



The Event for Automotive
Service Professionals

visionkc.com

Feb 29-March 3, 2024 | Kansas City

SPONSORSHIP & MARKETING OPPORTUNITIES

VISION is proud to offer a variety of sponsorship opportunities, providing a level to meet every budget! Aligning a sponsorship with your brand forges awareness of your business, can be custom designed to meet your marketing goals and give your company additional exposure to over 3,500 automotive professionals and decision makers that participate in VISION Hi-Tech Training & Expo.

Platinum - \$7500	Gold - \$5000	Silver - \$2500	Bronze - \$1000
Level includes the following:	Level includes the following:	Level includes the following:	Level includes the following:
2 VIP invitations to Meet and Greet VIP Seating at Events Dedicated Email to Attendees (plus all Gold Level items) -->	Mobile App Banner Mobile App Push Notification (plus all Silver Level items) -->	Social Media Post Premiere Directory Placement (plus all Bronze Level items) -->	Logo on Website Logo on Screens in General Session Logo on Signage Logo on Printed Materials
Sponsorships available at the Platinum Level (select one):	Sponsorships available at the Gold Level (select one):	Sponsorships available at the Silver Level (select one):	Sponsorships available at the Bronze Level (select one):
Thursday Opening General Session SOLD Thursday Opening Breakfast SOLD Lanyards SOLD Friday Expo Welcome Reception SOLD Industry Pro's Reception (Sat) SOLD Attendee Notebook SOLD Mobile App SOLD Portfolio Folders—	Saturday Panel Breakfast SOLD Saturday Lunch SOLD Awards Dinner SOLD Comedy Night SOLD Gamification Board Breakout Electrical Sponsorship Friday Power Summit Lunch SOLD Friday Power Summit Keynote Conference T-Shirt SOLD Social Media Selfie Station	Sunday Networking Breakfast Donut Wall SOLD Headshots SOLD Educator Think Tank Meal Function SOLD Floor decals (set of 2) ** Window decal ** Shuttle Sponsor ** **-multiple sponsorships available	Management Refreshment Break ** Technical Refreshment Break ** Training Class Sponsorship Conference Pens* SOLD Conference Notepads* Expo Literature Bags* Water Bottle* Course Sponsorship ** *-item provided by sponsor **-multiple sponsorships available

If you are interested in selecting more than one sponsorship opportunity, please contact Sheri Hamilton at sheri@visionkc.com for a negotiated rate!

Ready to get started?

link.visionkc.com/2024SponsorForm

SPONSORSHIP & MARKETING OPPORTUNITES

Thursday Opening General Session PLATINUM LEVEL SPONSORSHIP

This event features a prominent speaker with state-of-the-art technology and design. The sponsor of this event will have the attention of over one thousand attendees during a speaking opportunity. General Session begins at the conclusion of breakfast on Thursday in the Overland Park Convention Center Ballroom.

Thursday Opening Breakfast PLATINUM LEVEL SPONSORSHIP

This buffet style breakfast will be comprised of nearly one thousand conference attendees. The sponsor will have a powerpoint available for viewing on the big screens (no sound). The mix of attendees will include automotive service facility owners, manager, technicians, vo-tech instructors, educators, exhibitors and spouses, as well as current students preparing for their career in the automotive service repair industry.

Conference Attendee Lanyards PLATINUM LEVEL SPONSORSHIP

Capture the attention of thousands as attendees wear your company's name around their necks and are seen throughout the entire event. The invaluable marketing item will be offered to each conference attendee as they pick up their conference materials. Sponsor provides logo to VISION and lanyards are designed and provided by VISION.

Welcome Reception PLATINUM LEVEL SPONSORSHIP

Tap into this high energy of the first night of Expo with your exclusive sponsorship of the VISION Opening Night Reception on the tradeshow floor and receive maximum event exposure! The exhibit hall will remain open after the reception until 8:30pm.

Hotel Key Cards PLATINUM LEVEL SPONSORSHIP

Your 4-color artwork will be printed on all hotel key cards for VISION attendees staying at the Overland Park Sheraton and Marriott Overland Park hotels. Artwork is required to include the VISION logo.

Industry Professionals Reception PLATINUM LEVEL SPONSORSHIP

As the exclusive partner of the industry Appreciation Reception you will make a statement about your company's commitment to raising the professionalism of the industry. The Industry Appreciation Reception will take place on Saturday in the Overland Park Convention Center Ballroom pre-function area prior to the "Celebration of Independents" Awards Dinner & Comedy Night. All conference attendees are invited to the reception featuring a hosted bar, music and great networking opportunities

Conference Attendee Notebooks PLATINUM LEVEL SPONSORSHIP

Have your company's logo be seen by every attendee, as well as being a permanent part of their VISION experience. Each attendee receives a bound journal-style notebook with your company's logo and the VISION logo to take notes during the conference.

