



# PSAI SPONSORSHIP PROSPECTUS

2023-2024

# SPONSOR OPPORTUNITIES

## OPPORTUNITY STARTS HERE!

You supply the portable sanitation industry. PSAI is here to help you get your name, products, and services in front of your ideal audience. Reach an audience of customers and colleagues who share your interest in the portable sanitation industry.



### Total Attendance

(3 year average)

Nuts & Bolts ..... 220-250  
 Convention & Trade Show ..... 450-500

**95%** of operators send a decision-maker to events

### Operator Companies in Attendance

(3 year average)

Nuts & Bolts ..... 71 companies  
 Convention & Trade Show ... 99 companies

**95%** of operators are satisfied or very satisfied with PSAI's events

### Exhibitors in Attendance

(3 year average)

Nuts & Bolts ..... 25 companies  
 Convention & Trade Show ..... 55 companies

**61%** of operators attend PSAI events every year

# MEMBERSHIP

	BENEFITS	Titanium - \$30,000	Platinum - \$15,900	Gold - \$7,550	Silver - \$2,650	Bronze - \$695	International - \$350
<b>PSAI MEMBER BENEFITS</b>	Company Listing in PSAI's online supplier directory	X	X	X	X	X	X
	Use of "Proud Member" logos	X	X	X	X	X	X
	Access to the PSAI Employee Health Benefit Plan	X	X	X	X	X	X
	Access to the PSAI purchasing program	X	X	X	X	X	X
<b>NUTS &amp; BOLTS</b>	Number of registrations	4	3	2	1	-	-
	Sponsor/Exhibitor Credit	\$2,000	\$1,500	\$1,000	\$400	-	-
	Recognition on event marketing materials	Logo	Logo	Logo	Logo	Name	Name
<b>TRADE SHOW</b>	Number of registrations	12	6	4	1	-	-
	Sponsor/Exhibitor Credit	\$9,000	\$4,500	\$3,000	\$1,500	-	-
	Recognition on event marketing materials	Logo	Logo	Logo	Logo	Name	Name
	Booth placement preference	1st	2nd	3rd	4th	5th	5th
<b>ADVERTISING</b>	Industry Resource Directory Ad	4 Full Pages	2 Full Page	1 Full Page	Half Page	-	-
	Newsletter Ads	12	8	4	1	-	-

*\*\* Please note that the number of registration benefits do not compound at Nuts & Bolts and the Trade Show. See the PSAI website for the full list of benefits. Prefer to create your own custom package? Contact Blake Finger at [blakef@ewald.com](mailto:blakef@ewald.com).*

# NUTS & BOLTS

OCTOBER 31 - NOVEMBER 2, 2023 | ATLANTA, GA

The PSAI Nuts & Bolts Educational Conference is the world's premier education event focused solely on the portable sanitation industry.

## TABLETOP EXHIBIT

\$400 – Members

\$600 – Non-Members

Nuts & Bolts provides an opportunity for you to network with portable restroom operators as you market and display your company's products and services. While not a trade show, the intimate environment of the educational conference provides unique customer engagement opportunities. There are a limited number of tabletop display spaces each year, so reserve yours before they are sold out!

Exhibits include:

- 1 representative
- 6' table
- 1 chair

If you are interested in a custom sponsorship, please contact **Blake Finger** at [blakef@ewald.com](mailto:blakef@ewald.com) or (651) 288-3423.

## ONSITE SPONSORSHIPS

Whether you need extra visibility at a PSAI event or are hoping to get your brand into attendees' offices and trucks, there is a sponsorship fit for you. All members have ample opportunities to be recognized during the event.

All sponsorships come with logo recognition on conference materials and the event's webpage

**Welcome Reception Drink Ticket Sponsor: \$3,000**

*(1 Available)*

**Mobile App Sponsor: \$3,000**

*(1 Available)*

**Welcome Reception Sponsor (Wednesday): \$1,000**

*(1 Available)*

**Social Reception Sponsor (Thursday): \$1,000**

*(1 Available)*

**Continental Breakfast Sponsor: \$1,000**

*(Limited Availability)*

**Site Visit Transportation Sponsor: \$1000**

*(Limited Availability)*

- Additional branding featured on PSAI's provided transportation

**Waste Reduction Sponsor: \$1,000**

*(1 Available)*

**Lanyard Sponsor: \$1,000**

*(1 Available – PSAI Provides)*

**Wi-Fi Sponsor: \$1,000**

*(1 Available)*

- Company name can be used as wi-fi password

**Coffee Break Sponsor: \$750**

*(Limited Availability)*

# RAMBLE AMBLE

NOVEMBER 2023

## GET INVOLVED

To raise awareness about the global sanitation crisis, PSAI hosts an annual Ramble Amble.

