



COLORADO TOW SHOW

IN THE MIDDLE OF NOWHERE... IN THE MIDDLE OF EVERYWHERE

February, 2012

Dear Exhibitor,

My name is John Connolly and I am the current President of the Towing & Recovery Professionals of Colorado, Inc. We are a 501(c)6 Non-Profit Organization that works to better the Towing & Recovery Industry through education and legislation. Our organization was established in 1967 and has approximately 150 members.

Each year, we host a Trade Show (Colorado Tow Show) in an effort to offer discounted educational opportunities for Tow Truck Operators and to bring in vendors from all over the country for the opportunity to present their product(s)/service(s) to participants. 2012 marks the 6th Year Anniversary of our Show! Every year is a special year for us and we have many wonderful things planned.

The 2012 Colorado Tow Show will be held June 15-16, 2012 at the Jefferson County Fairgrounds in Golden, Colorado. Our goal in 2012 is to provide multiple training opportunities to towers throughout the State and to build our membership. We will continue on with our traditions and will maintain a family oriented Show.

We look forward to your participation in our show for 2012. Please feel free to call or email me if you have any questions.

Sincerely,
John Connolly
State President
Towing & Recovery Professionals of Colorado
303-424-3445
john@connollyweb.com



Towing & Recovery Professionals of Colorado
2012 Colorado Tow Show

Sponsorship/Exhibitor Proposal

02/01/2012



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Overview

The Towing & Recovery Professionals of Colorado is a 501(c)6 Non-Profit Organization. We are a network of Colorado Towers that work hard to insure that our industry is presented in a positive and fair manner. Each year, new legislation goes before the Colorado House and Senate that affect our industry. Dues from our membership base go toward a lobbyist who insures that this legislation is fair to our industry. Our association also maintains a Widows and Orphans Fund that provides immediate assistance to the families of towers who have died in the line of service. Though statistics have never been formally calculated, private research shows that at minimum, 50 (reported) towers across the United States die each year in the line of service. This number is huge given the number of companies and towers throughout the country. Additionally, the Towing & Recovery Professionals of Colorado works hard to provide cost effective training programs for all employees in the industry so that they may keep up on current technology.

The Towing & Recovery Professionals of Colorado is also host to the Colorado Tow Show each year in an effort to bring towers, trainers, and vendors together. Our goals for the 2012 Colorado Tow Show are to provide multiple, comprehensive training opportunities; to continue educating the general public about our industry; to maintain positive relationships with vendors throughout the region; and finally, to provide a family oriented atmosphere for all in attendance.

Event Details

The 2012 Colorado Tow Show will be held June 15-16, 2012 at the Jefferson County Fairgrounds in Golden, Colorado. Vendors will be present during the hours of 1p-4:30p on Friday, June 15, 2012 and during the hours of 10a-4p on Saturday, June 16, 2012. Various trainings, including *WreckMaster*, will take place during the hours of 8a-5p, June 10-14, 2012. Other activities include Competitions; Friday Night Party to include In-House Casino; Awards Banquet; Drawings; and much more! Our target audience this year will be, well, EVERYONE! Each year we offer unique opportunities for those in attendance to win prizes in an effort to generate participation.



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Event Details Continued...

This event is managed ultimately by the Board of Directors of the Towing & Recovery Professionals of Colorado. The board itself is made up of 15 members. The cost to put on this show is an average of \$60,000.

Developmental Importance

This event is important to our industry as it is an opportunity to provide multiple resources to Colorado Towing in a central location; i.e. education, training, vendors, and fun! Each year that we host this event, we are able to bring in new members and strengthen our association.

Event Promotion

Multiple Publications – this year we will be thinking outside the box and will be advertising in multiple publications that are both industry and non-industry specific.

Internet Exposure – we will have our show listed on websites and our own website,

www.trpc-colorado.com. We also have a dedicated show website, www.coloradotowshow.com.

Mass Mailings – we will send out postcard and flyer mailings to all PUC Registered Tow Companies in the State of Colorado multiple times in 2012. We will also be asking that sponsors and vendors send out fliers to their customer base with billing or other mass mailings they may have (all flyers can be customized to suite each sponsor/vendor).

Phone/In-Person Solicitation – we will be calling all of our members prior to the show as a courtesy reminder and we will be going out and visiting many of them as well.



Sponsorship Levels & Benefits

Any sponsorship paid in full by May 1st 2012 will receive a 10% discount.

Platinum Sponsor \$5000

Logo Exposure – Logo on Show Program, TRPC Website (with link), TRPC Membership Directory, and all advertising for the show (flyers, newsletters, etc.).

On-Site – We will provide 2 banners stating “Platinum” to be placed on or around Platinum Sponsors Booths; we will provide at minimum, 2 types of signage in different visible areas of the show with the Platinum Sponsors name and recognition for their sponsorship; if the Platinum Sponsor will not have a booth at the show, we will provide 2 additional signs; we will provide Platinum Sponsors with 6 Outdoor Truck Spaces **and** (1) 10x20 Indoor Booth.