Mobile App PLATINUM LEVEL SPONSORSHIP

Sponsorship of our mobile app includes your logo on the splash screen, visible each time an attendee opens the VISION mobile application on their smartphone or tablet device; banner ads within the application; and a prominently displayed link to your website. The mobile app is the heart of the on-site program as it contains agendas, event locations, course handouts and more!

Conference Portfolio Folders PLATINUM LEVEL SPONSORSHIP

This is your company's opportunity to gain exposure during the show, as well as afterward. This high-quality poly expandable portfolio folder is given to each attendee and holds important conference materials. Give VISION attendees a useful souvenir they will hold on to. Your company's one color logo is printed on the front corner of the portfolio folders and designed and provided by VISION.

Saturday Lunch GOLD LEVEL SPONSORSHIP

This buffet style lunch on Saturday will be comprised of nearly fifteen hundred conference attendees. The mix of attendees will include automotive service facility owners, managers, technicians, vo-tech instructors, educators, exhibitors and spouses, as well as current students preparing for their career in the automotive service repair industry. Lunch is served from 11:30am-1pm in the Overland Park Convention Center Ballroom as attendees come out of their training sessions and off of the tradeshow floor. The lunch sponsor will have the opportunity to have their video loop or PowerPoint played during the lunch session, have company representatives greet attendees at the door, and to provide a gift to attendees at their seat (subject to VISION approval.)

Awards Dinner GOLD LEVEL SPONSORSHIP

This special evening allows you to join your colleagues and customers on a relaxed setting. The Awards Dinner celebrates those individuals achieving excellence in the automotive service industry. Awards are presented for the Service Facility of the Year, Green Star Shops, Academic Scholarships as well as other achievements in the automotive service industry. Your logo will also be included in promotional materials, the evening's dinner program guide, social media promotions, event signage and more.

Comedy Night GOLD LEVEL SPONSORSHIP

What better way to end the evening than with a room filled with laughter! Comedy Night follows the Awards Dinner and is filled with fun, great networking opportunities, and more. The sponsor has an opportunity to introduce the evening's comedian as well as do a chair or table drop. Your logo will also be included in promotional materials, the evening's dinner program guide, social media promotions, event signage and more.

Awards Night After Party GOLD LEVEL SPONSORSHIP

A party is going to happen anyway, why not put your company's name on it?! The After-Party will take place on Saturday in the Overland Park Convention Center Ballroom pre-function area immediately following the "Celebration of Independents" Awards Dinner & Comedy Night. All conference attendees are invited to the reception featuring a hosted bar, music and great networking opportunities.

Gamification Board GOLD LEVEL SPONSORSHIP

To say our attendees have a competitive edge is an understatement. The surprise hit of our 2021 event, we are bringing back the leaderboard game within the mobile app that drove hundreds of attendees to their phones and tablets to answer trivia questions, solve puzzles and submit items for a chance at winning one of several top prizes. Sponsor the VISION leaderboard and have an opportunity to include customized questions about your company or product added to the challenge!

Breakout Electrical Sponsorship GOLD LEVEL SPONSORSHIP

Be the hero of training classrooms. In 2022, VISION successfully went paperless, meaning all handouts and training materials are now being delivered to attendees digitally. We have added electrical drops to the seats in every classroom to ensure attendees laptops, tablets and phones stay fully charged. Put your company front and center anytime someone needs to plug in!

Charging Lounge GOLD LEVEL SPONSORSHIP

Give attendees a piece of mind by sponsoring the charging station. You'll be their hero when their phone is about to die, and you'll get their undivided attention at the charging lounge. After all, you never know when you'll need a charge. Your company's branding will be prominently featured on the lounge area.

Power Summit Lunch GOLD LEVEL SPONSORSHIP

Friday's VISION Power Summit lunch is specifically for today's industry leaders, shop owners, and managers. This premier event is dedicated to bringing together the industry's most knowledgeable, influential, and thoughtful people to discuss many important topics, issues, and trends impacting the independent service marketplace. Reach your audience at this seated lunch with your company information or seat drop, pending VISION approval. As the lunch sponsor, you will have opportunity to briefly address the group before lunch begins.

Power Summit Keynote GOLD LEVEL SPONSORSHIP

Friday's VISION Power Summit keynote presentation features a relevant and motivational keynote speaker for today's industry leaders, shop owners and managers. This premier event is dedicated to bringing together the industry's most knowledgeable, influential and thoughtful people to discuss many important topics, issues and trends impacting the independent service marketplace. As the keynote sponsor, you will have opportunity to introduce our keynote.

