

# SPONSORSHIP OPPORTUNITIES

Your sponsorship investment will assure you prime exposure to more than 20,000 NIADA members before, during and after the convention. Your sponsorship dollars will go far, even reaching those who do not attend the convention because your company will be promoted through a variety of media related materials.

- ◆ *Company Logo in the 2010 Convention Program*
- ◆ *Company Logo on Pre-Event and Post-Event Marketing*
- ◆ *Company Logo and Link on NIADA Website*
- ◆ *Recognition in Used Car Dealer Magazine*
- ◆ *Sponsorship Signage at Sponsored Event*



Take pride in knowing you support the efforts of NIADA and join the numerous automotive vendors who also benefit from sponsoring our annual convention and expo.

## MONDAY

*NIADA Welcome Reception* **\$35,000.00**

## TUESDAY

*First Time Attendee Lunch* **\$10,000.00**

## WEDNESDAY

*Association Executive Council Meeting* **\$2,500.00**

*State President Council Meeting* **\$2,500.00**

*Leadership Awards Reception* **\$25,000.00**

*Leadership Awards Banquet* **\$55,000.00**

## THURSDAY

*National Quality Dealer Awards Banquet* **\$50,000.00**

*NQD Afterglow Party* **\$15,000.00**

## NIADA EXPO

Co-sponsorships available only to 2010 Exhibitors

*Thursday Expo Grand Opening* **\$2,500.00**

*Friday Expo Luncheon* **\$2,000.00**

*Saturday Expo Luncheon* **\$1,500.00**

## GENERAL SPONSORSHIPS

*Registration Badge Holder* **\$5,000.00**

*Registration Attendee Bags* **\$6,000.00**

### Convention Program Advertising

*Full page ad-back cover* **\$4,000.00**

*Full page ad-back inside cover* **\$2,500.00**

*Full page ad-front inside cover* **\$2,500.00**

*Full page ad-inside pages* **\$1,000.00**

*Half page ad-inside pages* **\$500.00**

### Education Tracks

*General Education Track* **\$5,000.00**

*Retail Education Track* **\$5,000.00**

*BHPH Education Track* **\$5,000.00**

## COMPLIMENTARY REGISTRATIONS

Sponsors receive the following complimentary registrations (access to all events) based on level.

- ◆ Up to \$4,999 receives one (1) registration
- ◆ \$5,000-\$9,999 receives two (2) registrations
- ◆ \$10,000-\$19,999 receives three (3) registrations
- ◆ \$20,000-\$24,999 receives four (4) registrations
- ◆ \$25,000 or higher receives five (5) registrations

For more information on available sponsorships contact  
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