



**APRIL 24-27, 2018
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. Separate web page listing all media sponsors including their logo and a description of the outlet on conference website
4. Inclusion of publication name in the show guide
5. Publication name in digital conference newsletter with publication logo included and linked to publication's website (sponsor to specify web address)
6. Signage of all media sponsors inclusion at I&E
7. Two (2) 4-day standard conference passes
8. 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 (within 2 weeks of signing agreement)
 - ii. One (1) post-conference (group "thank you" messaging)
 - b. Two (2) Twitter messages
 - i. One (1) pre-conference (within 2 weeks of signing agreement)
 - ii. One (1) post conference (group "thank you" messaging)
9. Please inquire if you would like to have materials in on-site publication bins.
(Deadline: February 24, 2018 - Inclusion of materials not guaranteed after February 24.)
10. One eblast to NAFA Membership (subject to NAFA's content approval, contingent upon sponsor's agreement to same)
11. A limited number of exhibitor booths are available in the Partners Pavillion on the Expo floor, issued on a first-come/first-served basis.

Media sponsors will provide NAFA with:

1. Advertising space for the Fleet Excellence Awards (FLEXY) in media sponsor's digital publications within a 45 day threshold beginning on signature date (please provide ad dimensions within 5 business days of signature date)
2. Advertising space for the I&E in media sponsor's print and digital publications (two to run between December 2017 and March 2018, digital ad banner to run between January and March -- ad size specifications required within a 45 day threshold beginning on signature date)
3. NAFA logo inclusion on media sponsor's website, linking to the I&E site until May 31, 2018 (beginning between December 1, 2017 and January 15, 2018)
4. I&E listing in industry event calendar
5. Inclusion twice of NAFA I&E banner ad/content in e-blast/email newsletter communications between January and March 2018 that are sent to the readership of the media sponsor
6. Posting of social media messages pre-show (February and March 2018) promoting the NAFA I&E (if applicable)
 - a. Two (2) Facebook messages
 - i. One message pre-conference promoting the FLEXY Awards and submission deadline of January 20, 2018
 - ii. One message promoting the overall I&E, pre-conference
 - b. Two (2) Twitter messages
 - i. One message pre-conference promoting the FLEXY Awards and submission deadline of January 20, 2018
 - ii. One message promoting the overall I&E, pre-conference

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

7. One eblast to media sponsor subscribers (Subject to sponsor's content approval, contingent upon NAFA's agreement to same)

Questions? Email *FLEETSolutions* Editor Donald Dunphy at ddunphy@nafa.org.

NAFA Media Sponsorship Application 2018

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 _____

Date _____

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. All deadlines go into effect on the date provided by the undersigned.

Questions? Email *FLEETSolutions* Editor Donald Dunphy at ddunphy@nafa.org.