

SPONSORSHIP *Prospectus*



August 31 - September 4, 2022
at the
NEW Caesars Forum Convention Center

CAESARS
FORUM



MAIN FOYER SCREEN



Location:

- Entrance to the Forum Convention Center
- 5 days

Dimensions:

- 7'5" h x 13' w
- 1 unit available

Sponsorship Fee:

- \$7,500

Graphics Deadline: August 10, 2022

HOTEL CONNECTOR SCREEN



Location:

- Entrance to Harrah's Skybridge Connector Hallway
- 5 days

Dimensions:

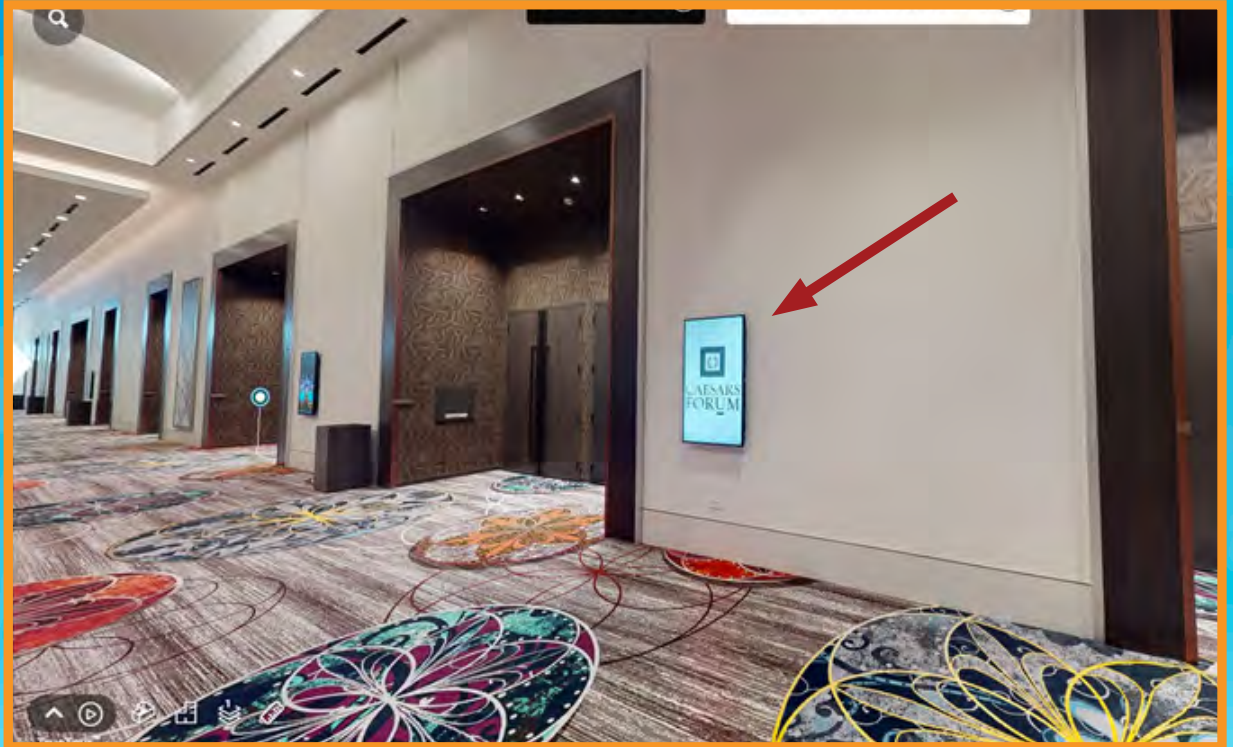
- 86" LED Screen
- 1 unit available

Sponsorship Fee:

- \$3,000

Graphics Deadline: August 10, 2022

VERTICAL DIGITAL SCREEN



Location:

- Exhibit Hall/Seminar Hallway
- 5 days

Dimensions:

- 49" Janus Screen
- 6 units available

Sponsorship Fee:

- \$1,250

Graphics Deadline: August 10, 2022

CHARGING STATIONS



"Station with Seating"

Location:

- Exhibit Hall (2 days)
- Registration (5 days)

Dimensions:

- **NEED**
- 2 units available

Sponsorship Fees:

- Registration - \$3,000
- Exhibit Hall - \$2,500

Includes power



"Rocketship Design"

Location:

- Registration (5 days)

Dimensions:

- Contact ATRA
- 2 units available

Sponsorship Fee:

- \$2,500

Graphics Deadline: July 15, 2022

CHARGING LOUNGE



Location:

- Exhibit Hall/Seminar Hallway
- 5 days

Dimensions:

- **Full branding freedom to Sponsor (Wall clings, pull-up signs, carpet clings, etc. Not provided by ATRA)*
- 2 units available

Sponsorship Fee:

- \$3,000
- Includes power**

Graphics Deadline: July 15, 2022

HAND SANITIZING KIOSKS



"Option 1"



"Option 2"

Locations:

- Seminar Room Entrance (2 days)
- Registration (5 days)
- Exhibit Hall Entrance (2 days)

Dimensions:

- 22"x28" (Option 1) or 18"x55" (Option 2)

Sponsorship Fees:

- Seminar Room Entrance - \$1,000
- Registration - \$1,000
- Exhibit Hall Entrance - \$1,500

