



NIADA

2025 MEDIA KIT

-  Dedicated contact from listing to p
-  Sell for free and receive 100% of the
-  Access our huge audience of engage
-  Sell faster - submission to auction in

SSSIME
Protecting

Carista
Prozer

enzy

HIGH
PERFORMANCE
CULTURE

GEAR





NIADA

2025 MEDIA KIT

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Contact



Joe Kearse
Business Partner Relations Manager
 joe@niada.com
 832.767.4762

Who is NIADA

NIADA is a dealer driven nonprofit association representing over 13,000 Independent Automobile Dealer Members throughout the nation.

For more than 75 years, NIADA has worked to advance, educate and promote the independent used car dealer association.

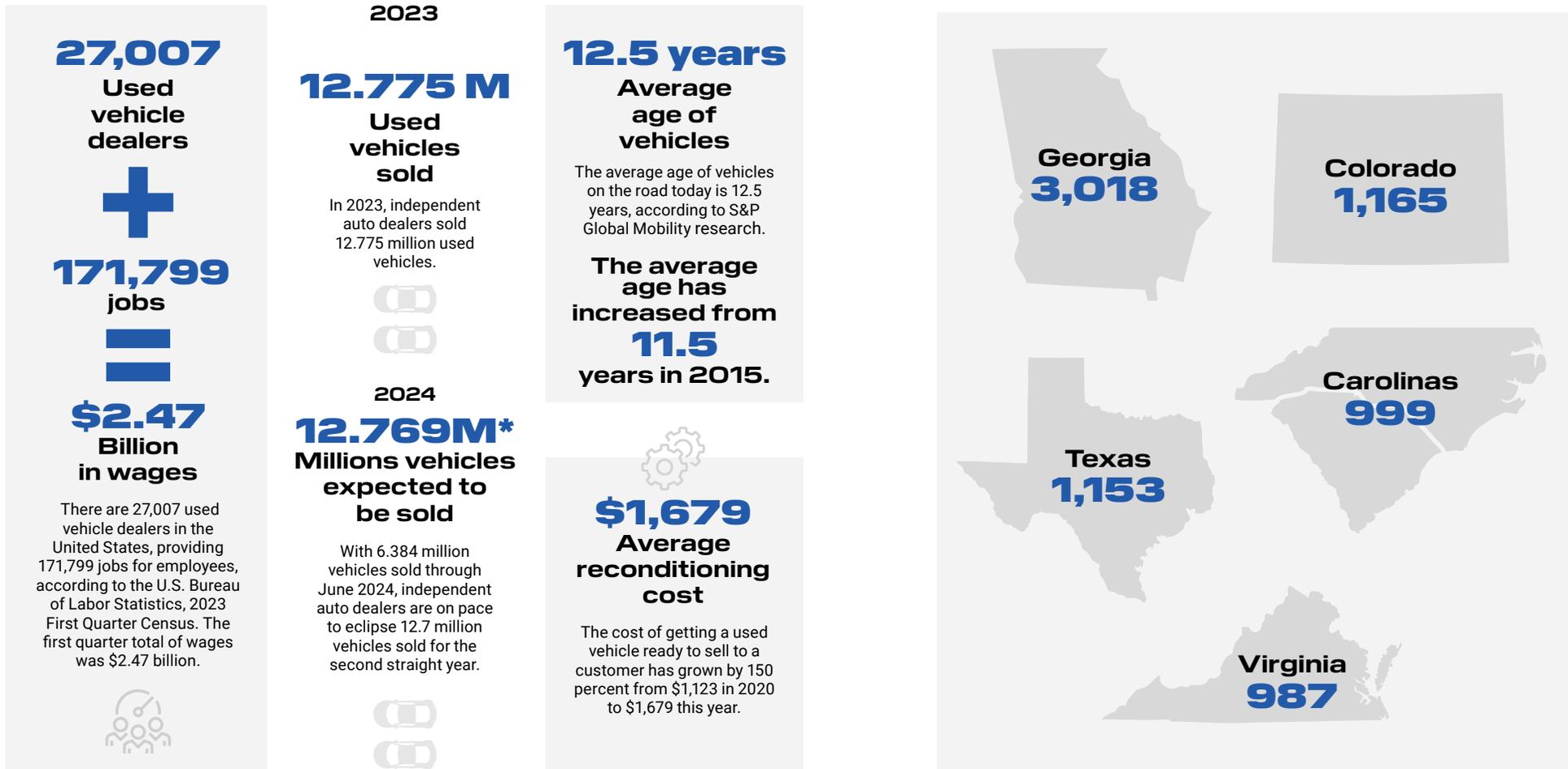
Along with its many education and compliance programs, NIADA lobbies for the industry in Washington, D.C., and at the state level.

