

NASC 2018 - Sponsorship Programs

National Appliance Service Convention 2018 in Las Vegas, NV!

PSA has developed a sponsorship program for the 2018 National Appliance Service Convention (NASC 2018). The sponsorships will enable your company to have a larger presence that will increase your visibility and allow you to market your products to a wider customer base. At our convention, you will be able to make a presentation to the people within a service company who make the business decisions and pay the bills. Below is an explanation of the different sponsorship levels in our program.

Diamond Level

The diamond level sponsorship has the greatest number of benefits. If you choose the diamond sponsorship, you will have a double booth during the trade show which can be staffed by up to four individuals at no additional charge. These individuals have the ability to network with the service companies during the full four days of the convention. This sponsor level will also have full use of the PSA suite throughout the convention period, in order to hold meetings with your actual or potential customers. Your company may make a fifteen-minute presentation at breakfast or lunch on a day of your choice to talk about any subject you choose. If you choose to bring a banner, it will be displayed in the dining area in addition to your company identification at your booth in the trade show.

In addition, PSA will list your company as a diamond sponsor in PSA News until we start selling sponsorships for the NASC 2019 convention.

The price for all of these benefits is \$10,000.00 which can be paid in three payments. Full payment is due no less than 30 days prior to the start of the convention.

Platinum Level

With a platinum sponsorship, your company will have a double booth at the trade show and you will be able to have four people man the booth at no additional charge. They will have access to networking with current and future customers during the entire convention. At a breakfast or lunch on a day of your choosing, you will have ten minutes to speak to the audience. If you bring a banner, it can be displayed in the dining area in addition to your company identification at your booth in the trade show.

In addition, PSA will list your company as a platinum sponsor in every issue of PSA News until we

start selling sponsorships for the NASC 2019 convention.

The cost for all of these benefits to build your client base is \$8,500.00 which can be paid in three payments. Full payment is due no less than 30 days prior to the start of the convention.

Gold Level

If you should choose a gold sponsorship, your company will be provided with a double booth at the trade show and you may have up to three persons at no additional charge to man the booth and attend the convention. During all four days of the convention, they will be able to network with the people in attendance. You will have ten minutes to speak at one of our luncheons and you will be able to display a banner in the dining area in addition to your company identification at your booth in the trade show.

At this level, you will also be listed in PSA News as a gold sponsor until we offer the sponsorships for the 2019 convention.

The cost of the gold sponsorship is \$5,500.00 and can be paid in two payments. Full payment is due no less than 30 days prior to the start of the convention.

Silver Level

If the silver level meets your company's marketing goals, your company will be provided with a double booth at the trade show and you may have up to two persons at no additional charge to man the booth and attend the convention. They can also attend the entire convention so that they will be able to network with current and future customers. At one of the breakfasts, you may give a ten minute presentation and, as with the other sponsorships, you may bring a banner to display in the dining area in addition to your company identification at your booth in the trade show.

In addition, your company will be listed in each issue of PSA News until we begin our advertising campaign for the 2019 convention.

The cost of the silver sponsorship is only \$4,500.00 and may be paid in two payments. Full payment is due no less than 30 days prior to the start of the convention.

Bronze Level

The bronze sponsorship offers a beginning opportunity to expand your business and take advantage of the opportunity to meet new business prospects and enhance existing customer relations with existing clients. As a bronze sponsor, you will have a single booth and you can have two people in

attendance for manning the booth and for networking during the entire convention. You may bring a banner to display in the dining area in addition to your company identification at your booth in the trade show.

In addition, your company will be listed in each issue of PSA News until we begin our advertising campaign for the 2019 convention.

The cost of the bronze sponsorship is \$2,500.00.

Double Booth

PSA also offers a double booth option which would cost \$1,900.00. This plan allows two persons to staff the booth during the Trade Show and attend the convention to network with potential business clients throughout.

Single Booth

The price for a single booth is \$950.00 and can be staffed by one person during the Trade Show and attend the convention to network with potential business clients throughout.

In all areas, should you choose to bring additional persons, they would need to pay the basic registration cost for the convention of \$499.00, minus any discounts if you are a PSA member.

No matter which level you choose, we invite you to place a monthly flyer, information about items you promote or a list of specials on the PSAnet email network. The information you provide will be available to all PSA members.

Please take time to evaluate which level of sponsorship would be best for the marketing needs of your company. We trust that, by your participation in our 2018 convention, you will gain more professional and knowledgeable customers.

We at PSA will be happy to answer any questions you might have so that your exhibit at our convention is a total success for your company. If you have any questions, please call our Executive Director, Randy Carney, at 319-540-2521.

We look forward to seeing you in Las Vegas!