



PSAI SPONSORSHIP PROSPECTUS

2022-2023

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.

WHAT CAN PSAI DO FOR YOU?

Get You in Front of Decision-Makers

Your next sale begins the moment your message appears in front of key industry decision-makers. Being part of PSAI connects you to the right people.

Provide Visibility to Your Company

Whether you want to be in front of customers at a PSAI event, through a digital ad, or through a print ad, PSAI has the publications and resources to get you front and center.

Help Your Business Grow and Succeed

As the largest trade association in the world related to portable sanitation, we know the industry builds strength when all of its members succeed.

THE STRENGTH OF PSAI

Membership Breakdown

Operators 78%
Suppliers 22%

Companies Across the Spectrum:

Trucks 26,000 lbs GVWR or less

| | |
|---------------------|-----|
| More than 50 trucks | 10% |
| 21-50 trucks | 12% |
| 11-20 trucks | 14% |
| 10 trucks or fewer | 64% |

Trucks More Than 26,000 lbs GVWR

| | |
|---------------------|-----|
| More than 50 trucks | 4% |
| 21-50 trucks | 3% |
| 11-20 trucks | 6% |
| 10 trucks or fewer | 64% |

Annual Equipment Budget

| | |
|---------------------|-----|
| More than \$200,000 | 30% |
| \$100,001-\$200,000 | 21% |
| \$50,001-\$100,000 | 18% |
| \$30,001-\$50,000 | 12% |
| \$30,000 or less | 19% |

Portable Restroom Units

| | |
|-----------------------|-----|
| More than 5,000 units | 13% |
| 1,001-5,000 units | 32% |
| 501-1000 units | 10% |
| 251-500 units | 14% |
| Up to 250 units | 31% |

Portable Restroom Trailers

| | |
|-----------------------|-----|
| More than 50 trailers | 11% |
| 11-50 trailers | 16% |
| 1-10 trailers | 43% |
| No trailers | 30% |

YOUR AUDIENCE

Reach an audience of customers and colleagues who share your interest in the portable sanitation industry.

Globally, PSAI is the largest trade association of its kind!

Total Attendance

(3 year average)

Nuts & Bolts 190-220
Convention & Trade Show 400-450

Operator Companies in Attendance

(3 year average)

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

Exhibitors in Attendance

(3 year average)

Nuts & Bolts..... 20 companies
Convention & Trade Show 55 companies

95% of operators send a decision-maker to events

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

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 Member - \$350 |
|-----------------------------|---|----------------------------|----------------------------|-----------------------|-------------------------|-----------------------|-------------------------------------|
| PSAI MEMBER BENEFITS | 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 |
| | Involvement in developing and updating industry standards | X | X | X | X | X | X |
| | Access to the PSAI purchasing program | X | X | X | X | X | X |
| NUTS & BOLTS | 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 | Name | - | - |
| TRADE SHOW | 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 | Name | - | - |
| | Booth placement preference | 1st | 2nd | 3rd | 4th | 5th | - |
| ADVERTISING | 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. Prefer to create your own custom package? Contact Blake Finger at blakef@ewald.com.*

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

TABLETOP EXHIBIT

\$400 – Members

\$550 – 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

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

Mobile App Sponsor: \$3,500

(1 Available)

- Premier logo recognition on PSAI's mobile app

Continental Breakfast Sponsor: \$1,000

(Limited Availability)

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

(1 Available)

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

(1 Available)

Name Badge Sponsor: \$1,000

(1 Available – PSAI Provides)

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)

Transportation Sponsor: \$750

(Limited Availability)

- Additional branding featured on PSAI's provided transportation

THE URGENT RUN/WALK

NOVEMBER 2022

GET INVOLVED

To raise awareness about the global sanitation crisis, PSAI hosts an annual Urgent Run/Walk.

The Urgent 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 on Friday morning.

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

| Urgent Run Sponsorship Packages: | Champion \$1,500 | Promoter \$1,000 | Advocate \$500 | Supporter \$300 | 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 | | | | |
| Association Insight 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 a half mile of the Urgent Run/Walk course | X | X | | | |
| Logo on event swag | X | X | X | | |
| Logo/recognition on dedicated event signage | X | X | X | X | |
| Logo/recognition on PSAI.org homepage event | X | X | X | X | |
| Logo/recognition through the Urgent Run/Walk | X | X | X | X | X |
| Logo/recognition in Association Insight newsletter event wrap-up and blog post | X | X | X | X | X |
| Complimentary registrations for the 2022 Urgent Run/Walk | 5 | 4 | 3 | 2 | 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 <i>Booths are piped and draped</i> | # of Registrations: | 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 |
| 20 x 30 Truck/Trailer Space (added to other purchased exhibit space—for trucks and trailers only) | | \$2,000 | \$2,000 |
| Upgrade your booth to stand-alone island booth | | \$1,000 | \$2,500 |

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

Contact Blake Finger at blakef@ewald.com.

