



SPONSORSHIP PROSPECTUS

SPONSORSHIP TYPE	PRICE	BENEFITS
Welcome Reception EXCLUSIVE Sponsor	\$5,000	<p>Welcome Reception SPONSOR</p> <p>Attract the peak attendance on the opening day of the Annual Conference. You can hardly find a moment with warmer welcome and more attentive participants than during the first day of TLA's Annual Conference. Use this fact and present your company as Welcome Reception Sponsor.</p> <p>EXCLUSIVE TO ONE SPONSOR ONLY</p> <p>SOLD</p> <p>Auxiliary to the WELCOME RECEPTION is included in all Annual Conference registrations. Therefore, it is expected to be the most attended evening event during the conference and a unique networking opportunity. This event kicks off the conference in style with a full hosted bar, plenty of hors d'oeuvres, fireworks and entertainment.</p> <p>Sponsorship benefits include:</p> <ul style="list-style-type: none"> J Sponsor logo included on all signage related to the WELCOME RECEPTION J Opportunity for placing corporate branding of the Sponsor (final layout subject to approval by TLA) J Acknowledgement of the Sponsor in the conference app J Acknowledgement on the conference website (within the list of sponsors) J Direct link between the Sponsor logo and the Sponsor website J Two complimentary tickets to the Welcome Reception



		<ul style="list-style-type: none">) Two complimentary tickets to the Annual Banquet (at designated sponsor table)) Sponsor may supply their own glasses, cups or cocktail napkins with their logos. Supplied napkins will be distributed at the bar stations
Thursday Night 80 th Anniversary Member Celebration	\$5,000	<p>80th Anniversary Member Celebration SPONSOR</p> <p>TLA is thrilled to add this new event this year as we celebrate our storied and successful association history. There is not a better opportunity for a sponsor looking to showcase its partnership and support of the organization. This party will be held outside on the beautiful Waldorf Astoria Orlando grounds and will include dinner, entertainment, a special awards presentation and great fun for all of our members.</p> <p>EXCLUSIVE TO ONE SPONSOR ONLY</p> <p>Attendance to the MEMBER CELEBRATION is included in all Annual Conference registrations. Therefore, we anticipate every attendee will be there.</p> <p>Sponsorship benefits include:</p> <ul style="list-style-type: none">) Sponsor logo included on all signage related to the Member Celebration) Opportunity for placing corporate branding of the Sponsor (final layout subject to approval by TLA)) Acknowledgement of the Sponsor in the conference app) Acknowledgement on the conference website (within the list of sponsors)) Direct link between the Sponsor logo and the Sponsor website) Two complimentary tickets to the Member Celebration) Two complimentary tickets to the Annual Banquet (at designated sponsor table)



2018. TLA Annual Conference & CTLA Midyear Meeting

May 2-5, 2018

Orlando, Fla. • Waldorf Astoria Orlando

		<p>Sponsor may supply their own glasses, cups or cocktail napkins with their logos. Supplied napkins will be distributed at the bar stations</p>
<p>Closing Reception EXCLUSIVE Sponsor</p>	<p>\$2,500</p>	<p>Closing Reception SPONSOR</p> <p>The Closing Reception is our special networking event, designed to bring attendees together to celebrate the success of the Annual Conference.</p> <p>EXCLUSIVE TO ONE SPONSOR ONLY</p> <p>Attendance to the Closing Reception is included in all Annual Conference registrations. Therefore it is expected to be incredibly well-attended evening event during the conference and a unique networking opportunity. This event will provide you and the attendees a casual outdoor dinner, drinks and entertainment.</p> <p>Sponsorship benefits include:</p> <ul style="list-style-type: none">)] Sponsor logo included on all signage related to the Closing Reception)] Acknowledgement on the Sponsor on the conference website)] Direct link between the Sponsor logo and the Sponsor website)] One complimentary tickets to the Closing Reception)] Two complimentary tickets to the Annual Banquet (at designated sponsor table) <p>Sponsor may supply their own glasses, cups or cocktail napkins with their logos. Supplied napkins will be distributed at the bar stations</p>
<p>After Hours Networking Suite</p>	<p>\$1,500 (4 available)</p>	<p>TLA members love to unwind, relax and connect after the day is done. What better way to connect with them in a casual environment than as a After Hours Networking Sponsor! As a sponsor, you'll receive:</p> <ul style="list-style-type: none">)] Acknowledgement in the app



