



**SOUTHEAST REGION**

**ADTSEA**  
American Driver & Traffic Safety Education Association

# EXHIBITOR PROSPECTUS

## 2025 ANNUAL CONFERENCE

**WILLIAMSBURG LODGE  
WILLIAMSBURG, VIRGINIA  
FEBRUARY 20 - 22, 2025**

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Derek Stewart  
813-810-9326  
[President-Elect@seradtsea.org](mailto:President-Elect@seradtsea.org)

# THANK YOU, 2024 SPONSORS & EXHIBITORS

**zutobi**  
Drivers Ed

**ThinkFirst**  
National Injury Prevention Foundation

**DRIVERZ**  
by IMPROV™ Learning



**KarChing**

**Driver Training Products**



**YOVASO**  
YOUTH OF VIRGINIA SPEAK  
OUT ABOUT TRAFFIC SAFETY

**MEDIDAS**

**DrivingSchool**  
SOFTWARE.COM



**m mitchell & nemitz PA**  
CERTIFIED PUBLIC ACCOUNTANTS

**nsc**  
National Safety Council

**ARACHAS GROUP**  
INSURANCE



**ADTSEA**  
American Driver & Traffic Safety Education Association



## MAKE YOUR MARK



### CONTACT

**Derek Stewart**

**813-810-9326**

**[President-Elect@seradtsea.org](mailto:President-Elect@seradtsea.org)**

## OUR AUDIENCE

an estimated

**150**

**Driver Educators**

**Driving Schools**

**Leaders in Driver Education**

The Southeast Region of the American Driver Traffic Safety Education Association was established in 1970 with the purpose to promote traffic safety and its benefits by means of improving and extending driver education/training activities.

We host a highly attended regional conference every year, where we are committed to introducing our attendees to the products, services and organizations that are dedicated to keeping our nation's drivers safe as we are.

We invite you to exhibit at our 55th annual conference and to join our unrelenting commitment to improving driver education.

# SCHEDULE & LOCATION

## SCHEDULE

### Thursday, February 20th

Setup 9:00 am - 12:00 pm  
Exhibit 12:30 pm - 4:30 pm  
Outing (\$40) 6:00 pm - 8:00 pm

### Friday, February 21st

Exhibit 8:00am - 12:00 pm  
Luncheon 12:00 - 1:30 pm  
Exhibit 1:30 pm - 5:00 pm

### Saturday, February 22nd

Breakfast 8:00 am - 9:00 am

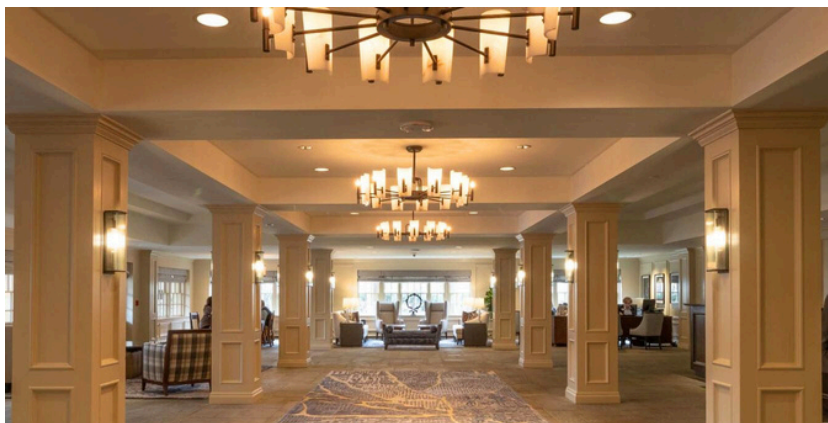


## WILLIAMSBURG, VA

WILLIAMSBURG LODGE

310 South England St.  
Williamsburg, Virginia 23185

Room rate of \$179 plus taxes  
(\$5.00 a night parking fee)  
Ask for ADA room if needed  
Pet Friendly



# PRICING

## EXHIBIT BOOTH



### Price:

\$500 / \$250 (Non-Profit)

### Schedule

### Includes

- one (1) 8' x 8' booth space
- one (1) 6 foot table with two chairs
- a company name ID
- two (2) luncheon banquet tickets\*
- attendee list pre- and post-event
- electrical is an additional \$35

\*Non-Profit gets 1 lunch ticket  
Lunch = \$60/per extra person

# PRICING

## TOTE BAGS

### Price:

\$2,500 or \$1000

\$2500 - We will provide customized tote bags with your logo in 1 color.

