



# Sponsorship Prospectus

2024

# TLA Annual Conference & CTLA Mid-Year Meeting



**May 1 – 4, 2024**

Wyndham Grand Rio Mar  
Puerto Rico Golf and Beach Resort  
Rio Grande, Puerto Rico



*Transportation Lawyers  
Association*



Canadian Transport Lawyers Association



## Main Event Sponsorships

### Welcome Reception Sponsor

**\$10,000 (Exclusive)**

Attract the peak attendance on the opening day of the Annual Conference. You can hardly find a moment with warmer welcome and more attentive participants than during the first day of TLA's Annual Conference. The Welcome Reception takes place on Wednesday and kicks off the conference.

#### Benefits include:

- Recognition from main stage during the welcome address.
- Exclusive naming rights to the Welcome Reception.
- Sponsor logo included on all signage related to the Welcome Reception.
- Acknowledgement in the conference app.
- Acknowledgement on the conference website (within the list of sponsors).
- Direct link between the sponsor logo and the sponsor website.
- Two complimentary full registrations to the Annual Conference.

### Group Networking Dinner

**\$7,500 (Exclusive)**

TLA's Group Networking Dinner is the only offsite event throughout the Annual Conference. Take advantage of this opportunity to be the exclusive sponsor and host attendees in a destination away from the hotel on Thursday evening. Attendees don't miss the opportunity to get off-site and explore local culture and cuisine.

#### Benefits include:

- Recognition from main stage during the welcome address.
- Exclusive naming rights to the Group Networking Dinner.
- Sponsor logo included on all signage related to the Group Networking Dinner.
- Acknowledgement in the conference app.
- Acknowledgement on the conference website (within the list of sponsors).
- Direct link between the sponsor logo and the sponsor website.
- Two complimentary full registrations to the Annual Conference.

### Annual Banquet Reception & Dinner Sponsor

**\$10,000 (Exclusive)**

The Annual Banquet Reception & Dinner is held on Friday evening and is a resort tropical-chic event where TLA's most prestigious award winners are recognized for their achievements. This special event is when the gavel is passed to the Incoming President. What better way get exposure with conference attendees?

#### Benefits include:

- Recognition from main stage during the welcome address.
- Sponsor logo included on all signage related to the Annual Banquet Reception & Dinner.
- Acknowledgement in the conference app.
- Acknowledgement on the conference website (within the list of sponsors).
- Direct link between the sponsor logo and the sponsor website.
- Two complimentary full registrations to the Annual Conference.

### Farewell Dinner

**\$5,000 (Exclusive)**

TLA's Farewell Dinner is the official close to the TLA Annual Conference. This event provides one last opportunity to connect with TLA conference attendees before traveling home. The Farewell Dinner takes place on Saturday evening.

#### Benefits include:

- Recognition from main stage during the welcome address.
- Exclusive naming rights to the Farewell Dinner Celebration.
- Sponsor logo included on all signage related to the Closing Dinner Celebration.
- Acknowledgement in the conference app.
- Acknowledgement on the conference website (within the list of sponsors).
- Direct link between the sponsor logo and the sponsor website.
- Two complimentary full registrations to the Annual Conference.

## Food & Beverage Sponsorships

### Breakfast Sponsor

#### \$3,500 (Three Available)

TLA offers three breakfasts during the Annual Conference on Thursday, Friday, and Saturday morning(s). Select the morning you wish to sponsor.

##### Benefits include:

- Recognition from main stage during the welcome address.
- Company logo on breakfast sponsor sign, to be displayed at the selected breakfast(s) (this is not an exclusive sponsorship.)
- Option for sponsor to place branded promotional literature on the table in breakfast room.
- Sponsorship recognition on print and digital Annual Conference signage and promotion, including: the Annual Conference website and sponsors web page, the general session slides projected during Annual Conference, and the pre-conference sponsors thank-you email.

### Business Meeting Lunch Sponsor

#### \$5,000 (Exclusive)

TLA offers one lunch during the Annual Conference on Thursday. This lunch is the TLA Business Meeting Lunch. Guest Speaker, Edwin Rodriguez, Former MLB Manager, will provide a brief presentation. This is an exclusive opportunity to sponsor a meal during the event.

##### Benefits include:

- Recognition from main stage during the welcome address.
- Company logo on lunch sponsor sign, to be displayed.
- Option for sponsor to place branded promotional literature on the table in lunch room.
- Sponsorship recognition on print and digital Annual Conference signage and promotion, including: the Annual Conference website and sponsors web page, the general session slides projected during Annual Conference, and the pre-conference sponsors thank-you email.