Additional booth rep fee: \$200

ADDITIONAL ADVERTISING OPTIONS

Resolution: at least 300 dpi
File type: jpg, png, psd or pdf

Full Page Ad
\$1,000 – Member
\$1,500 – Non-Member

ONSITE CONVENTION DIRECTORY

AD DEADLINE: December 16, 2023

Half Page Ad
\$600 – Member
\$850 – Non-Member

Dimensions:
Full page - 7.5" wide x 10" high
Half page - 7.5" wide x 5" high

ONSITE SPONSORSHIPS

All sponsorships receive logo recognition on PSAL'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

Mobile App Sponsor: \$3,500

(1 Available)

- Premier logo recognition on PSAL's trade show mobile app

Entertainment Station: \$2,500

(2 Available: Wednesday or Thursday)

- Exclusive sponsor of one of PSAL's entertainment
- Additional logo recognition at the entertainment

Name Badge Sponsor: \$1,500

(1 Available – PSAL Provides)

Lanyard Sponsor: \$1,500

(1 Available – PSAL Provides)

Tote Bag Sponsor: \$1,500

(1 Available – PSAL Provides)

Opening Reception Sponsor – Wednesday: \$1,000

(Limited Availability)

Closing Reception Sponsor – Thursday: \$1,000

(Limited Availability)

Coffee Break Sponsor: \$1,000

(Limited Availability – Per Day Tuesday, Wednesday, Thursday)

Lunch Sponsor – Thursday: \$1,000

(Limited Availability)

Wi-Fi Sponsor: \$1,000

(1 Available)

- Opportunity to provide branded wi-fi password

Innovation Forum Sponsor: \$250

Includes:

- Up to 3 minutes to address attendees and highlight innovative products at your booth
- 3 slides on white background
- 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 featured on PSAL's social media
- 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 17, 2023

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. Ability for advertisers to provide their own UTM/landing page link.

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 -

November 1 - 4, San Antonio, TX

EXHIBIT

- Member - \$400
- Non-Member - \$550

ONSITE SPONSORSHIP

- Mobile App - \$3,500
- Continental Breakfast - \$1,000
- Welcome Reception - \$1,000
- Social Reception - \$1,000
- Name Badge - \$1,000
- Lanyard - \$1,000
- Wi-Fi - \$1,000
- Coffee Break - \$750
- Transportation - \$750

TOTAL NUTS & BOLTS \$ _____

PSAI CONVENTION & TRADE SHOW REGISTRATION

January 31 - February 2, 2023,
Memphis, TN

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
- 20x30 Truck/Trailer add-on - \$2,000
- Stand-alone island booth
o\$1,000 o\$2,500

2022 - 2023 PSAI ADVERTISING REGISTRATION

INDUSTRY RESOURCE DIRECTORY ADS

Member:

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

Non-Member:

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

Payment in full is required to confirm all ads.

PSAI URGENT RUN/ WALK REGISTRATION

NOTE: In the event of inclement weather, the Urgent Run/Walk 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 2022 Urgent Run/Walk at the following level:

SPONSORSHIP LEVEL

- Champion - \$1,500
- Promoter - \$1,000
- Advocate - \$500
- Supporter - \$300
- 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 URGENT RUN/WALK \$ _____

ONSITE SPONSORSHIP

- Puppy Station - \$5,000
- Mobile App - \$3,500
- Entertainment - \$2,500
 - oWednesday oThursday
- Name Badge - \$1,500
- Lanyard - \$1,500
- Tote Bag - \$1,500
- Opening Reception: \$1,000
- Closing Reception: \$1,000
- Coffee Break - \$1,000
- Lunch - \$1,000
- Wi-Fi - \$1,000
- Innovation Forum - \$250
- Silent Auction - item worth \$250 minimum. Item: _____

ADDITIONAL OPTIONS

Onsite Convention Directory - full page ad

- Member - \$1,000
- Non-Member - \$1,500

Onsite Convention Directory - 1/2 page ad

- Member - \$600
- Non-Member - \$850

TOTAL CONVENTION & TRADE SHOW \$ _____

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 \$ _____

REGISTRATION

PAYMENT SUMMARY:

NUTS & BOLTS \$ _____
URGENT RUN/WALK \$ _____
CONVENTION & TRADE SHOW \$ _____
ADVERTISING \$ _____

GRAND TOTAL: \$ _____

IMPORTANT DATES

AUGUST 2022

8/31 Nuts & Bolts ad deadline

DECEMBER 2022

12/16 Trade Show onsite convention directory ad deadline

MARCH 2023

03/17 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 be refunded.

Mail to the PSAI Office at:
1000 Westgate Drive, Suite 252
St. Paul, MN 55114
Office Phone: 952-854-8300
Office Fax: 651-290-2266

Questions?
Contact Blake Finger at
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651-288-3423