Publications – We will provide Platinum Sponsors with a full page ad in our 2012/2013 Membership Directory (prime space not available for the free ad, but will receive a 25% discount on prime space); we will provide Platinum Sponsors with a ½ page ad in each TRPC Bulletin published after sponsorship has been secured for the full year of 2012.

Diamond Sponsor \$3500

Logo Exposure – Logo on Show Program, TRPC Website (with link), and all advertising for the show (flyers, newsletters, etc.).

On-Site – We will provide 2 banners stating “Diamond” to be placed on or around Diamond Sponsors Booths; we will provide at minimum, 1 type of signage in a visible area of the show with the Diamond Sponsors name and recognition for their sponsorship; if the Diamond Sponsor will not have a booth at the show, we will provide 2 additional signs; we will provide Diamond Sponsors with 4 Outdoor Truck Spaces **or** (1) 10x10 Indoor Booth.

Publications – We provide Diamond Sponsors with a ½ page ad in our 2012/2013 Membership Directory (prime space not available for the free ad, but will receive a 15% on prime space); we will provide Diamond Sponsors with a ¼ page ad in two TRPC Bulletins published after sponsorship has been secured.



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Gold Sponsor \$2500

Logo Exposure – Logo on Show Program and TRPC Website (with link).

On-Site – We will provide 1 banner stating “Gold” to be placed on or around Gold Sponsors Booths; if the Gold Sponsor will not have a booth at the show, we will provide 1 sign to be placed in a visible area at the show recognizing their sponsorship; we will provide Gold Sponsors with 2 Outdoor Truck Spaces or a 30% discount on booth space.

Publications – We will offer Gold Sponsors a 30% discount on advertising in our 2012/2013 Membership Directory (prime space not available for the discount); we will provide Gold Sponsors with a ¼ page ad in one TRPC Bulletin published after sponsorship has been secured

Silver Sponsor \$1500

Logo Exposure – Logo on Show Program. Name listed on TRPC Website.

On-Site – We will provide 1 banner stating “Silver” to be placed on or around Silver Sponsors Booths; if the Silver Sponsor will not have a booth at the show, we will provide 1 sign to be placed in a visible area at the show recognizing their sponsorship; we will offer Silver Sponsors a 25% discount on booth space.

Publications – We will offer Silver Sponsors a 20% discount on advertising in our 2012/2013 Membership Directory (prime space not available for the discount).

Bronze Sponsor \$500

Logo Exposure – Logo on Show Program. Name listed on TRPC Website.

On-Site – We will provide 1 banner stating “Bronze” to be placed on or around Bronze Sponsors Booths; if the Bronze Sponsor will not have a booth at the show, we will provide 1 sign to be placed in a visible area at the show recognizing their sponsorship; we will offer Bronze Sponsors a 15% discount on booth space.

Publications – We will offer Bronze Sponsors a 15% discount on advertising in our 2012/2013 Membership Directory (prime space not available for the discount).



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2012 SPONSORSHIP

Company Name: _____

Contact: _____ Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

TRPC Associate Member?

Yes

No

SPONSORSHIP		QTY.	TOTAL
Platinum Level	\$5,000.00	_____	_____
Diamond Level	\$3,500.00	_____	_____
Gold Level	\$2,500.00	_____	_____
Silver Level	\$1,500.00	_____	_____
Bronze Level	\$500.00	_____	_____
		TOTAL	_____

Payments may be made in 4 monthly installments with the first payment due March 1, 2012 and the final payment due June 15, 2012.

Mail Payment to:
 Colorado Tow Show
 P.O. Box 740606
 Arvada, CO. 80006



2012 BOOTH SPACE

Company Name: _____

Contact: _____ Title: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____ **BOOTH # DESIRED:** _____

TRPC Associate Member? Yes No

INDOOR BOOTH SPACE	COST	QTY.	TOTAL
<input type="checkbox"/> 10x10 Loaded (table, 2 chairs, table skirting)	\$400.00	_____	_____
<input type="checkbox"/> 10x20 Loaded (2 tables, 4 chairs, table skirting)	\$600.00	_____	_____

OUTDOOR BOOTH SPACE

<input type="checkbox"/> 10x10 Plain	\$275.00	_____	_____
<input type="checkbox"/> 10x10 Loaded (1 table, 2 chairs, canopy)	\$375.00	_____	_____
<input type="checkbox"/> 10x20 Plain	\$400.00	_____	_____
<input type="checkbox"/> 10x20 Loaded (2 tables, 4 chairs, canopy)	\$500.00	_____	_____

TRUCK SPACE

<input type="checkbox"/> Truck, any size, up to 4 trucks	\$400.00/per trk	_____	_____
<input type="checkbox"/> Truck, any size, after 4th truck, up to 10 maximum	\$300.00/per trk	_____	_____

Total Due _____

Payments may be made in 4 monthly installments with the first payment due March 1, 2012 and the final payment due June 15, 2012. Payment in full not received by June 15, 2012 may result in forfeiture of Booth Space.

**Mail Payments to:
Colorado Tow Show
P.O. Box 740606
Arvada, CO. 80006**