The Ramble Amble (run/walk) is a great way for participants to enjoy an outdoor activity together, learn how to raise awareness in their communities, and generate contributions to worthy charities. PSAI needs your help. Sponsor the event—promote it among your staff and customers—and join us for the fun.

## WHERE YOUR MONEY GOES

Your sponsorship helps PSAI run a cost-neutral event so that all proceeds will support worthy groups, including PSAI's scholarship program, and Friends of Ngong Road. The PSAI Scholarship Program offers 5 scholarships annually to PSAI members or their family to help them advance through higher education. Friends of Ngong Road helps provide education to youth in Kenya whose families have been devastated by AIDS. As part of their work, they established Karibu Loo, a portable restroom company providing important cutting-edge services in Nairobi. Its revenues help fund Friends of Ngong Road's initiatives. Karibu Loo is also a PSAI member company.

## SPONSORSHIP BREAKDOWN

Ramble Amble Sponsorship Packages:	Champion \$1,500	Promoter \$1,000	Advocate \$500	Friend \$150
Photo of your representative and a PSAI representative delivering the check to our charities, and a press release crediting your business for its leadership role	X			
<i>Association Insight</i> feature story covering your company and its commitment to addressing the global sanitation crisis that will remain on the PSAI website for one year	X			
Logo on dedicated signage sponsoring along the Ramble Amble course	X	X		
Logo on event SWAG	X	X		
Logo/recognition on dedicated event signage	X	X	X	
Logo/recognition on PSAI.org event page	X	X	X	
Logo/recognition in <i>Association Insight</i> event wrap-up	X	X	X	X
Complimentary registrations for the 2023 Ramble Amble	5	4	3	1



# CONVENTION & TRADE SHOW

The PSAI Annual Convention and Trade Show is the world's largest trade show devoted entirely to the portable sanitation industry. Education sessions offered during the event are tailored to both operators and suppliers, and the trade show floor has inspired countless transactions each year. As such, there are many opportunities for placing your company in front of operators who attend the Convention and Trade Show. Our Hands-On Learning Labs (HOLLway) sessions, innovation forums, and other festivities provide even more chances to help you shine and draw more attendees to your booth.

## BOOTH OPTIONS

Exhibit Size Options	Includes:	Member	Non-Member
40 x 40*	8 registrations	\$20,000	\$22,000
30 x 30*	6 registrations	\$11,500	\$13,500
20 x 20*	4 registrations	\$6,000	\$8,000
10 x 10*	2 registrations	\$1,500	\$2,500
20 x 30 Truck/Trailer Space**	2 registrations	\$3,000	\$4,500

\* Includes pipe and drape, table and chairs

\*\* Includes space only

*Interested in customizing your exhibit space or having a larger footprint?*

Contact Blake Finger at [blakef@ewald.com](mailto:blakef@ewald.com).

**Additional booth rep fee: \$200**

## ADDITIONAL ADVERTISING OPTIONS

### ONSITE CONVENTION PROGRAM

Resolution: at least 300 dpi

File type: jpg, png, psd or pdf

**AD DEADLINE:** January 15, 2024

Dimensions:

Full page - 7.5" wide x 10" high

Half page - 7.5" wide x 5" high

Full Page Ad

\$1,000 – Member

\$1,500 – Non-Member

Half Page Ad

\$600 – Member

\$850 – Non-Member

## ONSITE SPONSORSHIPS

All sponsorships receive logo recognition on PSAI's convention webpage and onsite materials.

### **Puppy Station Sponsor: \$5,000**

*(1 Available)*

- Exclusive sponsor of the puppy station
- Opportunity to provide branded items to be featured in the puppy station

### **Barista Station Sponsor: \$5,000**

*(1 Available)*

### **Floor Decal Sponsor: \$4,500**

*(2 Available)*

### **Mobile App Sponsor: \$3,000**

*(1 Available)*

### **Notebook and Pen Sponsor: \$3,000**

*(1 Available - PSAI Provides)*

### **Entertainment Station: \$2,500**

*(1 Available)*

- Exclusive sponsor of live music at PSAI's Meet the Board Happy Hour
- Logo recognition on signage

