

# HIT THE MARK!



## Become a Global Automotive Aftermarket Symposium Sponsor

**T**he Global Automotive Aftermarket Symposium (GAAS) is the leading conference for senior executives from all segments of the automotive aftermarket. It is a “must-attend” event for manufacturers, distributors, brand marketers, investment analysts, business developers, e-commerce providers, and venture capitalists.

The Global Automotive Aftermarket Symposium is the first-ever, industry generated, industry sponsored conference that brings together the movers, shakers, and decision-makers who are at the forefront of the industry. This highly focused, interactive event provides attendees with the information they need to make intelligent, informative decisions about the aftermarket’s direction and the path to future success for their company.

The founders of the Global Automotive Aftermarket Symposium had several goals in mind when the event was first held in Chicago in 1996. The primary goal was that the net proceeds of the event would be used to fund scholarships for students pursuing careers in the automotive aftermarket. Over 1,300 students have been beneficiaries of GAAS Scholarships since the program began, representing more than \$1.3 million in direct aid.

### Sponsorship: An Integrated Approach

An increasing number of corporations are looking to integrate sponsorship into their marketing strategy and their communication mix. Sponsorship complements traditional advertising, direct marketing, PR, and other components of the mix. The Global Automotive Aftermarket Symposium provides the perfect venue to get your name out in front of the leaders in the automotive aftermarket.



# Sponsorship Opportunities

Sponsorship of the Global Automotive Aftermarket Symposium is an excellent way to reach the best-informed and most well qualified representatives of the automotive aftermarket community.

**Presenting Sponsor** .....\$35,000

- Corporate logo on all event promotional materials, including onsite materials.
- Corporate logo placed on onsite display banners.
- Corporate logo link from the GAAS web site (www.globalsymposium.org) to sponsor's corporate web site.
- Speaking opportunity during GAAS and recognition from the podium during event.
- Complimentary tabletop display area for company to promote their services.

**Reception Sponsor**.....\$20,000

- Sponsor will be recognized with signage at the event and in the conference program.
  - Complimentary tabletop display area for company to promote their services.
- (Please also feel free to print up napkins with your company's logo-to be used during the sponsored reception.)

**Lunch Sponsor**.....\$12,500

- Sponsor will be recognized with signage at the event and in the conference program.
  - Complimentary tabletop display area for company to promote their services.
- (Please also feel free to print up napkins and/or table top tent card with your company's logo to be used during the sponsored lunch.)

**Breakfast Sponsor (2)** .....\$7,500 each or \$13,000 to sponsor both

- Sponsor will be recognized with signage at the event and in the conference program.
  - Complimentary tabletop display area for company to promote their services.
- (Please also feel free to print up napkins and/or table top tent card with your company's logo to be used only during the sponsored breakfast.)

**Coffee Breaks (3)** .....\$4,000 for one or \$10,000 for all three

- Sponsor will be recognized with signage at the event and in the conference program.
  - Complimentary tabletop display area for company to promote their services.
- (Please also feel free to print up coffee cups and/or napkins with your company's logo-to be used during the sponsored break.)

## Additional Sponsorship Opportunities

**Onsite Program Guide Ad** (4-color)

- Inside front cover - \$1,000
- Inside back cover - \$1,000
- Outside back cover - \$2,000
- Full-page ad inside guide - \$500

**Interactive Handheld Devices**

- Primary Sponsor - \$7,500



**GLOBAL AUTOMOTIVE  
AFTERMARKET SYMPOSIUM**  
WWW.GLOBALSYMPOSIUM.ORG

**For more information about becoming  
a sponsor, contact:**

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