



JUNE 17-20 | THE VENETIAN, LAS VEGAS



# ACCELERATE YOUR SUCCESS

THE 73RD ANNUAL NIADA | NABD CONVENTION & EXPO

0118\_Ver\_2.0



# 2019

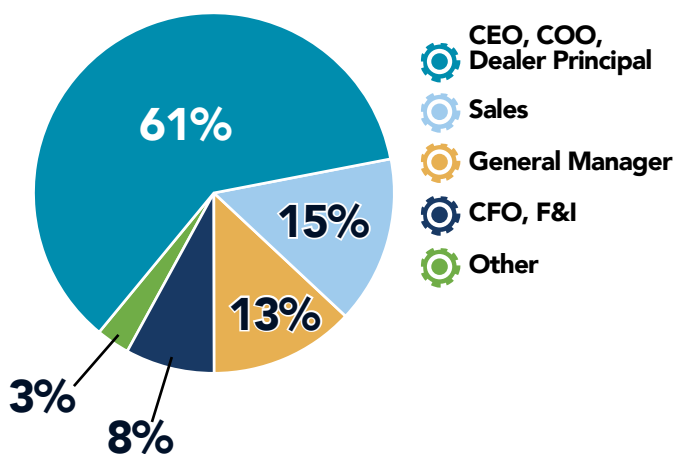


CONVENTION  
EXHIBITOR &  
SPONSORSHIP  
PROSPECTUS

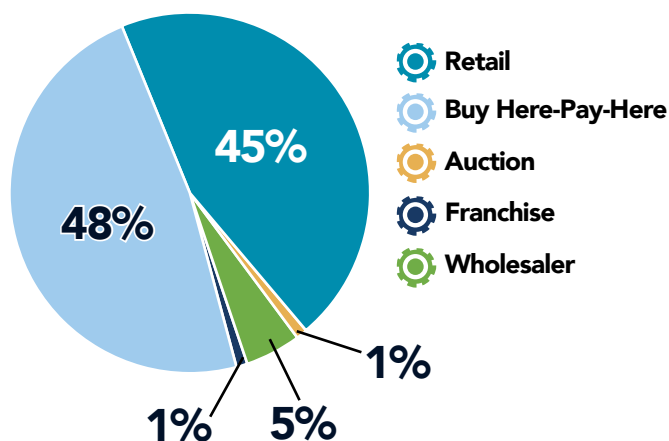
# WONDERING IF YOU SHOULD ATTEND?

You should. You'll come face-to-face with hundreds of Dealer Principals, Owners, and executive decision makers looking to purchase YOUR products and services, as well as non-dealer companies that could provide you with B2B selling opportunities. Sounds like a win-win right?

## 2018 DEALERSHIP ATTENDEE TYPE:



## 2018 DEALER PRIMARY BUSINESS MODEL:



## 2018 ATTENDANCE



- Exclusive access to hundreds of new business prospects – a year's worth of business in three days!
- Connect with your Current Clients to update on new products and strengthen relationships
- Perfect opportunity to launch a new product, build your brand at the largest Used Car Industry event of the year!

### **We've also come up with new strategies, giving you the ultimate convention experience:**

- A full bar during the Grand Opening Expo Reception
- Scavenger Hunt Cards for each day of the Expo with Cash Prizes; Social Media Prizes too!
- Exhibitors have access to ALL Convention events: training sessions, Annual Leadership Awards Banquet and National Quality Dealer Awards Dinner
- More innovative, technology-driven sponsorship options

### **For Your Benefit...**

- Exhibit hall hours are dedicated to the Expo ONLY. NIADA does not schedule overlapping training sessions during hall hours
- Post-show attendee lists are sent with attendee contact information for follow-up effort excluding email addresses which we are not authorized to share unless the attendee gives permission to do so on his/her registration form.