### **Lanyard Sponsor: \$1,500**

*(1 Available - PSAI Provides)*

### **Tote Bag Sponsor: \$1,500**

*(1 Available - PSAI Provides)*

### **Coffee Break Sponsor: \$1,000**

*(Limited Availability - Per Day - Tuesday or Wednesday)*

### **Lunch Sponsor- Wednesday: \$1,000**

*(Limited Availability)*

### **WI-FI Sponsor: \$1,000**

*(1 Available)*

- Opportunity to provide branded wi-fi password

### **Innovation Forum Sponsor: \$300**

*(Limited Availability)*

Includes:

- Up to 4 minutes to address attendees and highlight innovative products at your booth
- Booth number on display
- Dates and deadlines to be communicated

### **Silent Auction**

*Item value ≥ \$250*

Includes:

- Auction item displayed in contributor's booth
- Logo and auction item featured in the mobile app and in the onsite directory
- Dates and deadlines to be communicated

# ADVERTISING

## INDUSTRY RESOURCE DIRECTORY & ONLINE SUPPLIER DIRECTORY

Each year PSAI publishes its annual Industry Resource Directory. The directory is filled with current information about industry standards and best practices, as well as a directory of current member operators and suppliers. Ads are positioned throughout the directory for maximum views. The publication is available online and is mailed to PSAI members.

### Ad Specifications

Resolution: at least 300 dpi

File type: jpg, png, psd or pdf

**AD DEADLINE: March 15, 2024**

### Full Page

\$1,400 – Members

\$1,800 – Non-Members

Dimensions: 7.5" wide x 10" high

### Half Page

\$1,000 – Members

\$1,300 – Non-Members

Dimensions:

Horizontal 7.5" wide x 5" high

Vertical 3.75" wide x 10" high

## NEWSLETTER ADVERTISING

PSAI publishes an online bi-weekly newsletter titled *Association Insight*. The newsletter is provided to our member company owners and employers. Supplier ads are placed within each newsletter for maximum viewing, and readership is a very healthy 35 percent on average.

### Banner Ad

#### Single Issue

\$400 – member

\$550 – non-member

#### 3 Ad Bundle

\$1,000 – member

\$1,500 – non-member

#### 12 Ad Bundle

\$3,800 – member

\$5,500 – non-member

Dimensions: 600 x 125 pixels

### Interior Ad

#### Single Issue

\$300 – member

\$450 – non-member

#### 3 Ad Bundle

\$750 – member

\$1,250 – non-member

#### 12 Ad Bundle

\$2,800 – member

\$4,500 – non-member

Dimensions: 300 x 300 pixels

## WEBSITE ADVERTISING

Each page of the PSAI website displays a supplier ad through run of sight (ROS) technology. Your ad will rotate on the member login page, member landing pages, and other site areas that are frequently viewed by portable sanitation operators.

### Ad Specifications

Size: 180 px wide x 320 px high

Resolution: at least 300 dpi

File type: jpg, png, psd or pdf

### One Month

\$125 – member

\$165 – non-member

### One Year

\$1,200 – member

\$1,560 – non-member



# REGISTRATION

## NUTS & BOLTS -

October 31 to November 2, 2023

### EXHIBIT

- Member - \$400
- Non-Member - \$600

### ONSITE SPONSORSHIP

- Drink Ticket Sponsor - \$3000
- Mobile App Sponsor - \$3000
- Welcome Reception - \$1000
- Social Reception - \$1,000
- Continental Breakfast - \$1,000
- Site Visit Transportation - \$1000
- Waste Reduction - \$1,000
- Lanyard - \$1,000
- Wi-Fi - \$1,000
- Coffee Break - \$750

TOTAL NUTS & BOLTS \$ \_\_\_\_\_

## PSAI RAMBLE AMBLE REGISTRATION

*NOTE: In the event of inclement weather, the Ramble Amble will be canceled or postponed. If that happens, PSAI will adjust your visibility package to ensure maximum exposure in the new conditions.*

Yes, my company would like to sponsor the 2023 Ramble Amble at the following level:

### SPONSORSHIP LEVEL

- Champion - \$1,500
- Promoter - \$1,000
- Advocate - \$500
- Friend - \$150

### COMPLIMENTARY PARTICIPANTS

Based on the level of sponsorship, below are the names of those who will fill these registrations for my company's team:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

TOTAL RAMBLE AMBLE \$ \_\_\_\_\_

## PSAI CONVENTION & TRADE SHOW REGISTRATION

February 12 - 14, 2024, Daytona, FL  
*Payment in full is required to confirm all sponsorships and exhibits*

### EXHIBIT BOOTH

(Member/Non-Member)

- 40 x 40 - o \$20,000/o \$22,000
- 30 x 30 - o \$11,500/o \$13,500
- 20 x 20 - o \$6,000/o \$8,000
- 10 x 10 - o \$1,500/ o \$2,500
- 20 x 30 Truck/Trailer -  
o \$3,000/ o \$4,500
- Additional Booth Rep Fee: \$200