### Refreshment Break Sponsor

#### \$500 per break (Three Available)

Have your company displayed at our 15-minute networking and refreshment breaks, with logo recognition on signage and the opportunity to lay out materials at the refreshment station. Please call to customize and upgrade this sponsorship with branded cups or specialty breaks (e.g., latte station, popcorn station, etc.)

##### Benefits include:

- Recognition from main stage during the welcome address.
- Sponsorship recognition on print and digital Annual Conference signage and promotion, including: the Annual Conference website and sponsors web page, the general session slides projected during Annual Conference, and the pre-conference sponsors thank-you email.

## Other Sponsorships

### WIFI Sponsor

#### \$2,000 (Exclusive)

Provide the name for the WIFI login at the 2024 Annual Conference for attendees to use throughout sessions.

#### Benefits Include:

- Logo signage in the general session room.
- Branded table tent cards within the general session room.
- Acknowledgement in mobile app.
- Includes one 8.5'11 bag insert.
- Logo visible in pre-general session slide roll.

### Event Mobile App Sponsor

#### \$2,500 (Exclusive)

Sponsor the TLA Annual Conference mobile app. In 2023, 90% of attendees used the mobile app to create a personalized agenda, receive event alerts and updates, and connect to their peers. This is an exclusive opportunity.

#### Benefits include:

- Logo and company links on all app marketing material.
- Logo included on the app splash screen.
- Up to three promoted posts within the app.
- Includes one push notification during the event.
- Sponsor logo featured in sponsored app section.
- One custom badge provided.

## To Purchase Online

Complete the registration form on page 4 to submit a check.

## Acceptance of Terms

Sponsor agrees to provide payment as indicated and artwork by the deadlines as outlined in this Sponsorship Prospectus. Sponsor will be billed 100% at time of payment. TLA reserves the right to refuse any sponsor. All sponsors must agree to the sponsorship terms and instructions on page(s) 5 and 6 as well as the code of conduct. Payment must be received before recognition can begin.

We are happy to consider additional sponsorship ideas to support your marketing objectives. Sponsorship opportunities are subject to change.

**Sponsorship Registration Form**

**CONTACT INFORMATION**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Sponsor Representative(s): \_\_\_\_\_

**SPONSORSHIP LEVEL SELECTION**

Select	Sponsor Level (# Available)	Total
	<b>Welcome Reception</b> Exclusive	\$10,000
	<b>Group Networking Dinner</b> Exclusive	\$7,500
	<b>Annual Banquet Reception &amp; Dinner</b> Exclusive	\$10,000
	<b>Farewell Dinner</b> Exclusive	\$5,000
	<b>Breakfast</b> Three Available	\$3,500
	<b>Business Meeting Lunch</b> Exclusive	\$5,000
	<b>Refreshment Break</b> Three Available	\$500
	<b>WIFI</b> Exclusive	\$2,000
	<b>Event Mobile App</b> Exclusive	\$2,500
	<b>SUB-TOTAL</b>	

**METHOD OF PAYMENT**

All funds **MUST** be submitted on a U.S. bank in U.S. funds. TLA does not accept purchase orders or invoice for services. TLA Tax ID 48-1155773.

Check made payable to TLA – check # \_\_\_\_\_

Charge payment to the following credit card:

American Express     Visa     MasterCard

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

Name as it appears on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**MAILING ADDRESS**

Mail completed form and appropriate fees to:  
 TLA Executive Office  
 111 West Jackson Blvd. Suite 1412  
 Chicago, IL 60604

**ACKNOWLEDGEMENT OF SPONSORSHIP TERMS & INFORMATION**

By signing below, sponsor representative agrees to TLA’s Sponsorship Terms and Information outlined on page(s) 5 and 6.

\_\_\_\_\_  
 Signature (Required)

## **Sponsorship Terms & Information**

**SPONSOR CONTRACT REGULATIONS CONTRACT FOR SPONSORSHIP:** The Application must be completed in its entirety and accompanied by the total fee in U.S. funds, before the sponsorship officially begins. The signed Application and subsequent notice of sponsorship constitute a contract between the Transportation Lawyers Association (hereinafter referred to as TLA) and the sponsor. Any point not specifically covered in these regulations is subject to the decision of TLA, whose decision shall be final.

**ELIGIBILITY OF SPONSOR:** Your organization should contribute to the transportation law industry, regardless of modality or be a provider of professional development resources specific to transportation law, providing benefit for our attendees. TLA reserves the right to refuse any application for sponsorship or curtail or cancel any sponsorship that in the sole judgment of the Executive Committee of TLA is not consistent with the teaching, research, and professional ends of the discipline and Association. This policy also applies to the nature of displays, advertisements, sales of products (including novelties and souvenirs), and the decorum of sponsor/exhibitors or their employees. Sponsorship cannot be used for politically or ideologically partisan purposes, and is subject to the approval of the TLA executive director or designee.