# BUT DON'T JUST TAKE OUR WORD FOR IT.



HERE'S WHAT SOME OF OUR VENDORS HAD TO SAY ABOUT THEIR CONVENTION EXPERIENCE:

“As a Vendor actively engaged in the non-franchise and BHPH dealer space, this conference was a perfect one stop shop that allowed me to see many current customers and to engage several new prospects. We look forward to next year.”

- Scott,  
American  
Risk Services

“The first combined mega conference for NIADA/NADA was a smashing success, there were great educational classes, a roomful of vendors welcoming you in the expo hall, some great speakers, a Big and Rich concert and of course there was Dick Vitale to let us know that it was AWESOME BABY.”

- Bob,  
Shannon Motors

“I highly recommend the NIADA Convention. The time spent speaking with other dealers as well as one on one time with speakers is worth the time spent away from my dealership.”

-Brenna,  
Park Marina  
Motors

“I attend 4 conventions each year and the inquisitive nature of the attendees here is unmatched. These are dealers excited to learn about opportunities, products, and services in a way that I don't see at other shows. They find you, they ask questions, and they make purchases based on the responses. Most profitable show we do every year.”

- David,  
Autosweet

“This is my third year attending the NIADA Convention and each year has gotten better and better. I always walk away with a fresh perspective and new ideas to implement in my dealership. I would highly recommend for others to attend and see just how valuable it is for expanding your business.”

- Dan Johnson,  
LiteHouse  
Auto, Inc

“I have been to many independent dealer conferences over the years, and this was the best one in a long time. The Exhibit Hall was packed with all my favorite vendors, and the convention was well attended by all my favorite dealers. Great job! Thank you!!”

- Steven,  
BHPH Logistics

“Being my first NIADA convention I was not sure what to expect. The convention location was perfect and easy to navigate, the speakers provided experience and insight on relevant topics, and the events outside of the convention provided an environment that was fun and carefree! It was an experience that I look forward to having again.”

-Grace,  
Gravitational  
Marketing

“This show fulfilled our needs to keep pace with every changing business environment”

- Robert,  
American  
Transmission and  
Auto Exchange.



**EXHIBITOR REGISTRATIONS** Now Include Access to Everything!

PLANNING YOUR EXPO FOOTPRINT

# LET'S TALK BOOTH SIZE AND PRICE

## EXPO HALL & REGISTRATION SCHEDULE

The Venetian  
Las Vegas

### Monday, June 17

Exhibitor Registration 8am – 9pm

Exhibitor Move In For 20 x 20 and larger\*

\*Must be pre-arranged with NIADA and Freeman

### Tuesday, June 18

Exhibitor Registration 7am – 7pm

Exhibitor Move In 8am – 3pm\*

\*Set up of displays must be complete

Expo Grand Opening w/Reception 5pm – 8pm

### Wednesday, June 19

Exhibitor Registration 8am – 6pm

Expo Open w/ Lunch 11am – 3pm

### Thursday, June 20

Exhibitor Registration 8am – 3pm

Expo Open w/ Lunch 11am – 2pm

Exhibitor Move Out 2pm – 9pm\*

\*All materials must be removed from facility by 9 pm

**10' X 10' - \$3,500**  
2 registrations

**20' X 20' - \$14,000\***  
4 conference registrations

**10' X 20' - \$7,000**  
3 conference registrations

**20' X 30' - \$21,000\***  
6 conference registrations

\*Plus surcharges for island booths, depending on location.

## Additional Exhibitor Registrations:

**\$549 - Early Bird (until May 17th)**

**\$399 - Expo Only Pass**

**Here's what's included in your booth cost, allowing you to redirect marketing funds in other advantageous ways.**

- 1 7"x44" Booth identification sign
- 1 6' Skirted table
- 2 Chairs
- 1 Wastebasket
- Carpeted floor
- 24-Hour hall security
- Exclusive post-show list of all registered attendees (not including emails)
- Monthly exhibitor updates with helpful tips on exhibit strategy and planning
- Use of NIADA's event logo in your convention-related marketing materials
- Company name and logo on the convention site Expo floorplan
- Continuous promotion of the convention through NIADA's UCD Magazine, State Publications, eNotes, Direct Mail, Automotive Industry News and niada.com. Also receive your company and product listing in the official convention program if contracted by May 1, 2019.

