

# 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) (1 sponsorship per break)   | \$4,500  |
| Coffee Break: AM (Tues,Wed) (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  |
| First Timers Reception (2 sponsorship)  | \$10,000 |
| Awards Ceremony Title Sponsorship (1 sponsorship)   | \$10,000 |

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|---|----------|
| 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.