**WITHDRAWAL:** Cancellations must be made, in writing, no later than Feb. 1, 2024, and refunds will be processed, less a 50% administration fee no later than (10) ten business days after receipt of written notice of cancellation.

**TERMINATION OF MEETING AND EXHIBIT:** Should the premises in which the TLA Annual Conference is to be held become, in the sole judgment of TLA, unfit for occupancy, or should the Conference be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of TLA, the Application and Contract may be terminated. TLA will not incur any liability for damages sustained by the sponsor as a result of such termination. In the event of such termination the sponsor expressly waives such liability and releases TLA of and from all claims for damages and agrees that TLA shall have no obligations except to

refund to the sponsor a prorated share of the aggregate amount received by TLA, after deducting all costs and expenses in conjunction with such sponsorship, including a reasonable reserve for claims, such as deductions being held hereby specifically agreed to by the sponsor.

**SCHEDULING GUIDELINES FOR SPONSOR FUNCTIONS (if applicable to sponsorship package):** (A) Sponsored functions will be accepted by the executive director or its designee on a first-come, first-served basis. (B) Sponsored private functions, i.e., events not open to all meeting attendees, are not allowed.

**SPONSOR PERSONNEL/BADGES (if applicable to sponsorship package):** The fee for some sponsorship packages includes conference badges with complimentary registration. Badges may be picked up at the conference registration. No sponsor personnel badges will be issued to anyone not named, in advance, on the company representative form (attached). Sponsors are not entitled to additional personnel.

**BEHAVIOR:** TLA's Annual Conference is a unique conference for transportation lawyers and has maintained a comfortable, professional setting for its members. TLA attendees are transportation lawyers and law partners in the industry, representing business clients regardless of modality. As such, our attendees enjoy an easy collegiality with one another and are not supportive to such conduct of "selling" or being "sold to". We expect the same demeanor and conduct of our sponsors. We expect our sponsors to conduct themselves in a nonintrusive manner so as to not offend any member and to maintain a proper decorum toward those members attending. If at any time, an attendee expresses concern about the behavior of a sponsor representative not meeting the collegial attitude of the conference, the sponsor representative will be requested to be suspended from further participation at the conference.

**INDEMNIFICATION AND WAIVER:** The sponsor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire, and theft, to sponsor/exhibitor's displays, equipment and other property brought upon the premises of the Wyndham Grand Rio Mar Puerto Rico Golf & Beach Resort and shall indemnify and hold harmless the Wyndham Grand Rio Mar Puerto Rico Golf

& Beach Resort and TLA and their agents, servants, employees, officers, directors, staff and members. **EACH PARTICIPANT BY SIGNING THE APPLICATION FOR PARTICIPATION EXPRESSLY UNDERSTANDS THAT THEY RELEASE TLA FROM, AND AGREES TO INDEMNIFY IT AGAINST ANY AND ALL CLAIMS FOR SUCH LOSS, INJURY OR DAMAGE. IF TLA SHALL BE HELD LIABLE FOR ANY EVENT WHICH MIGHT RESULT FROM A PARTICULAR SPONSOR'S ACTION OR FAILURE TO ACT, SUCH SPONSOR SHALL REIMBURSE AND HOLD HARMLESS TLA AGAINST ANY LIABILITY RESULTING THEREFROM.** Sponsors must adequately insure their materials, goods, wares and exhibits against loss or injury of any kind and must do so at their own expense; TLA and the meeting venue are not responsible for any loss (however caused) to any property of any sponsor. Sponsors are solely responsible for their own actions during the TLA Annual Conference.

**ADDITIONAL RULES:** Distributing advertising matter outside of the sponsor's designated sponsorship event is not permitted. All branded and collateral material must be submitted by Feb. 1, 2024 for approval. Sponsors may offer dining/beverage experiences associated with their sponsorship at their own expense, but must be arranged through TLA with the approved catering vendor. TLA reserves the right to restrict any sponsor which might be considered undesirable or does not conform to the Contract Regulations, or to make any modifications to these displays, at sponsor's expense, so that the sponsorship conforms to the Contract Regulations.

**AMENDMENT TO CONTRACT REGULATIONS:** Any and all points not covered specifically are subject to the unilateral decision of the TLA Executive Committee. TLA may, in its sole discretion, make reasonable changes, amendments, or additions to Contract Regulations. Any such changes shall be binding on Sponsor equally with the other regulations contained herein.