ARA 2020 VIRTUAL CONVENTION & EXPO

**PARTNERSHIP** OPPORTUNITIES

Platinum Partner $30,000

Top billing on all advertising/promo

Branding on “outdoor” billboards on virtual platform

Branding in the virtual platform lobby

**Branding in the virtual platform AUDITORIUM (Hollander)**

**Branding on Mobile App (IAA)**

Logo on “ticker tape” on virtual platform (where available)

Comp’d large exhibit booth (includes eDirectory enhancement package D)

5 comp’d registrations

Eblast promo (x 2)

In booth video will be placed on AutoRecyclingBuyersGuide.com from Nov. 1, 2020 to Dec. 31, 2020

Company information and logo placed in Sponsor Box in Nov/Dec issue of *Automotive Recycling* Magazine

Recognition on ARA website, digital guide and/or mobile app

Diamond Partner $20,000

2nd billing on advertising/promo

Secondary branding in the virtual platform lobby

**Branding in the virtual platform EXPOSITION HALL LOBBY**

Logo on “ticker tape” on virtual platform (where available)

Comp’d large exhibit booth (includes eDirectory enhancement package B)

4 comp’d registrations

Eblast promo (x 1)

In booth video will be placed on AutoRecyclingBuyersGuide.com from Nov. 1, 2020 to Dec. 31, 2020

Company information and logo placed in Sponsor Box in Nov/Dec issue of *Automotive Recycling* Magazine

Recognition on ARA website, digital guide and/or mobile app

Gold Partner $10,000

Branding in the virtual platform lobby

**Branding in the virtual platform ENGAGEMENT CENTER LOBBY**

Logo on “ticker tape” on virtual platform (where available)

Branding on your selected event on the virtual platform (see below for selections)

Comp’d large exhibit booth

3 comp’d registrations

In booth video will be placed on AutoRecyclingBuyersGuide.com from Nov. 1, 2020 to Dec. 31, 2020

Company information and logo placed in Sponsor Box in Nov/Dec issue of *Automotive Recycling* Magazine

Recognition on ARA website, digital guide and/or mobile app

\_\_\_\_\_\_ Keynote: The Double Win, Blake Stratton

\_\_\_\_\_\_ Keynote: Overcome, Jason Redman

\_\_\_\_\_\_ $20 Amazon Gift Card showing from sponsor and message driving them to your booth or URL

(to first 200 registrants)

Silver Partner $7,500

Branding in the virtual platform lobby

Branding on your selected event on the virtual platform (see below for selections)

Logo on “ticker tape” on virtual platform (where available)

Comp’d medium exhibit booth (includes eDirectory enhancement package B or upgrade to large booth)

3 comp’d registrations

Company information and logo placed in Sponsor Box in Nov/Dec issue of *Automotive Recycling* Magazine

Recognition on ARA website, digital guide and/or mobile app

\_\_\_\_\_\_ Learning Lab

\_\_\_\_\_\_ Resource Center

\_\_\_\_\_\_ Wellness Lounge

\_\_\_\_\_\_ $10 Amazon Gift Card showing from sponsor and message driving them to your booth or URL

(to registrants 201- 400)

Bronze Partner $5,000

Branding in the virtual platform lobby

Branding on your selected event on the virtual platform (see below for selections)

Comp’d medium exhibit booth

2 comp’d registrations

Company information and logo in Sponsor Box in Nov/Dec issue of *Automotive Recycling* Magazine

Recognition on ARA website, digital guide and/or mobile app

\_\_\_\_\_\_ LARA Meeting

\_\_\_\_\_\_ Recyclers Roundtable

A La Carte Opportunities:

*\_\_\_\_\_\_* Host a Webinar session in the Learning Lab\* $3,000

\_\_\_\_\_\_ Awards & Gavel Passing Session $2,500

\_\_\_\_\_\_ Host a chat in the Engagement Center $2,000

\_\_\_\_\_\_ Sponsor an Educational Session $1,000 each

* Powering the Auto Recycling Industry with Interchange
* Surviving 2020
* HR: Finding & Developing the Right People
* Electric & Hybrid Vehicles – A New Chapter
* Things Your CPA May Not Know
* Getting the Most from Social Media
* Inventory Acquisition: The Single Most Important Thing You Do
* Sales for Sales Service: Thinking Outside the Box
* Full Service Session on Sales
* I Determine My Success: The Meritocracy Trap
* Quality Parts Handling
* Hybrid/EV Battery Recycling/Safety
* From Order to Out-the-Door
* Customer Expectations and Part Types
* Maximize Core and End-of-Life Revenue
* How to Kick A\*\* at a Self Service Auto Facility
* Mentor Program Panel Discussion w/Q&A

*\*45 minute session; must pre-record and provide an MP4 file to ARA no later than 10/9/2020.*

*All sponsors have the opportunity to include a DIGITAL document, gift certificate, promo piece, etc. in all attendee e-Bags, ensuring that your message is seen. (must be submitted as a .pdf file)*

***NOTE: For each partnership tier, ARA reserves the right, in its sole discretion, to substitute any component of such tier for an item of approximately equal value, visibility and/or benefit to the partner based on technical, availability, and feasibility considerations.***