

the training conference for BMW
& Euro service professionals



EUROTRAIN

TRAINING CONFERENCE

SEPT 30-OCT 4, 2026

Austin
TEXAS



EXHIBITOR &
SPONSORSHIP
OPPORTUNITIES

www.bimrs.org



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BOOTH INFO

PRICING

Exhibit Tables (1-20) - \$975

(\$1095 after 7/1)

Includes 6ft skirted table, 2 chairs, and one representative

Exhibit Areas (A-P) - \$2,800

(\$2995 after 7/1)

10x15 areas include two 6-ft skirted tables, 2 chairs, and two representatives

Additional representatives can be registered for \$499 each until 7/1. After 7/1, the price will increase to \$575. Representatives will have access to highlighted meal functions below.

Your exhibitor kit will contain additional information as far as shipping, package fees, electrical, internet, etc.

SCHEDULE OF EVENTS

NEW SCHEDULE FOR 2026!

Wednesday, Sept 30, 2026

4:00-5:00 pm Registration
5:00-6:30 pm Welcome Reception

Thursday, Oct 1, 2026

7:00-8:00 am Breakfast
8:00 am-12:00 pm Training
9:00 am - 5:00 pm Exhibitor setup
Noon-1:00 pm Attendee Lunch
1:00-5:00 pm Training Sessions

Friday, Oct 2, 2026

7:00-8:00 am Breakfast
8:00-12:00 pm Training Sessions
12:00 pm -1:45 pm Lunch/Exhibits/Prizes
2:00-5:00 pm Training Sessions
5:00-6:30 pm Vendor Reception/Exhibits/Prizes

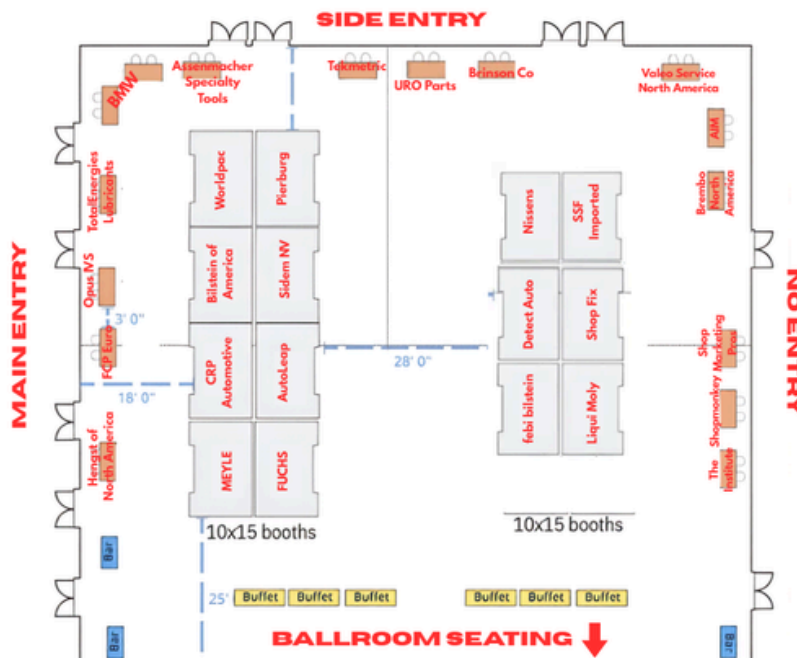
Saturday, Oct 3, 2026

7:00-8:00 am Breakfast
8:00 am-11:30 am Training Sessions
11:30 am-1:45 pm Lunch/Exhibits
1:45 pm-4:00 pm Exhibitor teardown
2:00-6:00 pm Training Sessions
6:30 pm Terry Black's BBQ Outing (informal)

Sunday, Oct 4, 2026

7:30-8:00 am Breakfast
8:00 am-11:00 am Training Sessions

Schedule subject to change



Secure your space today!



complete your contract online at

link.bimrs.org/2026booth

Questions? info@bimrs.org



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SPONSOR INFO



GOLD LEVEL SPONSORSHIPS

Gold sponsor level includes: mobile app push notification, premiere placement of logos, event signage, logo on website, recognition in the mobile app, and social media post.

SOLD Welcome Reception Sponsorship: This kickoff event provides an opportunity to meet and greet this year's attendees.

