



Quarterly Meeting Sponsorship Policy

1. The NELA has several tiers of sponsorships at its quarterly meetings. The top-level sponsorship carries with it, exclusivity within the sponsors category, however, due to timing of sponsors purchasing at different levels, the following scenarios may occur:
2. If the first sponsorship purchased is the top sponsorship, that sponsor is guaranteed exclusivity within their category, should they desire it. If this sponsor wishes to take advantage of the exclusivity, the NELA will not sell a lower level sponsorship to one of their category competitors.
3. If a lower level sponsorship is purchased prior to the top-level sponsorship, the NELA may sell another sponsorships to vendors in the same category as the prior sponsor. Exclusivity is only offered with the top-level sponsorship.
4. If a lower level sponsorship is purchased prior to the top-level sponsorship, and later a competitor purchases the top-level sponsorship, the top-level sponsor accepts the sponsorship knowing that a competitor is occupying a lower level sponsorship. This means that the top-level sponsor waives their right to exclusivity, and the prior sponsor will not be pushed out in order to grant exclusivity to the later-to-arrive top-level sponsor.
5. Only the Meeting Sponsor is permitted to display a vehicle.