



## **NPA Startup Pavilion**

***For innovative emerging technology***

---

*With the demand for smarter cities, technology integration, data analytics and the way people generally move in our communities, emerging technology is key to accomplishing these goals while meeting consumers everyday challenges. Because of this, many future-forward cities are putting greater emphasis on technology to optimize operations and efficiently manage resources to create resilient and sustainable cities.*

---

This year, more than 1,800 professionals will convene in New Orleans, LA, a lively and progressive city where new developments are always underway that keep the city moving forward. [NPAConvention.org](https://NPAconvention.org) is a three-day event featuring a diverse showcase of innovative solutions, top-notch education and dynamic face-to-face networking. The Startup Pavilion is the place for startup companies to develop partnership and business opportunities and gain market exposure.

Attendees at the **National Parking Association Convention & Expo** represent major cities, municipalities, healthcare centers, universities, airport, commercial operators, corporate complexes and convention centers, consultants, planners, engineers and investors, as well as major technology companies looking for integration partners.

If you're looking for a platform for exposure and an opportunity for business development and growth, and you're a revolutionary startup company with an idea that can impact the parking, transportation and the mobility industry – we invite you to be part of this opportunity to connect with key decision-makers and influencers in the industry that can propel your company to success. We invite you to reserve your space today in the Startup Pavilion at the **2023 NPA Convention & Expo**.

The Startup Pavilion is a dedicated area for new market entrants looking to showcase their innovative technologies to prospective investors, partners and buyers via an all-inclusive, hassle free turnkey exhibit package which includes a 5'x 5' space with a customizable booth kiosk, company listings, and related marketing and promotional materials.

**Space is limited. Only 10 spaces are available** on a first-come, first-served basis.

**Questions?** Call Stacy Hudson at 202.415.8252 or email [StacyHudson@WeAreParking.org](mailto:StacyHudson@WeAreParking.org).



## NPA Startup Pavilion

Your startup pavilion turnkey exhibit package will include:



- 5'x5' exhibit space
- 3.28' wide x 10' high kiosk including counter with storage, one padded stool & one wastebasket
- Opportunity to customize booth shell in two areas with your company graphics (artwork should be provided in high resolution vector art for best representation)
- Visibility in the event mobile app and signage
- On the interactive floor plan and exhibitor list
- Two exhibitor badges which includes access to the show floor, all education sessions and all non-ticketed events
- 24-hour security from set up to tear down

*Electrical and wireless services not included but can be purchased for additional fee.*

### Expo Hall: 5' x 5' Booth Space with 3.28' x 10' Turnkey Kiosk

**Graphic Submission Deadline:**

- August 11, 2023

**Back Panel Logo Graphic:**

- 38.125 inches (wide) x 55.125 inches (high)

**Round Logo Header Graphic:**

- 24 inches x 24 inches

**If you have questions or need further assistance, please contact Stacy Hudson 202-415-8252.**

**Booth Includes:**

- 5' x 5' Exhibit Space with 10' x 3.28' Kiosk for Custom company branding (*see graphic submission*)
- One Padded Stool & One Wastebasket

\*All logos must be in a \*vector format, saved in Adobe Illustrator or as an EPS file. Raster images will not be accepted – this includes .jpg, .png or .gif files copied directly from a website. All text should be converted to outlines or with the fonts provided. PC fonts only. All fonts must be embedded. Photographic images should be 300 dpi at the final size in the layout in either JPG or TIF file format.

**Cost \*\$1,599 (NPA member rate)**



## NPA Startup Pavilion

### Application

If you would like to be a part of the **NPA Startup Pavilion**, please complete the following questionnaire and return to [StacyHudson@WeAreParking.org](mailto:StacyHudson@WeAreParking.org).

If your company is confirmed for selection, you will be assigned a booth and will be required to register and provide payment details and adhere to deadlines for providing artwork and materials for your turnkey booth. If you **are** selected for this year, your company will not be eligible in future years as a startup participant. If **are not** selected this year, you may still reserve booth space on the show floor at regular rates, however that would negate you being eligible as a startup the following year or you could reapply the following year. All companies selected must be first-time exhibitors.

1. Company name: \_\_\_\_\_
2. Short description of your startup:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. When was your company formed? \_\_\_\_\_
4. Type of product to be represented at the NPA 2023 Convention & Expo?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. What is the number of employees in your organization? \_\_\_\_\_
6. What was your company revenue in 2022? \_\_\_\_\_
7. How much funding has your company raised to date? \_\_\_\_\_
8. Market status (pre-launch, pilots, etc.)? \_\_\_\_\_
9. Confirmation of working prototype or demo ready to present.
10. Would you be able to provide any images or renderings representing the product?
11. Did you exhibit as a Startup in 2022? \_\_\_\_\_
12. Have you participated in other shows as a startup? \_\_\_\_\_ If yes, how recently and provide the names of the events/shows.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_