



**Look Inside to Find Great Ways
to Maximize Your Company's
Brand Exposure Strategy with ARA!**



Sponsorship Exposure!

With **ARA Sponsorship Opportunities**, your company is not only in front of attendees at one of the world's largest gatherings of automotive recycling professionals, **your company is positioned as a valued supporting partner to ARA all year long with our ongoing Convention promotions.**

The 79th Annual Convention & Expo is scheduled for **September 22-24, 2022**, in Orlando, Florida! This is always a popular destination that attracts automotive recyclers to attend.

Each level of sponsorship offers unique opportunities to align with ARA as a trusted partner to the automotive recycling industry, reaching top-tier auto recyclers. You will have exposure in a multitude of ARA Media Products, as well as at the annual Convention & Expo!









Your early commitment ensures that your company gets premium exposure starting as soon as possible!





See Inside to Exhibit! (page 4)

E-mail Kim@a-r-a.org today to SECURE your Convention sponsorship package and early enrollment perks!

- ARA Extended Exposure Sponsorship Opportunities -

POWER PARTNER \$35,000		PREMIERE PARTNER \$25,000	DIAMOND PARTNER \$20,000
PRINT REACH	<p>Listing as an ARA POWER PARTNER with COMPANY LOGO in issues of <i>Automotive Recycling Magazine</i> for 2022</p> <ul style="list-style-type: none"> Special Thanks Recognition in printed <i>ARA Annual Buyer's Guide</i> (must be a sponsor by April 1, 2022) Special Thanks Recognition in Jul/Aug 2022 <i>Automotive Recycling Magazine</i> and Exhibitor Listing (must be a sponsor by June 1, 2022) Special Thanks Recognition in <i>ARA 2022 Convention Program Guide</i> (must be a sponsor by August 8, 2022) COMPANY LOGO included in <i>ARA 2022 Convention Print Advertising</i> Additional opportunities will be added as they are deemed appropriate 	<ul style="list-style-type: none"> Special Thanks Recognition in Jul/Aug 2022 <i>Automotive Recycling Magazine</i> and Exhibitor Listing (must be a sponsor by June 1, 2022) Special Thanks Recognition in <i>ARA 2022 Convention Program Guide</i> (must be a sponsor by August 8, 2022) 	<ul style="list-style-type: none"> Special Thanks Recognition in <i>ARA 2022 Convention Program Guide</i> (must be a sponsor by August 8, 2022) Sponsorship Highlighted in Jul/Aug 2022 <i>Automotive Recycling Magazine</i> Exhibitor Listing (must be a sponsor by June 1, 2022)
	<p>Listing as an ARA POWER PARTNER with COMPANY LOGO/LINK on <i>ARA Website Home Page</i></p> <ul style="list-style-type: none"> COMPANY LOGO w/link on ALL Sponsor Recognition pages on <i>ARA Website</i> COMPANY LOGO w/link on homepage of <i>AutoRecyclingNow.com Website</i> (4) BLOG SUBMISSIONS for 2022 on <i>AutoRecyclingNow.com Website</i> – Posted within two weeks of submission COMPANY LOGO w/link on ongoing recognition in <i>ARA Enewsletter</i> 	<ul style="list-style-type: none"> COMPANY LOGO w/link on Sponsor Recognition sub-page of <i>ARA Website</i> COMPANY LOGO w/link on homepage of <i>AutoRecyclingNow.com Website</i> (Jul-Sept) 1) BLOG SUBMISSION on <i>AutoRecyclingNow.com Website</i> – Posted within two weeks of submission during Jul-Sept timeframe 	<ul style="list-style-type: none"> COMPANY LOGO w/link on Sponsor Recognition sub-page of <i>ARA Website</i>
