

Events

2025 NIADA Annual Convention & Expo

Our largest gathering, the annual Convention and Expo brings together auto dealers from across the U.S. to engage in professional development, networking and discovering partners in the Expo.

June 23-26, 2025 at the Fontainebleau in Las Vegas, Nevada.



**2025 NIADA
CONVENTION
AND EXPO**



800+
Independent
Auto Dealers

**LARGEST
EXHIBIT
HALL**
for used car dealers

50+
Hours of
Education

**BPHH,
Retail,
Marketing,
Compliance,
Management.**

Events

2025 NIADA Annual Convention & Expo Event Sponsorship Opportunities

June 23-26, 2025
Fontainebleau Las Vegas, Nevada



Diamond - \$29,000

What you get

- 20 x 20 Booth (upgrade to 20 x 30 for \$2,500, 20x40 for \$4,500, or 30x30 for \$7,500)
- Recognition as Diamond Sponsor of event at general session
- Pre-recorded welcome message on video board (no audio) (15 seconds)
- Exclusive digital advertising at opening general session
- Company logo banner on mobile app hyperlinked to your website
- Lead Tracking
- 15 attendees
- 2 additional attendees included if upgrading to 20x40
- 4 additional attendees included if upgrading to 30x30
- Top tier placement on exhibitor page
- Recognition on conference signage
- Company logo on conference website homepage.
- Attendee list one month out, two-weeks out, and opening day.
- (4) dealer passes for first time attendees (must not have attended in 2 prior years)
- Two (2) day passes for dealers to use on day of choice.
- Introduction of key dealer / compliance sessions - Sole discretion of NIADA
- Customized mobile app page with video (at responsibility of partner)
- Discounted dealer registrations \$100 off posted attendance rate at time of registration
- Discounted additional attendee registration cost of \$795 for additional partner attendees registered above those included.

Gold - \$12,000

What you get

- 10 x 20 Booth (may upgrade to no more than 20x20 for \$5,000 - until not available)
- Company logo and description on mobile app
- Pre-recorded message for hallway monitors (10 seconds, no audio)
- Lead Tracking
- 10 Attendees
- 2 additional attendees included if upgrade to 20x20
- Signage
- Secondary Top Tier placement on exhibitor page
- Attendee list three (3) weeks out, one (1) week out, and opening day
- Two (2) Dealer Passes for first time attendees (must not have attended in 2 prior years)
- Two (2) day passes for dealers to use on day of choice.
- Discounted dealer registrations \$100 off posted attendance rate at time of registration
- Discounted additional attendee registration cost of \$795 for additional partner attendees registered above those included.

Silver - \$7,500

What you get

- 10 x 10 Booth
- Tertiary placement on exhibitor page
- Lead Tracking
- 5 attendees
- Recognition on conference signage
- Attendee list two (2) weeks out and opening day

Booth Only - \$5,000

What you get

- 10x10 booth (until sold out)
- 2 attendees

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| Registration Bag Inserts (15 sponsorships) | \$2,000 |
| Half Meter Boards (Sold as set of 4) (unlimited sponsorships) | \$2,500 |
| Large Meter Boards (sold as set of 3) (unlimited sponsorships) | \$2,500 |
| Room Drops (up to 700 rooms) (2 sponsorships per night) | \$5,000 |
| Branded Water Bottles (1 sponsorship) | \$5,000 |
| Attendee Note Pads (1 sponsorship) | \$7,500 |
| Co-Branded Directional Floor Clings (1 set of 3) (4 sponsorships) | \$1,500 |
| NIADA President's Ring (1 sponsorship) | \$4,500 |
| Expo Hall Grand Opening Reception (Bar in Booth - with approved location and booth size) (5 sponsorships) | \$10,000 |
| Convention Welcome Reception (3 sponsorships) | \$25,000 |
| Coffee Break: PM (Tues,Wed,Thurs) (1 sponsorship per break) | \$4,500 |
| Coffee Break: AM (Tues,Wed,Thurs) (1 sponsorship per break) | \$4,500 |
| Expo Hall Reception (Bar in booth - with approved location and booth size) (5 sponsorships) | \$7,500 |
| Wednesday Expo Hall Lunch (5 sponsorships) | \$5,000 |
| Thursday Expo Hall Lunch (5 sponsorships) | \$5,000 |
| First Timers Reception (2 sponsorship) | \$10,000 |

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| Awards Ceremony Title Sponsorship (1 sponsorship) | \$10,000 |
| NIADA Dealer Lounge (Branded Couch cushions and table) (1 sponsorship) | \$4,500 |
| Keynote speaker booth appearance (1 sponsorship) | \$35,000 |
| Registration desk (bags & lanyards & video advertisement - no sound) (1 sponsorships) | \$35,000 |
| Finance Fair (if exhibiting in Expo Hall) (Total of 15 Finance Fair Booths Available) | \$500 |
| Finance Fair (if NOT exhibiting in Expo Hall) (Total of 15 Finance Fair Booths Available) | \$2,500 |
| Wifi (network name) (1 sponsorship) | \$20,000 |
| Mobile App - Main Sponsor (1 sponsorships) | \$3,500 |
| Scavenger Hunt (Mobile App Version) (12 sponsorships) | \$500 |
| Lead Tracking Add-On (unlimited sponsorships) \$600 | |
| Pre-Convention Attendee Email (4 sponsorships) | \$2,500 |
| Convention Confirmation Email Banner Ad (1 sponsorship) | \$5,000 |
| Mobile App - Rotating Banner (4 sponsorships) | \$1,000 |
| Women in Automotive Reception (4 Sponsorships) - | \$5,000 |

More options may come available and will be made available on a first come, first serve basis.

* Please refer to the terms and conditions on the NIADA Convention & Expo website for specific requirements and deliverables for each A La Carte sponsorship opportunity.