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		<ul style="list-style-type: none">) Recognition from main stage during the welcome address) Pre-event acknowledgement on website) Opportunity to sponsor a beer, wine or rum tasting) Opportunity to have a sponsored game or host a giveaway) Sponsor may supply their own glasses, cups or cocktail napkins with their logos <p>Sponsorship is not exclusive. There may be multiple sponsors.</p>
Breakfast	\$2,500 (per breakfast – 3 available)	<p>Sponsors of each breakfast will receive:</p> <ul style="list-style-type: none">) Sponsorship recognition on print and digital Annual Conference signage and promotion including: <ul style="list-style-type: none"> ➤ The Annual Conference website and Sponsors web page ➤ On the general session slides projected during Annual Conference ➤ In the pre-conference sponsors thank-you email ➤ In the post- conference recap communications) Option for sponsor to place branded promotional literature on the tables (with pre-approval of materials by TLA)



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<p>NETWORKING AND REFRESHMENT BREAK (LIMITED TO THREE)</p>	<p>\$1,000 (per break)</p>	<p>Sponsors of each break will receive:</p> <ul style="list-style-type: none">) Exclusive sponsorship of one of three 30-minute networking and refreshment break, with logo recognition on signage and the opportunity to lay out materials about the sponsor at refreshment stations) Two complimentary tickets to the Annual Banquet (at designated sponsor table)) Sponsorship recognition on print and digital Annual Conference signage and promotion including: <ul style="list-style-type: none"> ➤ Acknowledgement in the conference mobile app ➤ On the general session slides projected during Annual Conference ➤ In the pre-conference sponsors thank-you email ➤ In the post- conference recap communications <p>Please call to customize and upgrade this sponsorship with branded cups or specialty breaks (i.e. latte station, popcorn station, etc.)</p>
<p>Bag Insert (250 pieces)</p>	<p>\$800 + \$1 per piece</p>	<p>Get your company in front of TLA attendees! Have a new service, product or resource to promote? Put it directly in to our attendees hands with a cost-effective bag insert*.</p> <p>*We must review and approve a copy of the insert. The insert must not be larger than 8.5" x 11.5" in total area. Larger handouts must be folded. Sponsors wishing to have inserts must ship directly to the conference by Apr. 30, 2018.</p>

Bundle and Save

Save 10% when you select more than one sponsorship opportunity!



*All sponsors but sign a contract and code of conduct. Payment must be received before recognition can begin.

COMMERCIAL SUPPORT FORM

CONTACT INFORMATION

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Website: _____

COMMERCIAL SUPPORT LEVEL

Name of the activity/item you wish to support: _____

Amount: \$ _____

TOTAL FEES

TOTAL PAYMENT ENCLOSED \$ _____ (Payment is due with this form)

METHOD OF PAYMENT

All funds MUST be submitted on a U.S. bank in U.S. funds. TLA does not accept purchase orders or invoice for services. TLA Tax ID 48-1155773

Check made payable to TLA – check # _____

Charge payment to the following credit card:

American Express Visa MasterCard

Credit Card Number: _____ Expiration Date: _____

Name as it appears on Card: _____

Signature: _____ Date: _____



Sponsor Representative(s):

I have read the Sponsorship Instructions and Information and agree to adhere to the requirements outlined below.

SEND IN YOUR REQUEST

Mail: Mail completed form and appropriate fees to:
TLA Executive Office, 4400 College Blvd., Ste. 220, Overland Park, KS 66211

Please DO NOT mail AND fax your form.

Questions: Contact Tarah Remington Brown at trbrown@kellencompany.com or call 913-222-8644

SPONSORSHIP INSTRUCTIONS AND INFORMATION

SPONSOR CONTRACT REGULATIONS CONTRACT FOR SPONSORSHIP: The Application must be completed in its entirety and accompanied by the total fee in U.S. funds, before the sponsorship officially begins. The signed Application and subsequent notice of sponsorship constitute a contract between the Transportation Lawyers Association (hereinafter referred to as TLA) and the sponsor. Any point not specifically covered in these regulations is subject to the decision of TLA, whose decision shall be final.

ELIGIBILITY OF SPONSOR: Your organization should contribute the transportation law industry, regardless of modality or be a provider of professional development resources specific to transportation law, providing benefit for our attendees. TLA reserves the right to refuse any application for sponsorship or curtail or cancel any sponsorship that in the sole judgment of the Executive Committee of TLA is not consistent with the teaching, research, and professional ends of the discipline and Association. This policy also applies to the nature of displays, advertisements, sales of products (including novelties and souvenirs), and the decorum of sponsor/exhibitors or their employees. Sponsorship cannot be used for politically or ideologically partisan purposes, and is subject to the approval of the TLA executive director or designee.