## YOUR REGISTRATION/SPONSORSHIP:

**Sponsorship & Ad Contacts / Expo Contacts:**

Chase Tidwell - chase@niada.com • Troy Graff - troy@niada.com

**BOOTH SPACE RESERVATION AND ASSIGNMENT** To access the online floorplan, booth contract and application, go to the tab "Exhibitors" at [www.niadaconvention.com](http://www.niadaconvention.com), click on "Apply for Exhibit Space" in the drop-down menu. View the floorplan and select your desired location from the booths marked available on the map. Complete the online application and read the Terms & Conditions and Rules and Regulations of the contract. Then, authorize the agreement by entering your name and complete the payment information via credit card with full payment due at booking. An electronic message will follow confirming successful completion of the online application and reservation of space. Future show updates and deadlines will be sent to the designated show contact. Assignment of booth space is managed on a first-come, first-serve basis, with the exception of NIADA's National Corporate Partners and National Member Benefit partners who receive priority placement as part of their partner benefits. NIADA also takes into consideration size of space requested and proximity of similar product/service types. We make every effort to be mindful of competitors and allow you the chance to list those companies you do not wish to be near.

**No refunds on booth cancellations after April 21, 2019.**

## Welcome Reception, Monday

**\$20,000 each ( 3 available )**

Be the host with the most, offering guests open bar, hors d'oeuvres, and great networking, limit 3 sponsors exclusivity within segment of industry.

## National Executive Committee Board Meeting, Monday

**\$5,000 ( 2 available )**

National Leadership including Executive Committee, Services and Foundation Boards and Past Presidents attend this meeting. The cosponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product briefing at the beginning of the meeting. This sponsorship will also provide coffee in the morning for our board members. Co-sponsorship.

## Association Executive Council Meeting, Monday

**\$5,000 ( 2 available )**

State Association Executives attend this meeting. The cosponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product briefing at the beginning of the meeting. This sponsorship will also provide coffee in the morning and lunch to our executives. Co-sponsorship.

## State Presidents Council Meeting, Monday

**\$5,000 - SOLD**

State Presidents from each state's Board of Directors attend this meeting. The cosponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product at the beginning of the meeting. This sponsorship will also provide coffee in the morning for our state presidents council members. Co-sponsorship.

## General Membership & Board of Directors Meeting Lunch, Monday

**\$5,000 each ( 3 available )**

Get in front of our top state and national leaders and dealers. The cosponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product during the breakfast, prior to the meeting. Co-sponsorship.

## 1st Timers Poker Play Reception

**\$5,000 ( 5 available )**

Welcome all 1st time attendees with a sponsor table at our annual poker play event. Be a part of the game as dealers go to ever sponsor table to choose their playing card..

## Attendee Welcome Lunch, Tuesday

**\$23,000 - 1 SOLD**

Make your first impression! Welcome all dealer attendees to our 1st Women in the Industry Luncheon. The co sponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product at the beginning of the luncheon.

## Daily Coffee Sponsorship, Tuesday - Thursday

**\$2,500/day ( 4 available ) - 1 SOLD**

Help attendees get a fresh start on their day or make it through the afternoon. Branded cups, sleeves, napkins, stirrers, etc. are at the sponsor's discretion and expense.

## Attendee Notepads

**\$6,000 for all attendees ( \$4,000 for General Session Only )**

Sponsor a co-branded 8.5"x11" notepad with your company logo printed on each page along with our event logo for each registered attendee (or at each person's seat in the opening general session); a clever way to keep your brand front and center to the dealers as they take notes throughout the convention.

## Keynote Speaker, Tuesday or Wednesday

**\$35,000 - SOLD**

2019 speaker is currently TBD. Past speakers have included Dick Vitale, Captain Phillips, Kris "Tanto" Paronto, Robert O'Neill, Barry Switzer and Bobby Bowden. Your company will get to jointly introduce selected speaker as well as share branding on all email, website and convention signage. You will also have the opportunity to have a private cocktail reception with speaker after he speaks.

