on back side of heavyweight cotton t-shirts, as well as 10 complimentary shirts for sponsor use. Also includes listing in the *NORTHEAST Conference Journal* and AASP/NJ booth as an official sponsor.

SPONSORSHIP OPPORTUNITIES

ATTENDEE BAG SPONSORSHIP (CANVAS TOTE) $10,500

- Have your company's message placed directly into the hands of EVERY NORTHEAST attendee!
- Sponsorship includes design, production and distribution of 13.5" x 15" printed cloth tote bags to all NORTHEAST attendees, as well as sponsor listing in the *NORTHEAST Conference Journal*.
- All bags will include a copy of the *NORTHEAST Conference Journal* and attendee giveaway items and literature TBD
- Bags will be distributed to each attendee at badge pickup, prior to entering the show floor
- Client-supplied logo/graphics or custom design available
- 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.

ATTENDEE BAG SPONSORSHIP (PLASTIC) $8,500

- Your company's logo or message will be placed directly into the hands of EVERY NORTHEAST attendee!
- Sponsorship includes design, production and distribution of 19" x 15" screen-printed handle plastic bags to all NORTHEAST attendees, as well as sponsor listing in the *NORTHEAST Conference Journal*.
- All bags will include a copy of the *NORTHEAST Conference Journal* and attendee giveaway items and literature TBD
- Bags will be distributed to each attendee at badge pickup, prior to entering the show floor
- Client-supplied logo/graphics or custom design available
- 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.

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973-667-6922 | ALICIA@GRECOPUBLISHING.COM

SPONSORSHIP OPPORTUNITIES

EXHIBITOR AFTER-PARTY SPONSORSHIP (FRIDAY) $8,500

- 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.

EDUCATION SLATE SPONSORSHIP $7,500

- Help promote your company and booth number while aligning yourself as the top-level sponsor of NORTHEAST's exclusive educational slate!
- Sponsorship includes your company's logo prominently displayed in ALL pre-event marketing and NORTHEAST website, as well as signage on-site in NORTHEAST seminar rooms, company logo displayed on NORTHEAST educational templates given to seminar presenters, and listing as a sponsor in the *NORTHEAST Conference Journal.*

SCAVENGER HUNT SPONSORSHIP $5,500

Drive additional booth traffic as the NORTHEAST Scavenger Hunt sponsor! During the show weekend, attendees will explore the show floor, visiting various locations to get their cards stamped. As the sponsor, your booth will be the final stop in the hunt, ensuring every participant visits your booth to submit their completed card.

- Sponsorship includes your company's logo prominently displayed in pre-event marketing and on the NORTHEAST website, as well as signage noting your company as the NORTHEAST Scavenger Hunt sponsor. Your company will be included on Scavenger Hunt cards given to each attendee at badge pickup, and listed as the final Scavenger Hunt location.
- You will also receive a dedicated collection box to place in your booth for completed cards. At the end of the weekend, show management will select a winner to receive a prize!

***NOTE:** **Show management will determine Scavenger Hunt locations, with the understanding that Scavenger Hunt sponsor will be the final location and will house completed ticket box.**

SPONSORSHIP OPPORTUNITIES

ATTENDEE PRIZE SPONSORSHIP $5,500



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

ONLINE FLOOR PLAN SPONSORSHIP $3,500

- Be seen on the most visited page of the NORTHEAST show website: Our floor plan page! Sponsorship includes design, production and setup of banner ad, as well as listing in the *NORTHEAST Conference Journal* as an official sponsor.

HAPPY HOUR SPONSORSHIP (SATURDAY) (5 AVAILABLE) $2,000

- It's the 50th anniversary of AASP/NJ's NORTHEAST show, and we're throwing a party! On Saturday, March 20, join AASP/NJ exhibitors, attendees and supporters as we toast to half a century of industry excellence with cocktails and food, refreshments and some fun!
- Sponsorship includes signage noting company as a Happy Hour sponsor during the celebration, branded promotional items used for party attendees and listing in *NORTHEAST Conference Journal* and as a sponsor.

BODYWORK BOWL SPONSORSHIP CALL FOR INFO

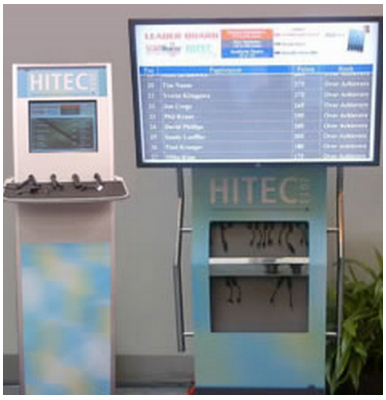
As a sponsor of AASP/NJ's annual Bodywork Bowl Collision Skills Competition, you'll be seen by all contestants in one of our most anticipated events of the show!

- Sponsorship includes listing your company as a sponsor in show materials, *NORTHEAST Conference Journal* and on-site signage, as well as the opportunity to present prizes to winners. Sponsors are also encouraged to supply branded merchandise to present to winners along with their prize.
- Welding sponsors must be willing to supply a welder, protective equipment, coupons and all necessary supplies. Sponsor will also need to staff their welding station in the contest area Saturday, March 20 from 11am - 4pm.

