

**DSAA 2013 INTERNATIONAL CONFERENCE**  
**NOVEMBER 6-9, 2013**  
**PARTNER/EXHIBITOR REGISTRATION FORM**

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Fax Number \_\_\_\_\_

City, State/Province, Zip/Postal Code \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Type of Business \_\_\_\_\_ Contact Name \_\_\_\_\_

DSAA Partner (Circle One) – Platinum      Gold      Silver      Bronze      No

**EXHIBITOR & PARTNER**

**EXHIBITOR FEE:**

One 6" Table (Approximately 10" x 5'), 2 Chairs, 1 Conference Registration, ¼ Page Ad in Program Book (All Ads are in Black & White)	Non-Partner \$1200.00
Additional Space - 2 tables (Total 20' x 5')	+500.00
Additional Space - 3 tables (Total 30' x 5') Corner	+700.00
Additional Attendee, Each	+150.00
Back Partition?    Yes    No                      Electricity?    Yes    No	No Add'l Charge

\*Telephone Line, or additional equipment must be arranged thru the hotel & is the responsibility of the vendor.

1. Additional Delegate

2. Additional Delegate

2. Additional Delegate

4. Additional Delegate

**CIRCLE  
METHOD Of  
PAYMENT**

VISA

MASTERCARD

DISCOVER

CHECK/MONEY ORDER # \_\_\_\_\_

Name on Card \_\_\_\_\_ Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Amount Enclosed \_\_\_\_\_

**PLEASE RESPOND TO THE FOLLOWING**

WHICH DSAA FUNCTIONS ARE YOU PLANNING TO ATTEND?	NO	YES	IF YES, HOW MANY?
Opening Breakfast (Thursday Morning)			
Social Event (Thursday Evening)			
Banquet (Friday Evening)			
President's Luncheon (Saturday)			

FAX WITH CREDIT CARD INFORMATION TO: 937-290-0690 OR MAIL TO: DSAA 2013 INTERNATIONAL CONFERENCE  
 3125 WILMINGTON PIKE, KETTERING, OH, 45429

Questions, Call 1/800-270-DSAA (3722) Web site: [www.thedsaa.org](http://www.thedsaa.org)



## **The Driving School Association of the Americas, Inc.**

"Dedicated to Saving Lives in the Americas since 1973"

Dear Safety Associates:

The DSAA 2013 conference committee would again like to invite your company to participate in the 41st Annual Driving School Association of the Americas' International Conference. This year's conference is scheduled for November 6 – 9, 2013 at the Marriott, 555 Canal Street, New Orleans, Louisiana 70130. For room reservations call 504-581-1000, and request the special DSAA room rate.

As in the past, this year's conference will kick-off with a reception in the exhibit area Wednesday, November 6th from 6:30 pm to 8:00 pm. This time allows delegates to get a quick preview of which exhibitors are at the conference and where they are located in the exhibit hall.

Daily breaks plus Friday and Saturday mornings (continental breakfast) will be served in the exhibit area. This has proven to attract all conference participants and ensures you the opportunity for everyone to visit your booth. Many use this opportunity to set up appointments with exhibitors so they can return and speak privately with the exhibitors.

This year we are offering three (3) levels of sponsorship; Gold (\$10,000.00), Silver (\$6,000.00), and Bronze (\$3,000.00) depending on which event package you would like. They include an event, exhibit space, and an ad in the conference program book and Dual News, all e-bulletins, and registration fees (see attached for details). If you prefer to exhibit only, the registration fee is \$1,200.00 and includes a booth (approx. 10'X 5' area) provided with one six-foot table including draping, electricity (with prior written request) and 2 chairs. Additional booth space may be purchased. The exhibitor registration also includes one full conference registration and 1/4 page (approx. 4 ¼' x 5 ½") black & white ad in the conference booklet. Full registration includes attendance to all seminars plus, Wednesday evening- cocktail party, Thursday - opening breakfast, Thursday evening - social, Friday – continental breakfast and awards banquet, and Saturday – continental breakfast and the president's luncheon. Additional company representatives may participate in all conference activities for an additional \$125.00 registration fee per person. We welcome and appreciate all of our participants.

Setup time:

Wednesday 6:30 pm –8:30 pm

**Very Tentative** exhibit hours are as follows:

Wednesday 6:30pm to 8:30pm

Thursday 8:45am to 5:00pm\*

Friday 7:30am to 5:00 pm\*

Saturday 7:30am to 5:00pm

\*All breaks and many meals are planned in the exhibit room. Hours on Thursday and Friday will be tailored accordingly.

All sponsors and exhibitors must complete the enclosed exhibitor's registration form to the conference committee by September 30, 2013 to ensure your space is reserved. Additional contact and shipping information will be sent to all participants.

If we can be of further assistance, please contact Kathy Clausen via email:  
[kathyclausen1011@aol.com](mailto:kathyclausen1011@aol.com).