Official Conference T-Shirt GOLD LEVEL SPONSORSHIP

These t-shirts are everywhere, and we see people wear them long after VISION is over! Add your company's logo to the left sleeve of VISION's official 2023 conference t-shirt while supporting the Technicians of Tomorrow Educational Foundation (TTEF). The proceeds from shirt sales and sponsorships will provide funds for VISION and student scholarship.

Shuttle Bus SILVER LEVEL SPONSORSHIP

Promote your brand and maximize your exposure by being the official VISION 2023 shuttle bus sponsor. Attendees taking the shuttle bus to the conference center will be exposed to your company's signage on the bus at least two times a day, as well as on shuttle signage, event signage and more! Multiple available.

Social Media Selfie Station GOLD LEVEL SPONSORSHIP

Get social and access hundreds of impressions by creating a customized selfie station, bringing attention to your company or product through VISION's powerful social media channels helping to reach all registrants. A perfect way to put out branded content about your company. Create exclusive event hashtags so your efforts are rewarded with increased awareness and traction.

Sunday Networking Breakfast SILVER LEVEL SPONSORSHIP

This buffet style breakfast will be comprised of nearly one thousand conference attendees. The sponsor will have a powerpoint available for viewing on the big screens (no sound). The mix of attendees will include automotive service facility owners, manager, technicians, vo-tech instructors, educators, exhibitors and spouses, as well as current students preparing for their career in the automotive service repair industry.

Donut Wall SILVER LEVEL SPONSORSHIP

This fun sponsorship opportunity puts your company's logo in the middle of our event's favorite selfie photo attraction on Thursday or Friday morning. Sponsorship of the donut wall includes donuts and logo decal on the wall.

Headshots SILVER LEVEL SPONSORSHIP

In the age of social media, having professional photos for Facebook and websites can make or break a shop. Help attendees put their best face forward by providing them with a great headshot. On Saturday afternoon attendees can have their **free** headshot taken by a professional photographer. The sponsoring company will have the opportunity to reach potential customers again when attendees receive their headshot post-event via email with a customized message from the sponsor.

Management Refreshment Break BRONZE LEVEL SPONSORSHIP

The sponsor of the refreshment breaks has the opportunity to brand their company to conference attendees as they relax between sessions. Each break is approximately 20-30 minutes long and will take place midmorning and mid-afternoon during each day of the conference. Breaks will be placed in multiple locations.

Educator Think Tank Meal Function SILVER LEVEL SPONSORSHIP

VISION's Educator Think Tank is specifically aimed at mastering the technology and art of automotive education, and brings together some of the industry's top automotive educators. At the event's seated event, you have the opportunity to reach these educators with your company information or seat drop, pending VISION approval.

Floor Decals SILVER LEVEL SPONSORSHIP

This fun and unique sponsorship opportunity will direct attendees to your booth starting at the entrance of the expo area you are located in. Includes a set of 2 full-color floor decals.

Window Decal SILVER LEVEL SPONSORSHIP

Your brand will be the first thing attendees see as they walk in the convention center. Greet them with signage on major entrances into the convention center. Includes your design on a full-color 10"x10" one-sided static cling sign.

Technical Refreshment Break BRONZE LEVEL SPONSORSHIP

The sponsor of a refreshment break has the opportunity to brand their company to conference attendees as they relax between sessions. Each break is approximately 20-30 minutes long and will take place mid-morning and mid-afternoon during each day of the conference. Breaks will be placed in multiple locations. We will work with sponsors to identify time and audience that meets their needs.

Conference Pens BRONZE LEVEL SPONSORSHIP

Attendees need pens during their conference sessions, and your pen will be included in their registration packet. Gain exposure during the show, as well as afterward. Sponsor is responsible for providing pens, shipping and drayage.

Conference Notepad BRONZE LEVEL SPONSORSHIP

A must-have for attendees taking notes! Your logo will be included on mini-notepads that will be provided to each attendee in their registration packet. Sponsor is responsible for providing notepads, shipping and drayage.

Expo Attendee Literature Bag BRONZE LEVEL SPONSORSHIP

Attendees will carry your bag with them as they cover the exhibit hall floor—a great branding tool they will utilize during the event. Sponsor is responsible for providing bags, shipping and drayage.

Water Bottle BRONZE LEVEL SPONSORSHIP

Show attendees your company is environmentally conscious by providing branded water bottles to our conference attendees. Sponsor is responsible for providing water bottles, shipping and drayage.

Course Sponsorship BRONZE LEVEL SPONSORSHIP

Training is the cornerstone of VISION's success! VISION hosts the industry's top trainers to present the latest training available to the industry. Sponsors will have the opportunity to introduce the speaker at the beginning of the training session. Don't miss this opportunity to get your company name in front of the industry's top professionals.