## Expo Grand Opening & Reception, Tuesday

**\$6,000 each ( 4 available )**

Every attendee will be at the Grand Opening Dinner - make your mark - plus the dealers will be happy with the drink tickets they are provided by this important sponsorship! This is a Co-Sponsorship. Branded bars and napkins included. Any additional branded items or giveaways are at the sponsor's discretion and expense.

## Expo Lunch, Wednesday & Thursday

**\$4,000 each ( 4 available/day )**

Promote your company inside the exhibit hall with lunch for all! This is a Co-Sponsorship. Refreshments and branded napkins included. Any additional branded items or giveaways are at the sponsor's discretion and expense.

## Leadership Awards Reception, Wednesday

**\$10,000**

Tasty hors d'oeuvres and an open bar provide a good time before we celebrate our industry leaders at dinner following this reception. This sponsorship will include branded bars.

## Leadership Awards Banquet, Wednesday

**\$30,000 - SOLD**

Honor association members and industry leaders who have contributed countless hours of service to our industry. Once sponsorship is secured, NIADA will work to ensure maximum exposure is given at this event. This is a co-sponsorship.

## National Quality Dealer Awards Reception, Thursday

**\$10,000**

Provide the canapés and drinks to get everyone in the mood for a fabulous dinner to follow this reception to honor our National Quality Dealer! This sponsorship will include illuminated branded bars.

## National Quality Dealer Awards Banquet, Thursday

**\$25,000 each - SOLD**

A live broadcast event on NIADA.TV honoring this year's State Quality Dealers and naming the 2018 NIADA Quality Dealer of the Year. Once sponsorship is secured, NIADA will work to ensure maximum exposure is given at this event. This is a co-sponsorship.

## NQD After-Party, Thursday

**\$15,000 - SOLD**

End on a high note! Toast the newly awarded NIADA Quality Dealer of the Year and say farewell to the attendees with dessert and a fun, high-energy cover band! Co-sponsorship with ebay motors.

## Leadership Luncheon

**\$40,000 each - SOLD**

Sponsor the joint luncheon of the NIADA executive committee, the state association executive directors and the NIADA past presidents. Welcome our leadership & provide a 2-3 minute overview of your company. Sponsorship also includes promotional materials on lunch tables.

**Scavenger Hunt, Thursday**

**\$1,000 each ( 11 available )**

On Thursday, make your booth a mandatory stop for attendees by claiming a space on the scavenger hunt card. Attendees will have to get all spaces on the card stamped before they can turn it in for a grand prize drawing.



**Tech Bar**

**\$25,000**

This digital resource would be corporate branded and offer hands-on guidance from tech experts on how to better utilize devices and digital marketing. Including practical tech tips and lease practices and event mobile app support and education.



**Relax & Recharge Station**

**\$6,000/day ( 3 available ) OR \$15,000**

**exclusive all 3 days**

Attendees could use a quick (up to 10 minutes) massage to get recharged and back into the swing of things. This station will be set up Tuesday – Thursday, in the Expo with draped sections for massage therapists to work their magic on tired muscles. Pre-recorded headsets with your message may be added to this sponsorship. Any additional branded items or giveaways are at the sponsor's discretion and expense.

**Turnkey Registration**

**\$19,000 - SOLD**

Make a lasting impression! Logo placement on the registration counter kickplates and clings, 2 large signs on each side of Registration, badge lanyards badges, tote bag insert and full page program ad.

**Water Bottles (and Water stations)**

**\$7,500**

Go green and get in every attendee's hand! Each attendee will pick up a company branded water bottle as part of the registration process to refill at water stations throughout the convention. The water stations may also be customized with your company brand if requested.



**Pocket Programs**

**\$6,500**

Every attendee will be glancing at this resourceful tool. The pocket program is a business card-sized Z-fold piece that features your logo on the outside and the schedule of events and hotel map on the inside. These are provided to every attendee during Registration check-in.

