

2025 Sponsorship Prospectus



www.cdnlashow.com

Index of Opportunities

Title (2 Available)	\$25,000	Registration Bags	\$20,000
Premier (3 Available)	\$10,000	Lanyard/Badge Holder SOLD	\$15,000
Supporting (10 Available)	\$3,995	Official Mobile App SOLD	\$15,000
Affiliate (Operators Only - 25 Available)	\$2,295	Pocket Itinerary-at-a-Glance	\$7,500
Opening Night Reception (on Show Floor)	\$30,000	Signage	\$10,000
Tuesday Night Party	\$30,000	Monday Breakfast	\$15,000
Educational Program	\$20,000	Sponsorship for 2 - \$7,500	
Co-Sponsorship for 2 - \$10,000		Sponsorship for 3 - \$5,000	
Co-Sponsorship for 3 - \$7,000		Monday Lunch	\$20,000
State of the Industry	\$10,000	Sponsorship for 2 - \$10,000	
Audiovisual	\$10,000	Sponsorship for 3 - \$7,000	
Co-Sponsorship for 2 - \$10,000		Tuesday Breakfast	\$15,000
Women in the Industry Event	\$7,500	Sponsorship for 2 - \$7,500	
Sponsorship for 2 - \$3,750		Sponsorship for 3 - \$5,000	
Affiliate Central Global Partner Forum	\$15,000	Tuesday Lunch	\$20,000
Operator Mentoring Program	\$15,000	Sponsorship for 2 - \$10,000	
Association Summit	\$10,000	Sponsorship for 3 - \$7,000	
Chauffeur Driven Event	\$15,000	Coffee Service SOLD	\$15,000
Sponsorship for 2 - \$5,000			
NLA Membership Event	\$15,000		
Sponsorship for 2 - \$7,500			
Sponsorship for 3 - \$5,000			
NLA Lounge SOLD	\$10,000		
Registration Area	\$15,000		



Contact **Jess Pavlow** at jess@chauffeurdriven.com for more information regarding all sponsorship opportunities.

Parties and Receptions

Title (2 Available)\$25,000

This top-level sponsorship opportunity delivers the most exposure for your company. We'll ensure you reach our decision-makers.

Logo and web link on CD/NLA Show website, and logo to also appear:

- At top of website
- On show ads
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Supporting (10 Available).....\$3,995

Be a show sponsor without breaking the bank.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Premier (3 Available)\$10,000

Enjoy the most branding opportunities with this sponsorship—great visibility and value.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Added Value:

- CD E-Blast
- NLA Member E-Blast
- App Alert

Affiliate (25 Available)\$2,295

Our most cost-effective sponsorship, which is only available to one company per market.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Added Value:

- 1 Full Show Pass

Parties and Receptions

Opening Night Reception (Show Floor)\$30,000

Excited show-goers never miss this event—a premier sponsorship opportunity.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit
- On napkins at the event

Added Value:

- App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the event
- On all signage at show promoting the event
- Throughout the event by entertainment and/or CD/NLA staff
- Opportunity to distribute promotional materials at the event

Women in the Industry Event\$7,500

Co-Sponsorship for 2: \$3,750

This networking event caters exclusively to the ladies of chauffeured ground transportation.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit
- On napkins at the event

Added Value:

- App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the event
- On all signage at show promoting the event
- Throughout the event by entertainment and/or CD/NLA staff
- Opportunity to address those in attendance at the event
- Opportunity to distribute promotional materials at the event

Tuesday Night Party\$30,000

Help the attendees keep the party going with this highly visible sponsorship.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit
- On napkins at the event

Added Value:

- App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the event
- On all signage at show promoting the event
- Throughout the event by entertainment and/or CD/NLA staff
- Opportunity to distribute promotional materials at the event



Educational and Networking Events

Educational Program\$20,000

Co-Sponsorship for 2: \$10,000
Co-Sponsorship for 3: \$7,000

Be a part of what matters. In addition to having your logo on all of our educational materials, you'll help support the core of our show.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
 - In pre- and post-show sponsor recognition spreads in CD magazine
 - On exhibit hall entrance unit
- Added Value:

3 App Alerts

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the sessions
- On all signage at show promoting the sessions
- On podium signage

State of the Industry\$10,000

Your company will receive prominent display as industry leaders discuss the future of ground transportation.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
 - In pre- and post-show sponsor recognition spreads in CD magazine
 - On exhibit hall entrance unit
 - In room during the event (via screen)
- Added Value:

App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the session
- On all signage at show promoting the session
- On podium signage
- Opportunity to address those in attendance at the event

Operator Mentoring Program\$15,000

This always popular and exclusive session pairing groups of operators with some of the industry's biggest names.

