

# GLOBAL TIRE EXPO

POWERED BY TIA

THERE'S NO PLACE LIKE IT.

AT THE SEMA  
SHOW



**The Tire Industry Association  
is excited to announce details for  
Global Tire Expo Pre-Show Events!**

**PLANET HOLLYWOOD IN LAS VEGAS  
MONDAY, OCT. 30, 2023**

The Global Tire Expo Pre-Show Program will be held at Planet Hollywood in Las Vegas on Monday, Oct. 30, followed by the Global Tire Expo (lower south hall of SEMA Show), Oct. 31-Nov. 3.

This unmissable program is exclusively dedicated to the tire industry and attracts hundreds of tire dealers, creating the perfect forum to network and connect.

Sponsoring the Global Tire Expo Pre-Show Program is a great opportunity to showcase your company to decision makers from the tire industry and will ensure your name is firmly positioned at the forefront of Global Tire Expo Pre-Show events.

There are a wide range of packages available to raise your company's profile and brand awareness. We can create a custom package for you, or you can choose an existing package set out in this guide on the following page.

To find out more, contact LaKisha Pindell at [lpindell@tireindustry.org](mailto:lpindell@tireindustry.org) or call 800.876.8372, ext. 104.

*"The Global Tire Expo is a great networking opportunity, a place where you meet with your peers, share ideas and learn about the latest in industry products and technology. A must attend event if you want to stay in tune with the industry."*

## KEY BENEFITS OF SPONSORING

### EXPOSURE

Inclusion of branding throughout the marketing campaign and at Global Tire Expo Pre-Show events.

### COMPETITIVE EDGE

Position yourself ahead of the competition by establishing your presence at the key industry conference of the year.

### MAKE CONNECTIONS

An invaluable networking opportunity, providing a social and enjoyable environment to meet with attendees.

## 2022 SPONSORS & ATTENDEE COMPANIES

1-800EveryRim OEM Wheels  
AME International  
ATEQ TPMS Tools, Lc  
Autel  
Automotive Service and Tire Alliance - ASTA  
Automotive Training Institute  
Barnwell House of Tires, Inc.  
Bartec USA  
Big O Tires  
BKT USA, Inc.  
Black's Tire Service  
Bob Sumerel Tire Co., Inc.  
Bridgestone Americas Inc.  
Central Marketing, Inc.  
CFI Tire  
CIMS Tire Reg & Retread Ident  
Commercial Tire, Inc.  
Dynamic Wheel Co.  
Federated Insurance Companies  
FOCUS Investment Banking, LLC  
Fountain Tire Ltd

Haltec Corporation  
Hitachi Environmental  
Huf North America  
IMS Fabrication, Inc.  
Jackson Marketing Group  
Kelsey Tire Inc.  
Latin Tyre & Auto Parts Expo  
MassBay Community College  
McCarthy Tire Service  
MetaMartini, LLC  
Mid-America TDA (Ks/Nb/Ok)  
Modern Tire Dealer  
Munoz's Automotive Repair  
Myers Tire Supply  
Nebraska Advanced Manufacturing Association  
Northwest Tire Dealers Assn  
Ohio Tire & Automotive Association  
Parts Distribution Xpress  
Pomp's Tire Service  
Purcell Tire & Rubber Company  
Recycling Research Institute

SAAC  
Sam's Club  
Schradler Performance Sensors  
Sevys Auto Repair  
Simply Safe  
Southeastern Wholesale Tire  
Squad Car Supply  
Sullivan Tire  
TBC Corp.  
Team Torque Inc.  
TECH  
Texas Tire And Automotive Assoc.  
Tire Business/Crain Communications  
Tire Rack  
Tire Recycling Consultants, Inc.  
Tire Review  
Tireland Performance Centre  
Tucker Albin & Associates  
Victorian Automotive Chamber of Commerce  
VIP Tires and Service  
Western Canada Tire Dealers Association





## SPECIAL EVENT SPONSORSHIP

Oct. 30 Pre-Show Events: Planet Hollywood, Las Vegas

### GOLD-LEVEL: \$12,500 PER SPONSORSHIP

- Tire Industry Honors (Exclusive) **ON HOLD**
- Cocktail Reception (Exclusive) **ON HOLD**