Graphics Deadline: July 15, 2022

LIGHT BOX SIGNS



Locations

- Registration Hallway (5 days)
- Exhibit Hall Hallway (2 days)

Dimensions

- 38.77" w x 78.75" h

Sponsorship Fee

- Single-Sided: \$1,750
- Double-Sided: \$2,250

Includes power

Graphics deadline: July 15, 2022

METER BOARD SIGNS



Locations

- Registration Hallway (5 days)
- Exhibit Hall Hallway (2 days)

Dimensions

- 39.3" w x 84" h

Sponsorship Fee

- Single-Sided: \$1,000
- Double-Sided: \$1,500

Graphics deadline: July 15, 2022

CARPET CLINGS



Locations

- Seminar Hallway (5 days)
- Exhibit Hall Hallway (2 days)

Dimensions

- 4'w x 4'h

Sponsorship Fee

- \$600/ea

Graphics deadline: July 15, 2022

2022 EXPO SPONSORSHIP SIGN-UP FORM



YOUR ACCESS TO THE POWERTRAIN INDUSTRY!

UPDATED (3/29/2022)



	CAESARS FORUM BRANDING OPPORTUNITIES	PRICING	SPONSOR
	Video Displays		
pg 2	Main Foyer Screen: - 7'5" h x 13'	\$7,500	
pg 3	Hotel Connector Screen: - 86" LED Screen - 1 unit available	\$3,000/ea	
pg 4	Vertical Digital Screen: - 49" Janus Screen - Exhibit Hall/Seminar Hallway - 6 units available	\$1,250/ea	
ATRA SIGNAGE			
	Charging Stations - Provided by ATRA		
pg 5	"Rocketship" Charging Station		
	• Registration Area - 4 days	\$2,500/ea	
pg 5	Charging Station w/ Seating		
	• Registration Area - 4 days	\$3,000/ea	
	• Trade Show Floor - 2 days	\$2,500/ea	
pg 6	Charging Lounge ^{NEW!}		
	• Exhibit Hall/Seminar Hallway - 5 days	\$3,000/ea	
pg 7	Hand Sanitizing Kiosks - Provided by ATRA		
	Option 1 - 22"x28" graphic		
	• Seminar Room Entrance - 5 days	\$1,000/ea	
	• Registration Area - 4 days	\$1,000/ea	
	• Show Floor Entrance - 2 days	\$1,500/ea	
	Option 2 - 18"x55" graphic		
	• Seminar Room Entrance - 5 days	\$1,000/ea	
	• Registration Area - 4 days	\$1,000/ea	
	• Show Floor Entrance - 2 days	\$1,500/ea	
pg 8	Light Box Signs - Exhibit Hall/Seminar Hallway (5 days) - 38.77"W x 78.75"H		
	Single-sided	\$1,750/ea	
	Double-sided	\$2,250/ea	
pg 9	Meter Board Signs - Exhibit Hall/Seminar Hallway (5 days) - 39.3"W x 84"H		
	Single-sided	\$1,000/ea	
	Double-sided	\$1,500/ea	
ATRA SPONSORSHIPS & BRANDING			
	ATRA BookStore Bags - Includes Product Poster	\$1,000	
	Seminar Coffee Break Sponsor (4 days)	\$3,000	
	Product Posters - Exhibit Hall/Seminar Hallway - 3'H x 2'W (5 days)	\$500/ea	
	Management Seminar Sponsor (1 Room - 5 days)	\$3,000	
	Technical Seminar Sponsor (2 Rooms - 5 days)	\$7,000	
	Technical Seminar Sponsor (Spanish Room - 2 days) ^{NEW!}	\$2,500	
	Attendee Lanyards	\$3,500	
	Attendee Binder Bags	\$3,000	
	Attendee Binder Bag Inserts (i.e., flyers, brochures, masks)	\$2,000	
	Attendee Registration Area Sponsor	\$4,000	
pg 10	Carpet Clings - Exhibit Hall/Seminar Hallway - 4'H x 4'W (5 days)	\$600/ea	
	ATRA Luncheon	Contact ATRA	
	Friday Cocktail Reception	SOLD	
	Saturday Event ^{NEW!}	Contact ATRA	
	Sunday Event ^{NEW!}	Contact ATRA	
ADVERTISEMENTS - POCKET SHOW GUIDE			
	Inside Front Cover - Full Color - 4"x8.5"	\$2,000	
	Inside Back Cover - Full Color - 4"x8.5 "	\$1,950	
	Outside Back Cover - Full Color - 4"x8.5 "	\$2,750	
	Full Page Ad Inside - Full Color - 4"x8.5 "	\$1,500	
	Half Page Ad - 4"x4.25"	\$1,000	
ADVERTISEMENTS - TECHNICAL SEMINAR MANUAL			
	Ad - Seminar Pick - Full Page, Print & PDF, B&W	\$750	
	Inside Front Cover - Full Page, Print & PDF, Full Color	\$2,500	
	Inside Back Cover - Full Page, Print & PDF, Full Color	\$2,250	
	Outside Back Cover - Full Page, Print & PDF, Full Color	\$3,500	
For more information on Sponsorships or Special Expo Package Deals contact Vanessa Velasquez (805) 604-2018 • vvelasquez@atra.com			
	Company:		
	Sponsored Item(s)	Amount:	
	Email:	Phone:	
	Name & Title:		
	Signature:	Date:	