DIGITAL REACH	<ul style="list-style-type: none"> COMPANY LOGO w/link included on all Convention e-Blasts (1) Company-focused e-blast promo prior to Convention (must be a sponsor by September 1, 2022) (1) One sponsor (group) e-blast round-up post-Convention COMPANY LOGO on digital signage at Convention (locations to be determined by ARA based on sponsorship category) COMPANY LOGO w/link included on ARA 79TH ANNUAL CONVENTION & EXPO webpage of <i>ARA Website</i> Inclusion on CONVENTION SPONSOR page on the ARA Mobile App 	<ul style="list-style-type: none"> COMPANY LOGO w/link included on all Convention e-Blasts (1) One sponsor (group) e-blast promo prior to Convention (must be a sponsor by September 1, 2022) (1) One sponsor (group) e-blast round-up post-Convention COMPANY LOGO on digital signage at Convention (locations to be determined by ARA based on sponsorship category) COMPANY LOGO w/link included on ARA 79TH ANNUAL CONVENTION & EXPO webpage of <i>ARA website</i> (Jul-Sept) Inclusion on CONVENTION SPONSOR page on the ARA Mobile App Recognition in ARA Enewsletter (Jul-Sept) 	<ul style="list-style-type: none"> COMPANY LOGO w/link included on all Convention e-Blasts (1) One sponsor (group) e-blast promo prior to Convention (must be a sponsor by September 1, 2022) (1) One sponsor (group) e-blast round-up post-Convention COMPANY LOGO on digital signage at Convention (locations to be determined by ARA based on sponsorship category) COMPANY LOGO w/link included on ARA 79TH ANNUAL CONVENTION & EXPO webpage of <i>ARA website</i> (Jul-Sept) Inclusion on CONVENTION SPONSOR page on the ARA Mobile App Recognition in ARA Enewsletter (Jul-Sept) 
	<p>EXCLUSIVE SPONSOR OF: (choose one)</p> <ul style="list-style-type: none"> Thursday Evening Past Presidents Reception and Exposition Opening Friday Evening Awards Dinner and Gavel Passing Ceremony Mobile App <ul style="list-style-type: none"> Complimentary meeting space for up to 3 hours (day to be mutually agreed upon between sponsor and ARA) Two (2) complimentary 10x10 booth spaces Complimentary in-booth basic internet One (1) complimentary full Convention registration 3 minute video on <i>In-Room TV</i>. Must be submitted in advance for review and approval.* Room Upgrade at Group Rate Logoed giveaways/collateral in attendee registration packets.** Company logo on name badges & lanyards 	<p>EXCLUSIVE SPONSOR OF: (choose one)</p> <ul style="list-style-type: none"> Friday AM Continental Breakfast Friday Expo Luncheon Saturday Expo Brunch Saturday PM Reception <ul style="list-style-type: none"> Complimentary meeting space for up to 2 hours (day to be mutually agreed upon between sponsor and ARA) One (1) complimentary 10x10 booth space One (1) complimentary booth furniture package One (1) complimentary full Convention registration 3 minute video on <i>In-Room TV</i>. Must be submitted in advance for review and approval.* Logoed giveaways/collateral in attendee registration packets** Company logo on Convention totes 	<p>EXCLUSIVE SPONSOR OF: (choose one)</p> <ul style="list-style-type: none"> Opening Keynote Recycler Kick-Off (Fri. & Sat. AM) Disney Character Appearance at One Event <ul style="list-style-type: none"> Complimentary meeting space for 1 hour (day to be mutually agreed upon between sponsor and ARA) One (1) complimentary 10x10 booth space One (1) complimentary full Convention registration 2 minute video on <i>In-Room TV</i>. Must be submitted in advance for review and approval.* Logoed giveaways/collateral in attendee registration packets** Company logo on hotel room keys 
CONVENTION PACKAGE			