**Registration Bags**

**\$8,000**

Custom branded registration bags for each attendee also includes one piece of collateral in the bag.

**Gain exposure before and after the show with these great Internet and E-marketing choices!**

**Attendee E-mail Updates \$5,000 - SOLD**

Leading up to the show, NIADA will email numerous attendee updates to all registered attendees, including confirmation of attendance. Each attendee email update will give you sponsor recognition. This opportunity allows you to have a banner ad that links directly to your website. Participating companies will receive a list of all dealers who clicked on their banner ad. NIADA will send up to 10 emails prior to the convention. Email limited to 3 sponsoring companies.

**Convention Email Promotions \$5,000 - SOLD**

Leading up to the show, NIADA will email numerous prospective attendees to promote the event. Each email promotion will give you sponsor recognition. This opportunity allows you to have a banner ad that links directly to your website. Participating companies will receive a list of all dealers who clicked on their banner ad. NIADA will send up to 10 emails prior to the convention. Email limited to 3 sponsoring companies.

**Convention Mobile App \$10,000**

NIADA's Convention Mobile App, free for all registrants to download on their mobile device. This high-visibility sponsorship will feature the convention agenda, exhibit hall information and more! As users click throughout the menu, YOUR company name and logo will be prominently featured as the app sponsor! (Must be purchased by March 1, 2018 for production)

**Custom Photo Gallery Website \$7,500**

Website designed with your company branding and the theme of the convention to store our photo gallery with downloadable/sharable events from the convention and expo through all popular social media sites. Sponsorship includes site design, secured custom url, custom QR codes, attendee bag promotional insert and post-event broadcast email to deliver access to the event gallery! This sponsorship carries a great residual value of the convention and expo and your brand through several months with the help of social media, highlighting the fun and engaging event.

**Literature Room Drop Monday, Tuesday, Wednesday or Thursday**

**\$5,000 each**

**( 2 available ) - 1 SOLD**

Have your collateral or promotional item delivered to attendees' rooms, staying at the Headquarters Hotel - The Venetian, Las Vegas - on peak nights for maximum impact. Limit 3 companies: 1 for Monday, 1 for Tuesday, 1 for Wednesday. Collateral or promo items are the expense of the sponsor and must be shipped to the Expo Decorator Advance Warehouse.

**Hotel Keycards**

**\$8,750 - SOLD**

Your logo will be "key" to getting in and out of their rooms each day. The sponsorship includes cards and production.

**Sanitization Station**

**\$3,500 - 1 SOLD**

From airplane travel, to staying in hotels to shaking hands countless times, everyone needs help to keep those germs away.

Sponsor can place branded sanitizer in all public convention areas and soap or sanitizer in the convention restrooms.

**NIADA Dealer Lounge Couches & charging stations**

Brand your logo on our NIADA Dealer Lounge couches & charging stations.





## Convention Program Advertising

Advertise in the improved, resourceful convention program distributed to all attendees. This piece is referenced all week for daily schedules, session info, the hotel map, Expo listings and much, much more, even after the convention!



### COVER POSITIONS:

- Corner Cover ad - \$4,000
- Inside front cover - \$3,500
- Inside Back Cover - \$3,000
- Back Cover - \$4,000

### TABS:

- 7 tab ads available
- \$2,000 per tab

Four (4) regular full size ads within the publication

\$1,500 each

Two (2) half page ads within the publication

\$800 each

### Attendee Bag Insert **\$1,500 each (10 available)**

Gain additional exposure with attendees by providing your company literature or small branded item to be placed in the attendee bags given at registration. Limited to 10 companies to maintain exclusivity. Participating companies must furnish and ship items to Expo Decorator Advance Warehouse for NIADA staff to stuff in bags. Item/piece must receive NIADA's prior approval.

### Attendee Convention Mailer Front Cover Corner Ad **\$5,000**

Sponsor the attendee mailer distributed to over 20,000 NIADA & NABD dealers with a corner cover ad placement.