For additional information or to purchase:
973-667-6922 | ALICIA@GRECOPUBLISHING.COM

PROMOTIONAL OPPORTUNITIES

MOBILE CHARGING STATION — $4,000



- 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 networking with prospects! 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.

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.
- Promotional package using client-supplied items is also available. Call 973-667-6922 for pricing.

REGISTRATION BOOTH SIGNS (6 available) — $1,750 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 a kiosk in the NORTHEAST registration area where attendees pick up badges.
- Includes production, installation and removal of signage as well as design services if needed.



Make YOUR Mark at NORTHEAST!

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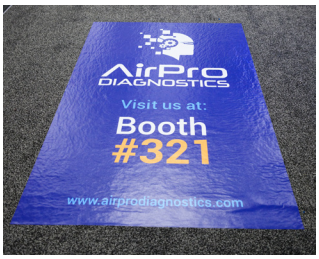
PROMOTIONAL OPPORTUNITIES

ATTENDEE GIVEAWAYS supplied by client — $1,750

- 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.
- Client must submit item design to AASP/NJ for approval by no later than February 1.
- Client must supply a minimum of 6,000 pieces for distribution.
- Giveaway items can also be created by event management. Call 973-667-6922 to get a quote.

CARPET/FLOOR ADS — $1,750 ea.

- Be seen by everyone walking the floor of the Meadowlands Exposition Center with 4' x 4' vinyl floor signs, placed in key locations throughout NORTHEAST.
- Specific locations may be requested; show management cannot guarantee placement but will make all attempts to accommodate requests.
- Includes placement of your company's logo and message on one 4' x 4' floor ad in the location of your choice, as well as design services if needed.



AISLE SIGNS — $1,750 per sign



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

For additional information or to purchase:
973-667-6922 | ALICIA@GRECOPUBLISHING.COM

PROMOTIONAL OPPORTUNITIES

AD PANELS

$1,750 ea.



- These one-meter panels will be displayed strategically throughout the Meadowlands Exposition Center for the duration of the NORTHEAST show.
- Specific locations may be requested, and panels may be moved during the course of the show (by client 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.

OUTDOOR MINI BANNERS (10 available)

$900 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 $8,500 ($500 savings!)

HANGING INDOOR BANNERS

$30 / square foot

- Make your company stand out with this high-visibility promotional opportunity!
- Your company's branding 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.

Make YOUR Mark at NORTHEAST!

For additional information or to purchase:
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PROMOTIONAL OPPORTUNITIES

VINYL WALL WRAPs

$45 / square foot

- Shwocase your company's message displayed prominently on the walls of the NORTHEAST show hall!
- Specific locations may be requested; show management cannot guarantee placement but will make all attempts to accommodate requests.
- Includes production, installation and removal of vinyl wall wrap signage, as well as custom design services if needed.



SOCIAL MEDIA PROMOTIONAL PACKAGE

$2,500

- Includes 1 custom-designed email blast; 3 Facebook posts, 3 tweets, 3 Instagram posts, 3 LinkedIn posts and 3 TikTok posts
- 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. If you don't have any ready-made content, 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 9,200+ contacts representing NORTHEAST attendees and industry members from across the country. Specific dates/times may be available upon client request.

For additional information or to purchase:
973-667-6922 | ALICIA@GRECOPUBLISHING.COM

The ONLY show guide to NORTHEAST endorsed by AASP/NJ

REACH THOUSANDS OF SHOW ATTENDEES!

ADVERTISE IN THE NORTHEAST CONFERENCE JOURNAL



The OFFICIAL guide to AASP/NJ's NORTHEAST Automotive Services Show

Distributed to ALL Show Attendees

(Projected attendance: 6,500+) plus online exposure at grecopublishing.com

All ads include a free 300-word company profile to showcase your company's products & services!

Contains Show-Related Info Including:

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

SPECS: Press-optimized, print-ready PDF preferred.

Please email files to alicia@grecopublishing.com.

LIVE SPACE: 7.5" x 10" **TRIM:** 8.5" x 11"

AD MEASUREMENTS:
Full pg. (no bleed): 7.5" x 10"
Full pg. (w/ bleed): 8.75" x 11.25"
1/2 pg.: 7.5" x 5" **1/4 pg.:** 3.75" x 5"

CHOOSE YOUR AD SIZE:

❑ FULL PAGE	❑ HALF PAGE	❑ 1/4 PAGE
(7.5" W x 10" H - no bleed)	(7.5" W x 5" H)	(3.75" W x 5" H)
$1,000	**$600**	**$400**

AD MATERIALS & PROFILES DEADLINE:

Monday, February 22

QUESTIONS / MORE INFO:
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 # (if you know it) _____ ❑ NO

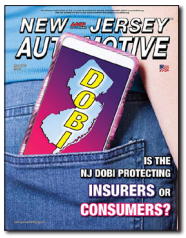
❑ **I will supply ad file** **(Materials due Monday, Feb. 22 - email alicia@grecopublishing.com)**

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

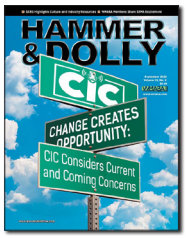
Produced by Thomas Greco Publishing, Inc. EXCLUSIVELY for AASP/NJ's NORTHEAST Show

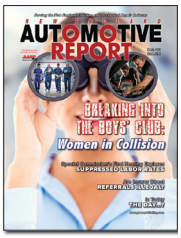
TGP INC.
THOMAS GRECO PUBLISHING

Reach Customers & Prospects Before, During & After The NORTHEAST Show!















