



NIADA

Convention & Expo

June 21-24, 2026

GAYLORD ROCKIES RESORT
& CONVENTION CENTER
DENVER, CO

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.





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Sponsorship Opportunities

Signature Sponsor Package \$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
- 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.

Premier Sponsorship Package \$12,000

What you get

- 10 x 20 Booth (may upgrade to no more than 20x20 for \$7,000 - until not available)
- Company logo and description on mobile app
- Pre-recorded message for hallway monitors (10 seconds, no audio)
- 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.

Select Sponsorship Package \$7,500

What you get

- 10 x 10 Booth
- Tertiary placement on exhibitor page
- 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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A La Carte Sponsorship Opportunities

- Registration Bag Inserts (10 sponsorships) \$2,000
- Half Meter Boards (Sold as set of 3) (3 sponsorships) \$2,500
- Large Meter Boards (sold as set of 3) (3 sponsorships) \$3,500
- 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
- Expo Floor Clings (1 set of 3) (3 sponsorships) \$3,500
- Window Clings Leading into Convention Space (2 Windows): \$12,000
- Window Clings Leading into Main Hotel Entrance (4 Windows): \$20,000
- Driveway Flags Leading into Main Hotel Property (8 sponsorships): \$3,000
- Large Digital Signs at Convention Space: (Exclusive sponsorship): \$20,000
- Glass Railing Clings above Convention Space (sold as set of 4) (2 sponsorships) \$7,500
- Large Wall Cling at Expo Entrance (Includes 3 sides): \$20,000
- Column Wraps with in Expo Hall: \$2,500 per Column
- 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) \$15,000
- NIADA Dealer Lounge (Branded Couch cushions and table) (1 sponsorship) \$4,500
- Keynote speaker booth appearance (1 sponsorship) \$40,000
- Registration desk (bags & lanyards & video advertisement -no sound) (1 sponsorships) \$35,000
- Branded Hotel Key cards: \$20,000
- Finance Fair (if exhibiting in Expo Hall) (Total of 15 Finance Fair Booths Available) \$750
- Finance Fair (if NOT exhibiting in Expo Hall) (Total of 15 Finance Fair Booths Available) \$2,500
- Wi-Fi (network name) (1 sponsorship) \$20,000
- Mobile App - Main Sponsor (1 sponsorships) \$3,500
- Scavenger Hunt (12 sponsorships) \$500
- Pre-Convention Attendee Email (4 sponsorships) \$2,500 each
- Convention Confirmation Email Banner Ad (1 sponsorship) \$5,000
- Mobile App - Rotating Banner (4 sponsorships) \$1,000
- Honoring Women in Automotive Reception (4 Sponsorships) - \$7,500

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.