Economic Impact

The used auto industry, one of the country's largest economic engines, is made up of many small businesses and dedicated employees, providing quality vehicles at affordable prices to a wide demographic of consumers across the country.

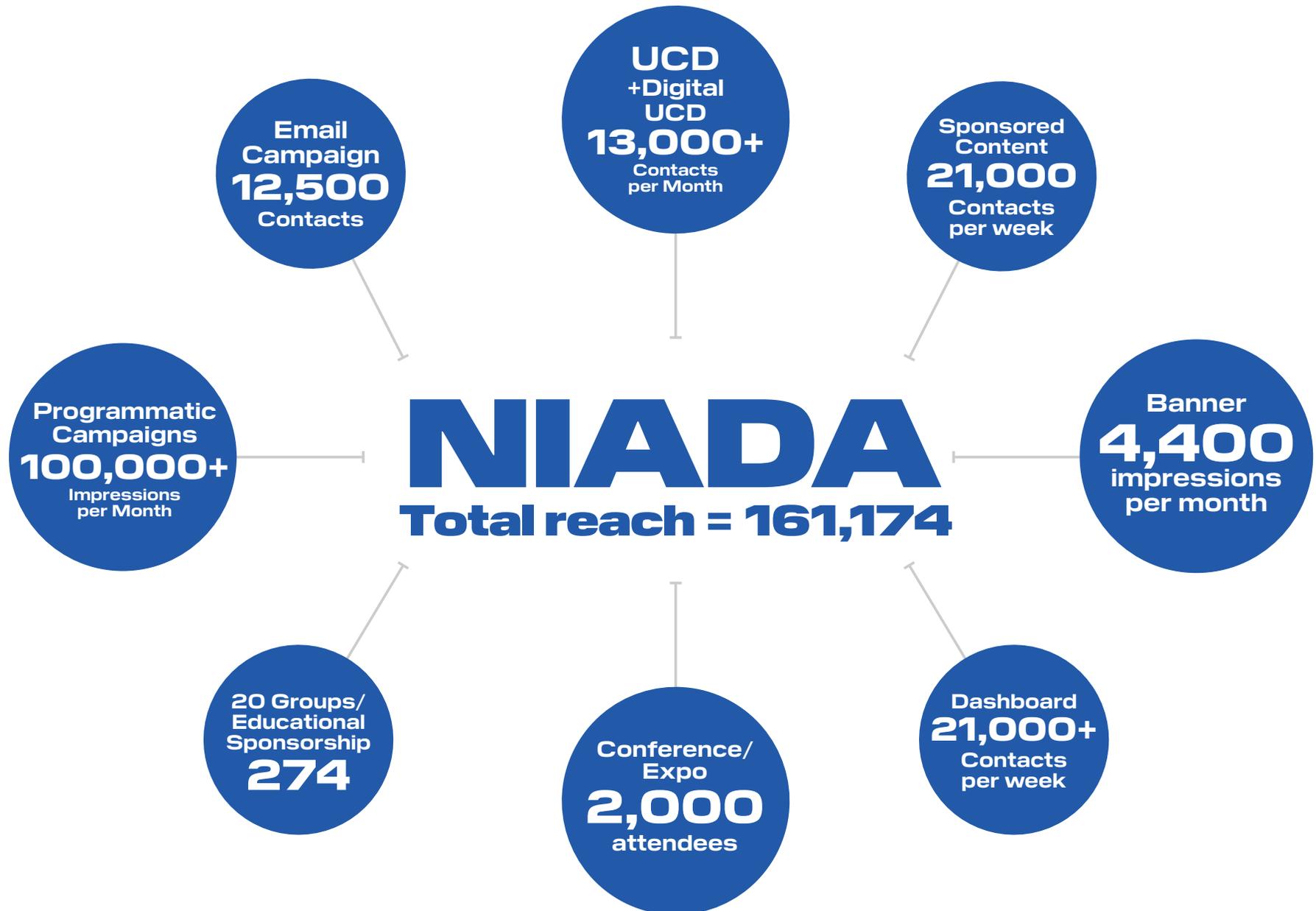
Total Membership 13,189

States with the five largest memberships



Showcase Your Brand

NIADA has a variety of traditional and customized solutions to help your company actively engage auto dealers.



National Business Partners

The NIADA National Business Partner program is a resource for members that features only those automotive vendors who meet stringent criteria and have products and services that meet the highest level of standards.

Join the growing list of trusted NIADA partners who support the used vehicle industry, while reaching more than 13,000 potential customers.



Testimonials

“If you are in the Independent Auto Industry and you want to reach auto dealers while supporting the most important association in the industry, there is no better partner than NIADA.”

Chris Macheca
President and COO
Passtime GPS

“Partnering with NIADA helps our company keep a finger on the pulse of our industry while also providing a unique opportunity to connect and build relationships with independent dealers across the country.”

Jason Jager
Senior Director of Industry Partnerships
Cox Automotive

Benefit Royalty Program

Member benefits designed to help you save.

Dealers can save thousands of dollars a year using their NIADA membership. To access your member benefits by signing into Infohub and start saving today. As a part of the National Member Benefit program, you can provide meaningful discounts to NIADA members receive with their membership to the association. Royalties shared with states.



Heartland

What we need from you:

- A meaningful discount offered for NIADA members that provides your company products or services at prices off standard program prices.
- A strategic plan on how you and NIADA will work together to market your program that includes a selection of NIADA offerings.
- Member benefit agreements are a minimum of 3-year contracts with stated offering and a minimum of \$30,000 in royalty revenue with a minimum of \$25,000 in advertising spend throughout the year.

What you get from us:

- Quarterly listing in Used Car Dealer Magazine of National Member Benefit programs detailing benefits
 - Listing in Member Benefit section on NIADA member portal
 - Marketing strategy assistance
 - Member list provided quarterly to Member Benefit Partners, containing, dealership name, address and primary contact.
- * Minimum revenue share will be evaluated at the end of each calendar quarter. Should the revenue trend not be on track to accomplish the minimum, NIADA will work with you to make up the difference in a selection of media offerings provided in this kit.

Digital Opportunities

NIADA.COM

NIADA.com offers exclusive resources, industry education, insights and data, policy information and news for each niche of the used car auto industry. Reaching your target audience and increasing your brand awareness by utilizing NIADA.com digital offerings.

niada.com: Position

- 1 NIADA.com homepage*
- 2 Homepage righthand square*

Specs

970x66
300x300

Rate per Month

\$1,000
\$750

Dashboard: Position

- 3 Dashboard Home Leaderboard*
- 4 Dashboard Mega Banner*
- 5 Dashboard In-Article Leaderboard/skyscraper*

Specs

970 x 66
1200 x 250
700 x 180

Rate per Month

\$1,000
\$750
\$1,000

UCD Digital Magazine: Position

- 6 UCD Banner leaderboard
- 7 UCD Square

Specs

970x66
200x200

Rate per Month

\$750
\$500

- * 4 different partners may purchase in one month with advertisements rotating.
- * Minimum 3-month run.