Artwork is due December 15th, 2024

or

\$1000- Vendor supplies their own tote bags.

Bags must be delivered to the hotel by February 18th, 2025

Tote Bags will be given to all attendees upon arrival.



## TOTE BAG INSERTS

Non-exhibitors can include one insert per tote bag for a fee of \$200.

Inserts must be delivered to the hotel by February 18th, 2025



# CONFERENCE SPONSORSHIPS

## PLATINUM - \$8000



Unlimited Platinum Sponsorships Available

One 8' x 8' Exhibit Booth

Opening Ceremony Video Promo - 3 Minutes Max

Two (2) Between Session Videos in Main Conference Room

Logo on [seradtsea.org](http://seradtsea.org)

Full Page Ad in Conference Program

Company Description in Conference program

## GOLD - \$5000



Unlimited Gold Sponsorships Available

One 8' x 8' Exhibit Booth

Promotional Video During Conference Session - 3 Minutes Max

Logo on [seradtsea.org](http://seradtsea.org)

1/2 Page Ad in Conference Program

Company Description in Conference program

## SILVER - \$2500



Unlimited Silver Sponsorships Available

One (1) 8' x 8' Exhibit Booth

Promotional Video During Conference Session - 1 Minute Max

Logo on [seradtsea.org](http://seradtsea.org)

1/4 Page Ad in Conference Program

Company Description in Conference program

## BRONZE - \$1000



Unlimited Bronze Sponsorships Available

One (1) 8' x 8' Exhibit Booth

Promotional Video During Conference Session - 30 Seconds Max

Logo on [seradtsea.org](http://seradtsea.org)

Logo in Conference Program

Company Description in Conference program



# EVENT SPONSORSHIPS

## **(FRIDAY) LUNCHEON BANQUET SPONSORSHIP - \$8000**

Introductory and closing remarks

Onscreen "Lunch Sponsored By" for entire audience to view

Additional listing in the conference program

## **(SATURDAY) BREAKFAST SPONSORSHIP - \$5000**

Introductory and closing remarks

Onscreen "Breakfast Sponsored By" for entire audience to view

Additional listing in the conference program

## **SOCIAL OUTING SPONSOR - \$2000**

Introductory and closing remarks

Additional Listing in the Conference Program

## **BREAK SPONSOR - \$1000**

Sponsor tags at the food service

Introduction of vendor before the break

## **SEMI-ANNUAL NEWSLETTER - \$250**

Display your company logo in our semi-annual newsletter emailed to our entire database

## **SESSION SPONSOR - \$100**

Session Sponsor Mention in the Agenda

# CONFERENCE RULES & REGULATIONS

## ASSIGNMENT OF SPACE AND PAYMENT

All booth contracts and applications are subject to review and approval by SERA Board of Directors. All exhibit space will be allocated on a first come, first served basis.

A confirmation of space request will be sent upon receipt of a signed contract, approval, and full payment. SERA reserves the right to re-assign booth space if necessary at any time for any reason.

Payment in full is due within 30 days of the contract submission. No exhibitors shall assign, sublet, or share the whole, or any part, of the space contracted with any other company without prior written consent. All exhibit space requests are due by February 1st, 2024.

## BOOTH SPECIFICATIONS

The standard booth size is 8' x 8'.

## EXHIBITOR NAME BADGES

Each exhibiting company is entitled to three (3) free Exhibitor badges. Exhibitor badges admit company representatives and permit entrance into the Exhibit Hall and any special events, keynote or breakout sessions.

## INSTALLATION & DISMANTLING

Installation of exhibits may commence on at 9am on Thursday, February 21st. All exhibits must be fully assembled and ready for display no later than 12:30pm on Thursday, Feb 21st. Dismantling of exhibits may begin after 10:00 am on Saturday, Feb 23rd.

## CANCELLATION

Exhibitors may reduce or cancel contracted space by submitting written notice to Derek Stewart President-Elect@seradtsea.org. Such notice must be received and acknowledged by SERA no later than Feb 1st, 2025. Exhibitors canceling an entire exhibit space before Feb 1st will be charged an administrative fee of 25% of the total cost of display space. Cancellation of contracted exhibit space between February 1st and Feb 8th will receive a 50% refund. No refunds will be made if written notice of cancellation or reduction is received after Feb 9th, 2025. Sponsorship contributions are non-refundable.