### ONSITE SPONSORSHIP

- Puppy Station Sponsor - \$5,000
- Barista Station Sponsor - \$5,000
- Floor Decal Sponsor - \$4,500
- Mobile App Sponsor - \$3,000
- Notebook and Pen Sponsor - \$3,000
- Entertainment Station - \$2,500
- Lanyard Sponsor - \$1,500
- Tote Bag Sponsor - \$1,500
- Coffee Break Sponsor - \$1,000
- Lunch Sponsor - \$1,000
- Wi-Fi Sponsor - \$1,000
- Innovation Forum Sponsor - \$300
- Silent Auction - item worth \$250 minimum. Item: \_\_\_\_\_

### ADDITIONAL OPTIONS

#### Onsite Convention Program

- Full page ad*
- Member - \$1,000
  - Non-Member - \$1,500

#### Onsite Convention Program

- 1/2 page ad*
- Member - \$600
  - Non-Member - \$850

TOTAL CONVENTION & TRADE SHOW \$ \_\_\_\_\_

## 2023-2024 PSAI ADVERTISING REGISTRATION

*Payment in full is required to confirm all ads.*

### INDUSTRY RESOURCE DIRECTORY ADS

Member:

- Full Page - \$1,400
- Half Page - \$1,000

Non-Member:

- Full Page - \$1,800
- Half Page - \$1,300

### NEWSLETTER ADS

Member:

- 1 Interior Ad - \$300
- 1 Banner Ad - \$400
- 3 Interior Ads - \$750
- 3 Banner Ads - \$1,000
- 12 Interior Ads - \$2,800
- 12 Banner Ads - \$3,800

Non-Member:

- 1 Interior Ad - \$450
- 1 Banner Ad - \$550
- 3 Interior Ads - \$1,250

- 3 Banner Ads - \$1,500
- 12 Banner Ads - \$4,500
- 12 Interior Ads - \$5,500

### WEBSITE ADS

Member:

- 1 month - \$125
- 1 year - \$1,200

Non-Member:

- 1 month - \$165
- 1 year - \$1,560

TOTAL ADVERTISING \$ \_\_\_\_\_

# PAYMENT

## PAYMENT SUMMARY:

NUTS & BOLTS \$ \_\_\_\_\_  
RAMBLE AMBLE \$ \_\_\_\_\_  
CONVENTION & TRADE SHOW \$ \_\_\_\_\_  
ADVERTISING \$ \_\_\_\_\_  
  
GRAND TOTAL: \$ \_\_\_\_\_

## IMPORTANT DATES

AUGUST 2023

- 8/30 Nuts & Bolts ad artwork submission deadline

JANUARY 2024

- 1/15 Trade Show onsite convention program ad deadline

MARCH 2024

- 3/15 Industry Resource Directory & Online Supplier Directory ad deadline

## CONTACT INFORMATION

Company Name \_\_\_\_\_  
Main Contact Name for logistics \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Contact Email \_\_\_\_\_  
Contact Phone \_\_\_\_\_  
All listings and signage should read: \_\_\_\_\_

## PAYMENT OPTIONS

Check (payable to PSAI)    Visa    Mastercard

If you are paying by credit card, all fields are required.

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ 3-digit Security Code \_\_\_\_  
Cardholder Name and/or Company (print) \_\_\_\_\_  
Cardholder Phone \_\_\_\_\_  
Cardholder Signature \_\_\_\_\_  
Credit Card Billing Address:  Same as the address above (OR complete the following fields)  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_

I have read and grant consent to use my data as outlined in the [privacy policy](#)

I agree to the PSAI [Event Policies](#).

Payment must accompany form to guarantee sponsorship

*Audio/Video Policy: Registration and attendance at, or participation at association events constitutes an agreement by the registrant to association's use and distribution of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.*

*PCI Compliance: Please do not send credit card information via email. Per standard by the Payment Card Industry, PSAI has met the requirements of the Payment Card Industry-Data Security Standards (PCI-DSS).*

**Cancellation Policy:** All Sponsor/Exhibitor cancellations received up to 60 days prior to the event will be refunded, less a \$50 handling fee. Cancellations received less than 60 days prior to the event will not receive a refund.

Mail to the PSAI Office at:  
1601 Utica Ave. S., Suite 213  
Minneapolis, MN 55416  
Office Phone: 952-854-8300  
Office Fax: 651-290-2266

## Questions?

Contact Blake Finger at  
blakef@ewald.com or  
651-288-3423