– ARA Event-Only Sponsorship Opportunities –

		GOLD — \$15,000 —	SILVER — \$10,000 —	BRONZE — \$5,000 —	ASSOCIATE — \$2,500 —
ARA 79 TH ANNUAL CONVENTION & EXPO	EXPOSURE	<ul style="list-style-type: none"> COMPANY LOGO w/link on Sponsor Recognition sub-page of <i>ARA Website</i> Sponsorship Highlighted in Jul/Aug 2022 <i>Automotive Recycling Magazine</i> Exhibitor Listing (must be a sponsor by June 1, 2022) Sponsorship Highlighted in ARA 2022 <i>Convention Program Guide</i> (must be a sponsor by August 8, 2022) (1) One sponsor (group) e-blast promo prior to Convention (must be a sponsor by September 1, 2022) COMPANY LOGO w/link included on ARA 79TH ANNUAL CONVENTION & EXPO webpage of <i>ARA website</i> (Jul-Sept) COMPANY LOGO on digital signage at Convention (locations to be determined by ARA based on sponsorship category) Recognition in ARA Enewsletter (Aug-Sept) Inclusion on CONVENTION SPONSOR page on the ARA Mobile App 	<ul style="list-style-type: none"> COMPANY LOGO w/link on Sponsor Recognition sub-page of <i>ARA Website</i> Sponsorship Highlighted in Jul/Aug 2022 <i>Automotive Recycling Magazine</i> Exhibitor Listing (must be a sponsor by June 1, 2022) Sponsorship Highlighted in ARA 2022 <i>Convention Program Guide</i> (must be a sponsor by August 8, 2022) (1) One sponsor (group) e-blast promo prior to Convention (must be a sponsor by September 1, 2022) COMPANY LOGO w/link included on ARA 79TH ANNUAL CONVENTION & EXPO webpage of <i>ARA website</i> (Jul-Sept) Recognition in ARA eNewsletter (Aug-Sept) Inclusion on CONVENTION SPONSOR page on the ARA Mobile App 	<ul style="list-style-type: none"> COMPANY LOGO w/link on Sponsor Recognition sub-page of <i>ARA Website</i> Sponsorship Highlighted in Jul/Aug 2022 <i>Automotive Recycling Magazine</i> Exhibitor Listing (must be a sponsor by June 1, 2022) Sponsorship Highlighted in ARA 2022 <i>Convention Program Guide</i> (must be a sponsor by August 8, 2022) COMPANY LOGO w/link included on ARA 79TH ANNUAL CONVENTION & EXPO webpage of <i>ARA website</i> (Jul-Sept) Recognition in ARA eNewsletter (Aug-Sept) Inclusion on CONVENTION SPONSOR page on the ARA Mobile App 	<ul style="list-style-type: none"> COMPANY LOGO w/link on Sponsor Recognition sub-page of <i>ARA Website</i> Sponsorship Highlighted in Jul/Aug 2022 <i>Automotive Recycling Magazine</i> Exhibitor Listing (must be a sponsor by June 1, 2022) Sponsorship Highlighted in ARA 2022 <i>Convention Program Guide</i> (must be a sponsor by August 8, 2022) COMPANY LOGO w/link included on ARA 79TH ANNUAL CONVENTION & EXPO webpage of <i>ARA website</i> (Jul-Sept) Inclusion on CONVENTION SPONSOR page on the ARA Mobile App
	CONVENTION PACKAGE	<ul style="list-style-type: none"> EXCLUSIVE SPONSOR OF: (choose one) <ul style="list-style-type: none"> Convention WiFi Past Presidents Luncheon Entertainment at Friday Evening Awards Dinner LARA Wine & Cheese Social One (1) complimentary booth furniture package One (1) complimentary full Convention registration ONE (1) logoed giveaway/collateral in attendee registration packets** Company logo on Convention giveaway (TBD) 	<ul style="list-style-type: none"> EXCLUSIVE SPONSOR OF: (choose one) <ul style="list-style-type: none"> Relaxation Lounge Hydration Station (Thursday) Hydration Station at Registration (Fri & Sat) Two Educational Sessions (selection based on availability) One (1) complimentary full Convention registration ONE (1) logoed giveaway/collateral in attendee registration packets** 	<ul style="list-style-type: none"> EXCLUSIVE SPONSOR OF: (choose one) <ul style="list-style-type: none"> Exhibitor breaks during set-up Wednesday & Thursday Friday Afternoon Expo Break One Educational Session (selection based on availability) ONE (1) logoed giveaway/collateral in attendee registration packets** 	<ul style="list-style-type: none"> ONE (1) logoed giveaway/collateral in attendee registration packets**  <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>NOTES ON CONVENTION SPONSORED ITEMS</p> <p>* Must be submitted to ARA no later than Aug. 11 for review, approval and inclusion.</p> <p>** Quantity of 750 - Advise Kim Glasscock by July 11 of your insert. Shipping instructions to follow.</p> </div>

See NOTES Box for **



Grab Your Sponsorship Level First!
Visit www.a-r-a.org/convention
to View Available Opportunities.
Contact Kim Glasscock to Discuss!
Email Kim@a-r-a.org | Call (615) 476-4501

— EXPO EXPERIENCE —



Dear Industry Colleague & Prospective Exhibitor:

The Automotive Recyclers Association, the only trade association representing the interests of automotive recycling on a global level, will be hosting its **79th Annual Convention and Exposition, Sept. 22-24, 2022 in Orlando, FL.**

ARA's Convention and Exposition is the premier event of the automotive recycling industry providing a forum for the largest gathering of automotive recyclers and their employees to come together for three days of meetings, networking, educational programs and exhibit viewing.

Given the cost of a single sales call, tradeshow exhibiting is a very cost-effective way for you to present your company's products and services to a large group of interested buyers in a short amount of time. ARA does its very best to make your exhibit experience a memorable one and plans its tradeshow so you have uninterrupted, non-competitive tradeshow selling hours. ARA schedules nothing in competition with your selling opportunity, striving to keep your expenses to a minimum so you can maximize your return on investment.



The **Automotive Recyclers Association (ARA) Annual Convention & Exposition** is the international marketplace for automotive recyclers and those involved in the industry to come together to view new products and the latest updates in the industry. Celebrating 79 years of service and representing over 4,500 automotive recycling facilities through direct or affiliated members in the United States and other countries around the world, ARA's Annual Convention and Exposition continues to exceed exhibitors' expectations as the world's premier automotive recycling exposition.

The Exhibitor Registration website is ARA's Invitation to Exhibit. This webpage contains all the information you will need to register, reserve exhibit space and/or sponsor an event at the Convention and exposition. The process won't take long and it will save you anxiety, confusion, surprise and misunderstanding.

Don't miss the best opportunity to directly connect with the KEY DECISION-MAKERS in the automotive recycling industry at the 79th Annual Convention and Exposition.

Visit www.a-r-a.org/convention to Exhibit at the ARA Expo!



Grab Your First Choice of Booth!
Visit www.a-r-a.org/convention to View Available Opportunities.
Contact Kim Glasscock to Discuss!
Email Kim@a-r-a.org | Call (615) 476-4501