## CONFERENCE GUIDE AND OTHER MATERIAL

All advertising materials, company listing information, and contracts for exhibit space must be submitted and acknowledged by Feb 1st, 2025, for inclusion in the Conference Guide and other materials. There is no guarantee that an exhibitor's company information will be included in any printed material if the material is received after this date.

## SECURITY

SERA will not be responsible for 24-hour security services at event site. While every precaution will be taken, SERA assumes no liability for lost or stolen items. The ultimate responsibility remains with the individual exhibitors to protect their property, and appropriate protection and insurance should be arranged.

## LIABILITY

In consideration for the opportunity to display services and products at a SERA Conference, the Exhibitor, its officers, directors, agents, and insurers agree to indemnify and hold harmless SERA directors, contractors, employees, and agents and the event site from any loss, injury, suit, action or cause of action, or claim whatsoever resulting from any incident, accident, fire, theft, or any claim or loss to any person claiming loss or injury, including any loss or damage to property of the Exhibitor, its employees, agent, or subcontractors, loss or injury to any manufacturer's demonstration participants, the employees, agents, guests, and general public. Said indemnification and agreement to hold harmless SERA and the event site, as fore said, shall include reimbursement for any costs, expenses, and reasonable attorney's fees incurred by indemnities. Further, any claim of damage to the property of the event site resulting in the immediate assessment of damages against SERA from any act of omission of the Exhibitor, its agents, employees, contractors, and subcontractors, shall be immediately paid or assumed by the Exhibitor. In addition, the Exhibitor acknowledges that SERA does not maintain any insurance to cover loss or damage to any property of the Exhibitor. Exhibitors are advised to obtain commercial insurance to cover all losses and claims.

## RESTRICTIONS

SERA reserves the right to determine the eligibility of a company or their product/services for inclusion in the Exhibit Hall and reserves the right to restrict exhibits that, because of noise, method of operation, materials, or for any other reason, become objectionable to SERA. SERA also reserves the right to prohibit any exhibit that, in the opinion of SERA, may detract from the general character of the Exhibit Hall as a whole. In such event, any exhibitor terminated prior to expiration of the Conference for cause shall not be entitled to a refund or be entitled to damages for any direct or indirect expenses incurred by the Exhibitor. The exhibition of a company's products or services within the SERA Exhibit Hall does not represent an endorsement of those products/services by SERA. No signs will be affixed by any means to the walls, doors, or any other surface in the exhibit area.

# 2024 CONFERENCE SPONSOR & EXHIBITOR CONTRACT

## CONFERENCE SPONSORSHIPS

- ☐ Platinum Sponsor \$8000
- ☐ Gold Sponsor \$5000
- ☐ Silver Sponsor \$2500
- ☐ Bronze Sponsor \$1000

## EVENT SPONSORSHIPS

- ☐ Luncheon \$8000
- ☐ Breakfast \$5000
- ☐ Social Outing \$2000
- ☐ Break \$1000
- ☐ Newsletter \$250
- ☐ Session \$100

## EXHIBIT BOOTH ONLY

- ☐ Exhibit Booth - \$500  
(Includes 2 lunch tickets)
- ☐ Non-Profit Exhibit Booth - \$250  
(Includes 1 lunch ticket)
- ☐ Booth Power Cord - \$35

## TOTE BAGS AND INSERTS

- ☐ Tote bag inserts only - \$200
- ☐ Tote Bags - \$2500

## ADDITIONAL MEAL TICKETS

- \_\_\_ Breakfast Ticket - \$55/each
- \_\_\_ Luncheon Banquet Ticket - \$60/each

**TOTAL AMOUNT:** \_\_\_\_\_

## COMPANY INFORMATION

COMPANY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

## PAYMENT INFORMATION

NAME ON CARD \_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ CVV \_\_\_\_\_

SIGNATURE \_\_\_\_\_

### EMAIL CONTRACTS TO:

president-elect@seradtsea.org  
and  
treasurer@seradtsea.org

### MAIL CHECKS TO:

Southeast Region ADTSEA  
31 Brookneal Circle  
Angier, NC 27501