WITHDRAWAL: Cancellations must be made, in writing, no later than Feb. 1, 2018, and refunds will be processed, less a 50% administration fee no later than (10) ten business days after receipt of written notice of cancellation.

TERMINATION OF MEETING AND EXHIBIT: Should the premises in which the TLA Annual Conference is to be held become, in the sole judgment of TLA, unfit for occupancy, or should the Conference be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of TLA, the Application and Contract may be terminated. TLA will not incur any liability for damages sustained by the sponsor as a result of such termination. In the event of such termination the sponsor expressly waives such liability and releases TLA of and from all claims for damages and agrees that TLA shall have no obligations except to refund to the sponsor a prorated share of the aggregate amount received by TLA, after deducting all costs and expenses in conjunction with such sponsorship, including a reasonable reserve for claims, such as deductions being held hereby specifically agreed to by the sponsor.

SCHEDULING GUIDELINES FOR SPONSOR FUNCTIONS (if applicable to sponsorship package): (A) Sponsor sponsored functions, both public and private, will be accepted by the executive director or its designee on a first-come, first-served basis. (B) Sponsor sponsored private functions, i.e., events not open to all meeting attendees, are not allowed. TLA official program events have priority over events sponsored by other groups, including sponsors. Schedule changes and



room reassignments are at the sole discretion of the TLA executive director or designee, though the meeting manager will make every effort to limit changes to within two months of the meeting.

SPONSOR PERSONNEL/BADGES (if applicable to sponsorship package): The fee for some sponsorship packages includes two conference badges with complimentary registration. Badges may be picked up at the conference registration beginning on May 2, 2018. No sponsor personnel badges will be issued to anyone not named, in advance, on the company representative form (above). Sponsors are not entitled to additional personnel badges unless they meet the requirements of full conference registration and complete and pay for a conference registration.

BEHAVIOR: TLA's Annual Conference is a unique conference for transportation lawyers and has maintained a comfortable, professional setting for its members. TLA attendees are transportation lawyer and law partners in the industry, representing business clients regardless of modality. As such, our attendees enjoy an easy collegiality with one another and are not supportive to such conduct of "selling" or being "sold to". We expect the same demeanor and conduct of our sponsors. We expect our sponsors to conduct themselves in a nonintrusive manner so as to not offend any member and to maintain a proper decorum toward those members attending. If at any time, an attendee expresses concern about the behavior of a sponsor representative not meeting the collegial attitude of the conference, the sponsor representative will be requested to be suspended from further participation at the conference.

INDEMNIFICATION AND WAIVER: The sponsor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire, and theft, to sponsor/exhibitor's displays, equipment and other property brought upon the premises of the Waldorf Astoria Orlando and shall indemnify and hold harmless the Waldorf Astoria Orlando, and TLA and their agents, servants, employees, officers, directors, staff and members. Each participant by signing the application for participation expressly understands that they release TLA from, and agrees to indemnify it against any and all claims for such loss, injury or damage. If TLA shall be held liable for any event which might result from a particular sponsor's action or failure to act, such sponsor shall reimburse and hold harmless TLA against any liability resulting therefrom. Sponsors must adequately insure their materials, goods, wares and exhibits against loss or injury of any kind and must do so at their own expense; TLA and the meeting venue are not responsible for any loss (however caused) to any property of any sponsor. Sponsors are solely responsible for their own actions during the TLA Annual Conference.

ADDITIONAL RULES: Distributing advertising matter outside of the sponsor's designated sponsorship event is not permitted. All branded and collateral material must be submitted by Feb. 1, 2018 for approval. Sponsors may offer dining/beverage experiences associated with their sponsorship at their own expense, but must be arranged through TLA with the approved catering vendor. TLA reserves the right to restrict any sponsor which might be considered undesirable or does not conform to the Contract Regulations, or to make any modifications to these displays, at sponsor's expense, so that the sponsorship conforms to the Contract Regulations.

AMENDMENT TO CONTRACT REGULATIONS: Any and all points not covered specifically are subject to the decision of TLA. TLA may, in its sole discretion, make reasonable changes, amendments, or additions to Contract Regulations. Any such changes shall be binding on Sponsor equally with the other regulations contained herein.