**Sponsor Benefits:**

- Custom designed event invite featuring sponsor logo.
- Professionally designed event banner featuring sponsor logo.
- Additional branding opportunities possible, please call for details.
- Professionally designed signage displayed at sponsored event.
- Sponsorship recognition in TIA's *Today's Tire Industry* magazine and website.
- Sponsorship recognition at TIA Annual Membership Meeting and the Tire Industry Honors Awards Ceremony.
- Sponsors exhibiting at the GTE/SEMA Show also will be featured on sponsorship signage at TIA booth.

### SILVER-LEVEL: \$5,000 PER SPONSORSHIP

- ~~TIA GTE Booth Bag Sponsor at the SEMA Show\*~~ (Exclusive) **SOLD**
- TIA GTE Members Hospitality Lounge at the SEMA Show\* (Exclusive)
- Tires, TPMS & Truck Tires at 10, Management & Tires at 2 at the SEMA Show\* (Multiple available)

\*Reserved for GTE/SEMA Exhibitors only.

**Sponsor Benefits:**

- Professionally designed signage displayed at sponsored event.
- Sponsorship recognition in TIA's *Today's Tire Industry* magazine and website.
- Sponsorship recognition at TIA Annual Membership Meeting and the Tire Industry Honors Awards Ceremony.
- Sponsors exhibiting at the GTE/SEMA Show also will be featured on sponsorship signage at TIA booth.

\*If not exclusively sponsored

### BRONZE-LEVEL: \$3,500 PER SPONSORSHIP

- ~~Tire Industry Honors Ceremony Program~~ (Exclusive) **SOLD**

### GENERAL LEVEL SPONSORSHIP: \$2,500

- General Pre-Show Sponsor (Multiple available)

**Sponsor Benefits:**

- Professionally designed signage displayed at sponsored event.
- Sponsorship recognition in TIA's *Today's Tire Industry* magazine and website.
- Sponsorship recognition at TIA Annual Membership Meeting and the Tire Industry Honors Awards Ceremony.
- Sponsors exhibiting at the GTE/SEMA Show also will be featured on sponsorship signage at TIA booth.

### SUPPORTING SPONSORSHIP: \$250

- Government Affairs TopGolf General Sponsor

**Sponsor Benefits:**

- Professionally designed signage displayed at sponsored event.
- Sponsorship recognition in TIA's *Today's Tire Industry* magazine and website.
- Sponsors exhibiting at the GTE/SEMA Show also will be featured on sponsorship signage at TIA booth.

## GLOBAL TIRE EXPO PRE-SHOW SPONSORSHIP PLEDGE FORM

Oct. 30, 2023 - Planet Hollywood, Las Vegas

E-mail completed form to [lpindell@tireindustry.org](mailto:lpindell@tireindustry.org)

Date \_\_\_\_\_

Contact \_\_\_\_\_

Company Name (as it should appear on promotional signage) \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

SPONSOR PLEDGE: I would like to sponsor \_\_\_\_\_

Total Amount \$ \_\_\_\_\_

Check (Payable to TIA in U.S. \$)

Bill me  VISA  MasterCard  AMEX \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV \_\_\_\_\_

Card Holder Name \_\_\_\_\_

Cardholder Billing Address \_\_\_\_\_  
(If different from above)

City/State/Zip \_\_\_\_\_

Card Holder Signature \_\_\_\_\_

### SPONSOR SIGNAGE (Please check one)

- Company logo on file.
- I will submit logo in EPS format by Sept. 1, 2023.

**Please note:** Sponsorship opportunities available on a first-come first-serve basis. Pledges must be received on or before Sept. 1 to be featured in the Fall edition of the *Today's Tire Industry*.

Feel free to contact LaKisha Pindell, Vice President of Meetings, with any questions at 800.876.8372, ext. 104 or [lpindell@tireindustry.org](mailto:lpindell@tireindustry.org).

[www.tireindustry.org](http://www.tireindustry.org)