This gold-level sponsorship includes event signage, as well as the website, mobile app, and social media recognition. \$3,000



SOLD Friday Evening Happy Hour & Vendor Reception: This gold-level sponsorship provides additional exposure through beverage napkins featuring your company logo, sponsorship signage throughout the reception, and recognition on the website, mobile app, and social media. \$3,000

MEYLE

Lunch Sponsorships: Lunch is a great time to get additional exposure for your company. Individual lunch sponsorships include sponsorship recognition, event signage, website, mobile app, and social media recognition. Exclusive sponsorships are available and include the opportunity to have a looping video/PowerPoint (no audio available) on the large screen during the event. \$2,500 each (3 available) 1 remaining



Mobile App Sponsorship: Be at the attendees' fingertips with this unique opportunity. Your logo and recognition will be included in the mobile app, as well as on the website and in social media. Don't miss this opportunity to have your company seen each time an attendee opens the mobile app to find event information. \$2,500

SILVER LEVEL SPONSORSHIPS

Silver sponsor level includes: event signage, logo on website, and recognition in mobile app.

SOLD Portfolio Sponsorship: Your logo will be printed, along with the BIMRS logo, on keepsake portfolio folders that attendees use throughout the conference and when they return to their businesses. These portfolios are provided by BIMRS. \$1,500



PIERBURG

SOLD Lanyard Sponsorship: Have your logo seen throughout the annual meeting as attendees network and attend training, and leave a lasting impression with your brand in this year's conference photos. Your company's logo'd lanyards will be provided to our team in advance of the conference. \$1,500



SOLD T-Shirt Sponsorship: Your company will be featured on the official 2026 EuroTrain Conference T-Shirt, distributed to every attendee. The logo on left sleeve is a silver-level sponsorship opportunity. \$1,500

BILSTEIN





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SPONSOR INFO



BRONZE LEVEL SPONSORSHIP

Bronze sponsor level includes: event signage, logo on website, and recognition in mobile app.

Breakfast Sponsorships: Sponsor one of the morning breakfasts as attendees kick off their day of training and networking. \$750 each (~~3 available~~) 2 remaining 

Afternoon Snack Station: Include your branding during the afternoon breaks, providing attendees with snacks. \$750 each (~~4 available~~) 3 remaining



SOLD Tradeshow/Literature Bag Sponsorship: Your provided bags will be presented to each attendee as they enter the exhibit area. Have your branding throughout the event as attendees visit exhibits, attend training, and network. \$500 

SOLD Notepad Sponsorship: Attendees gain valuable information and knowledge during the conference. Your logo'd notepads are used throughout the event and when attendees return to their place of business. The exclusive sponsor will provide their notepads for inclusion in each attendee's registration packet. \$500 

Pen Sponsorship: Your provided logo'd pen will be included in each attendee registration packet. This long-lasting item will be used throughout the event and returns home with attendees as a reminder of your support for their training. \$500

Beverage Station: Keep the energy flowing by providing coffee and soda during breaks. \$500 each (4 available)

SOLD Clipboard Sponsorship: Your provided clipboards will be distributed to attendees to utilize during training sessions and the general session. Your brand continues to be utilized by BMW professionals as they return to their shops and use your branded clipboards in their business. \$500 

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MARKETING OPPORTUNITIES

Floor Decals: This fun and unique opportunity will direct attendees to your booth space! Includes one 18"x36" full-color floor decal. **\$750 each. 4 available**

Exclusive Email Campaign: An exclusive email campaign dedicated to your promotion that will be sent to nearly 1,500 on the BIMRS email subscription list. **\$750 each. 3 available. 1 remaining**  

Email Banner Ad: A banner ad in a EuroTrain Conference email campaign sent to nearly 1,500 on the BIMRS email subscription list. **\$350 each. 5 available. 4 remaining**



Registration Packet Insertion: Reach every conference attendee by having your materials inserted into their customized registration packet. Approximate quantity of printed material to be sent to BIMRS is 300 pieces. There is a limit to the size of the insertion piece. Please contact BIMRS for more details. **\$500 each. Limited opportunities are available.**

EXHIBITOR & SPONSOR ADD-ON:

Place your logo on the back of the conference t-shirt and support BIMRS scholarships! **\$250 each**



PREMIERE MARKETING BUNDLE - \$1,000

Includes 1 email banner ad AND 1 dedicated email campaign. Regular price: \$1,100

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Ready to join us?

Complete your contract online today
at link.bimrs.org/2026booth

Contact us at 888-85BIMRS

Sheri Hamilton, Director
Anna Tiemann, Event Manager