Logo and web link on CD/NLA Show website, and logo to also appear:

- In pre- and post-show ads in CD promoting the sessions
 - On all signage at show promoting the sessions
 - On podium signage
 - On banner in exhibit hall
- Added Value:

App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the event
- On all signage at show promoting the event
- Opportunity to address those in attendance at the event

Association Summit\$10,000

Co-Sponsorship for 2: \$5,000

Association leaders from across the country will provide updates on their unique struggles and discusses hot-button topics.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
 - In pre- and post-show sponsor recognition spreads in CD magazine
 - On exhibit hall entrance unit and various signage
- Added Value:

App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the event
- On all signage at show promoting the event
- Opportunity to address those in attendance at the event
- Opportunity to distribute promotional materials at the event

Audio Visual\$10,000

Co-Sponsorship for 2: \$7,500

Be recognized for providing the AV for all events during the show.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all Power Points in educational sessions and networking events
 - On all pre- and post-show e-mail blasts (approx. 25)
 - In pre- and post-show sponsor recognition spreads in CD magazine
 - On exhibit hall entrance unit
 - In room during the event (via screen)

You will also be recognized as an AV sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the session
- On all signage at show promoting the session
- On podium signage
- By moderator during sessions
- Throughout the events that have AV, by entertainment and/or CD/NLA staff

NLA Membership Event\$15,000

Co-Sponsorship for 2: \$7,500

Co-Sponsorship for 3: \$5,000

Support the NLA as they provide valuable updates on the association's latest projects and initiatives.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
 - In pre- and post-show sponsor recognition spreads in CD magazine
 - On exhibit hall entrance unit and various signage
- Added Value:

App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the event
- On all signage at show promoting the event
- Opportunity to address those in attendance at the event
- Opportunity to distribute promotional materials at the event

Chauffeur Driven Event\$15,000

Co-Sponsorship for 2: \$7,500

Co-Sponsorship for 3: \$5,000

Hundreds of operators from all around the globe will be attending this wildly popular international networking event.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
 - In pre- and post-show sponsor recognition spreads in CD magazine
 - On exhibit hall entrance unit and various signage
- Added Value:

App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the event
- On all signage at show promoting the event
- Opportunity to distribute promotional materials at the event

NLA Lounge\$10,000

Be the reason attendees are able to charge their phone and rest their feet in our comfortable lounge.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
 - In pre- and post-show sponsor recognition spreads in CD magazine
 - On exhibit hall entrance unit and various signage
- Added Value:

App Alert

You will also be recognized as a sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the charging stations
- On all signage at show promoting charging stations



Affiliate Central Global Partner Forum\$15,000

This event featured nearly 70 tables and was attended by 1,000 operators maximizing the potential of a casual networking environment.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
 - In pre- and post-show sponsor recognition spreads in CD magazine
 - On exhibit hall entrance unit and various signage
 - In room during the event (via screen)
- Added Value:

App Alert

Affiliate Table

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the event
- On all signage at show promoting the event

Printed Materials

Registration Area\$15,000

Have your logo prominently displayed in the one area that every single attendee is guaranteed to visit.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Official Mobile App\$15,000

Attendees will see your name and logo every time they open our app, which features everything from venue maps to daily schedules to digital networking.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On official mobile app
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Registration Bags\$20,000

One of the truly mobilized sponsorship options that will feature your logo wherever attendees carry their bags—even well after the show.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On registration bags
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit

Pocket Itinerary-at-a-Glance\$7,500

Readily accessible and easy to refer to, these pocket-sized schedules are highly visible ways to promote your company.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On pocket itinerary-at-a-glance
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Added Value:

- Ad in Pocket Program

Lanyard/Badge Holder\$15,000

The only sponsorship that is literally a walking advertisement, placing your company name and logo on every attendee of the CD/NLA Show.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all lanyards/badges
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit

Signage\$10,000

Your logo will appear on every sign located in both the hotel and convention center, making it one of the best ways to guarantee that your company is branded all throughout the CD/NLA Show.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all signs at the show (over 60)
- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage

Food and Beverage

Monday Breakfast\$15,000

Co-Sponsorship for 2: \$7,500

Co-Sponsorship for 3: \$5,000

Help our attendees start their days off right by providing them with a tasty breakfast.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- On napkins at the event

Added Value:

App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the breakfast
- On all signage at show promoting the breakfast

Tuesday Breakfast\$15,000

Co-Sponsorship for 2: \$7,500

Co-Sponsorship for 3: \$5,000

Help our attendees start their days off right by providing them with a tasty breakfast.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- On napkins at the event

Added Value:

App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the breakfast
- On all signage at show promoting the breakfast

Monday Lunch\$20,000

Co-Sponsorship for 2: \$10,000

Co-Sponsorship for 3: \$7,000

Provide the mid-day fuel that keeps your industry peers on the go.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit and various signage
- On napkins at the event

Added Value:

App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the lunch
- On all signage at show promoting the lunch

Tuesday Lunch (Show Floor)\$20,000

Co-Sponsorship for 2: \$10,000

Co-Sponsorship for 3: \$7,000

A delicious lunch will be served to our hungry attendees and your company will be a hero.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit
- On napkins at the lunch

Added Value:

App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the lunch
- On all signage at show promoting the lunch



Coffee Service (for all 4 days)\$15,000

You can provide the coffee that keeps our industry running all show long.

Logo and web link on CD/NLA Show website, and logo to also appear:

- On all pre- and post-show e-mail blasts (approx. 25)
- In pre- and post-show sponsor recognition spreads in CD magazine
- On exhibit hall entrance unit
- On napkins at the seminars

Added Value:

App Alert

You will also be recognized as an event sponsor (or co-sponsor):

- In pre- and post-show ads in CD and by NLA promoting the sessions
- Throughout the event by CD/NLA staff
- On all signage at show promoting the sessions