NEW JERSEY AUTOMOTIVE | TEXAS AUTOMOTIVE | HAMMER & DOLLY | AUTOMOTIVE REPORT | ALLIANCE NEWS | NORTHEAST CONFERENCE JOURNAL | TEXAS AUTO BODY TRADE SHOW GUIDE

Greco Publishing is YOUR SOURCE for TARGETED, ASSOCIATION-FOCUSED REGIONAL ADVERTISING

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?

Let **Greco Publishing** (NORTHEAST Event Management) help you with direct business-to-business marketing solutions that put you directly into the hands of automotive repair professionals in need of your services.

Each title we produce provides customized, association-driven local, regional and national news, updates and announcements that speak directly to specific markets.

And unlike other publications, a portion of ad revenue is commissioned directly back to each association we serve!

Opportunities starting as low as $100 per month!
Additional discounts for NORTHEAST exhibitors!

Visit grecopublishing.com or contact us today to learn more:

alicia@grecopublishing.com ***973-667-6922***

NORTHEAST
AASPNJNORTHEAST.COM

AASP/NJ's 50th Annual NORTHEAST® 2027 AUTOMOTIVE SERVICES SHOW
FRIDAY, MARCH 19: 5pm-10pm | SATURDAY, MARCH 20: 10am-5pm | SUNDAY, MARCH 21: 10am-3pm
MEADOWLANDS EXPOSITION CENTER • 355 PLAZA DR. • SECAUCUS, NJ 07094

1. COMPANY INFORMATION

If you are a contracted NORTHEAST exhibitor, please check here ☐ and skip to section 2!

Complete the following if this info differs from current exhibitor information on file, or if your company is NOT a contracted exhibitor.

Company Name: _____ Contact: _____

Address: _____

Phone: _____ Email: _____

2. SELECT YOUR SPONSORSHIP / PROMO ITEMS

MINIMUM 25% DEPOSIT DUE WITH SIGNED AGREEMENT

SPONSORSHIPS

☐ **Platinum Show Sponsorship**	$10,500
☐ **Gold Show Sponsorship**	$8,000
☐ **Silver Show Sponsorship**	$5,500
☐ **Bronze Show Sponsorship**	$3,500
☐ **Badge Lanyard Sponsorship**	CALL
☐ **NORTHEAST T-Shirt Giveaway Sponsorship**	$12,500
☐ **Attendee Bag Sponsorship (canvas)**	$10,500
☐ **Attendee Bag Sponsorship (plastic)**	$8,500
☐ **Exhibitor After-Party Sponsorship**	$8,500
☐ **Education Slate Sponsorship**	$7,500
☐ **Scavenger Hunt Sponsorship**	$5,500
☐ **Attendee Prize Sponsorship**	$5,500
☐ **Online Floor Plan Sponsorship**	$3,500
☐ **Happy Hour Sponsorship (5 available)**	$2,000
☐ **Bodywork Bowl Sponsorship**	CALL

PROMOTIONAL ITEMS

☐ **Mobile Charging Station**	$4,000
☐ **Registration Area Pens**	$2,750
☐ **Registration Booth Signs**	$1,750 ea.
☐ **Attendee Giveaways** (supplied*)	$1,750
☐ **Carpet / Floor Ads**	$1,750 ea.
☐ **Aisle Signs**	$1,750 ea.
☐ **Ad Panels**	$1,750 ea.
☐ **Individual Outdoor Mini Banners** (10 avail.)	$900 ea. **Specify #:** __
☐ **ALL Outdoor Mini Banners**	$8,500
☐ **Hanging Indoor Banners**	$30 / sq. ft.
☐ **Vinyl Wall Wraps**	$45 / sq. ft.
☐ **Social Media Promo Package**	$2,500
☐ **Customized Email Blasts**	$750 ea. **Specify #:** ___

**Giveaway items can be produced for additional fee, call 973-667-6922 for details.*

ADDT'L NOTES: _____

3. AUTHORIZATION

_____ _____ _____

PRINT NAME **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, 2027. Payments are non-refundable regardless of sponsor attendance at event. 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 February 1, 2027 for full 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, 2027. Failure to notify show management of said events by 2/1/27 may exclude company from future NORTHEAST participation.

REMIT CHECK PAYMENTS TO:

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

CLICK HERE TO PAY BY CREDIT CARD

QUESTIONS? CONTACT EVENT MANAGEMENT

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

***NOTE: CREDIT CARD SERVICE FEE** A 3.5% surcharge will be applied to all credit card transactions. This surcharge is applied by a third party and is not greater than AASP/NJ's cost of accepting credit cards.*