Sincerely,

2011 Conference Committee Co-Chairs;

Kathy Clausen – 847-965-6565

Sharon Fife – 937-609-8499

# “The Driving School Association of the Americas, Inc.”

“The Standard in Driver Education and Traffic Safety Since 1973”

## THE 2013 DSAA PARTNERSHIP PROGRAM

We recognize the important role the DSAA Partnership Program plays in the success of our partners, our members and our organization. This year we have continued to improve the benefits of our DSAA Partnership Program through additional exposure in the newly-launched DSAA E-Bulletin. Together with the “Members Only” page on the DSAA Web Site, partners now have an additional opportunity promote special offerings to our members in the DSAA E-Bulletin. The DSAA Partnership Program includes a DSAA Corporate Membership\* and a Certificate of Participation, acknowledging your level of participation as a DSAA Partner.

\*All membership applications are subject to approval by the DSAA Board of Directors.

<p><u>Gold Level</u> CONTRIBUTION: TEN THOUSAND (\$10,000) DOLLARS</p>	<p><u>Silver Level</u> CONTRIBUTION: SIX THOUSAND (\$6,000) DOLLARS</p>	<p><u>Bronze Level</u> CONTRIBUTION: THREE THOUSAND (\$3,000) DOLLARS</p>
<p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>• <u>The Dual News Magazine:</u> One (1) full page advertisement in each issue of the magazine*, (3) three issues consecutively. A profile of company, product, services or owner <i>may be offered</i> including the above advertisement at the discretion of the DSAA.</li> <li>• <u>Website:</u> One (1) full page advertisement as an attachment PDF with a link in the partner section of website. Also, an organizational logo running 24/7 at thedsaa.org website on the home page.</li> <li>• <u>Website Members Only Page:</u> Special preference on the home page of the Members Only page indicating Coupon or a new product or new partner. Details will vary.</li> <li>• <u>DSAA International Convention:</u> Two (2) exhibit booth spaces*; a Sponsorship of a major event; three (3) complete admissions to all functions*; full size black &amp; white advertisement in the Program book*; a short introduction during one of the convention seminars at the convention committees discretion.</li> <li>• <u>Media Events:</u> The opportunity to share in with DSAA as they may transpire at the discretion of the DSAA</li> <li>• <u>Mass E-Mailing:</u> Upon request, DSAA will e-mail its members addresses information about and for our Partners at the discretion of the DSAA once per quarter*.</li> </ul>	<p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>• <u>The Duals News Magazine:</u> One-half (1/2) of a full page advertisement* in each issue of the magazine*, (3) three issues consecutively.</li> <li>• <u>Website:</u> One-half (1/2) of a full page advertisement* as an attachment PDF with a link in the partner section of website. Also, an organizational logo running 24/7 at thedsaa.org website on the home page.</li> <li>• <u>Website Members Only Page:</u> Special preference on the home page of the Members Only page indicating Coupon or a new product or new partner. Details will vary.</li> <li>• <u>DSAA International Convention:</u> One (1) exhibit booth space*; a Sponsorship of a mid-level event; two (2) complete admissions to all functions*; one-half (1/2) of a full size black &amp; white advertisement in the program book*; a short introduction during one of the convention seminars at the convention seminars at the convention committees discretion.</li> <li>• <u>Media Events:</u> The opportunity to share in with DSAA as they may transpire at the discretion of the DSAA.</li> <li>• <u>Regional Seminars:</u> The DSAA has at least one (1) regional seminar at which all partners are invited to participate.</li> <li>• <u>DSAA Board of Directors:</u> Representation by a DSAA Marketing and Business Relations Manager to the board.</li> <li>• <u>Mass E-Mailing:</u> DSAA will E-Mail its members addresses information about and for our Partners at the discretion of the DSAA once per six Months*.</li> </ul>	<p><b>Benefits:</b></p> <ul style="list-style-type: none"> <li>• <u>The Dual News Magazine:</u> One-quarter (1/4) of a full page advertisement in each issue of the magazine*, (3) three issues consecutively.</li> <li>• <u>Website:</u> One-quarter (1/4) of a full page advertisement* as an attachment PDF with a link in the partner section of website. Also, an organizational logo running 24/7 at thedsaa.org website on the home page.</li> <li>• <u>Website Members Only Page:</u> Special preference on the home page of the Members Only page indicating Coupon or a new product or new partner. Details will vary.</li> <li>• <u>DSAA International Convention:</u> One (1) exhibit booth space*; a Sponsorship of a minor event; one (1) complete admission to all functions*; one quarter of a full size black &amp; white advertisement in the Program book*; a short introduction during one of the convention seminars at the convention committees discretion.</li> <li>• <u>Media Events:</u> The opportunity to share in with DSAA as they may transpire at the discretion of the DSAA.</li> <li>• <u>Regional Seminars:</u> The DSAA has at least one (1) regional seminar at which all partners are invited to participate.</li> <li>• <u>DSAA Board of Directors:</u> Representation by a DSAA Marketing and Business Relations Manager to the Board.</li> <li>• <u>Mass E-Mailing:</u> DSAA will e-mail its members addresses information about and for our Partners at the discretion of the DSAA once per year*.</li> </ul>

\*updates Available

The DSAA reserves the right to make corrections or changes to the benefits and fees.