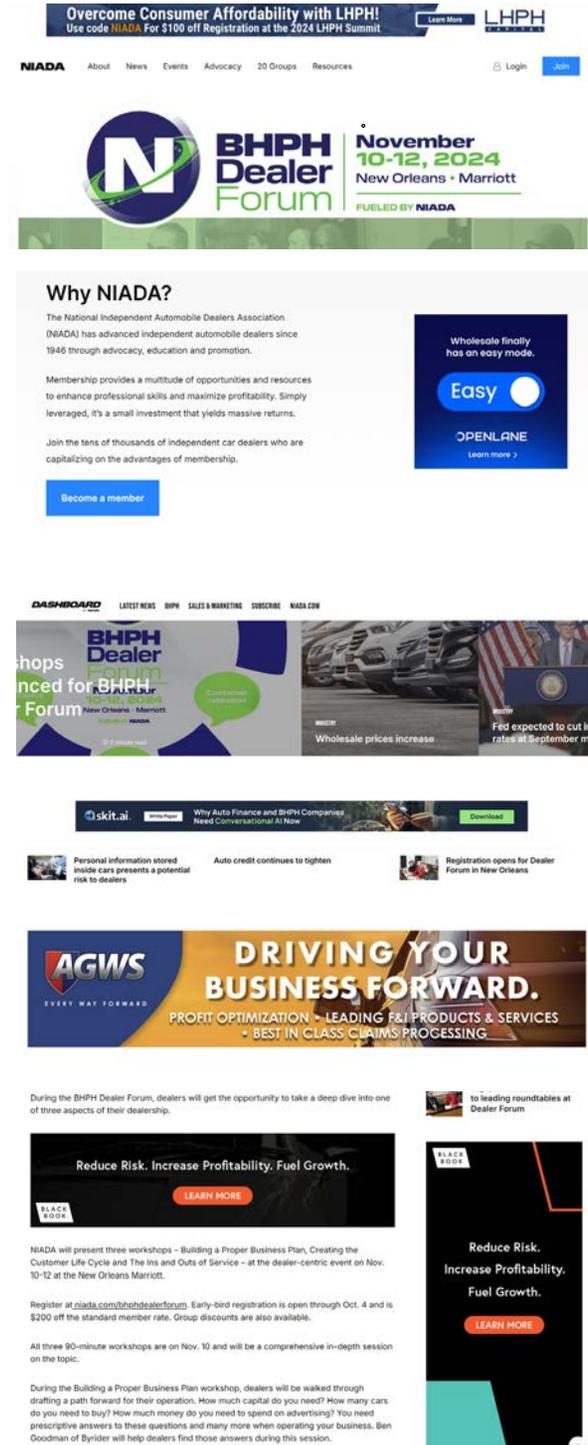
Each issue of UCD is posted on niada.com for members and non-members to read informative articles about the used vehicle industry.

Used Car Dealer, the official monthly magazine of NIADA, offers current news and info on industry trends, technology, financing, marketing and dealership operations designed to increase profitability.



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Digital Opportunities

Dashboard

Dashboard is an email with the latest industry news sent to thousands of NIADA members each Wednesday. Sent to more than 21,000 recipients averaging a 29 percent open rate.

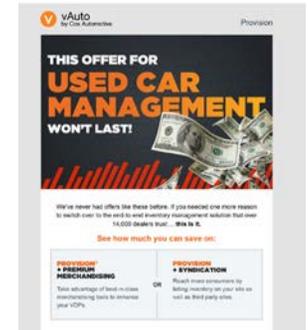


	Position	Specs	Rate per Week
1	Leaderboard* 30 - 50K, no flash, include url	600X66 jpg or gif,	\$1,250
2	Righthand Island Square* 30 - 50K, no flash, include url	150x150 jpg or gif	\$1,000
3	Roadblock Horizontal* 30-50K, no flash, include url	600x66 jpg or gif	\$800
4	Bottom Banner* 30 - 50K, no flash, include url	600x66	\$500
5	Sponsored content	500-1,000 words, informative/educational Headline, sub-headline, header, logo	\$3,000

* Rates are per week
Minimum two week run.

Sponsored email

NIADA sends partner emails once per week throughout the year to the NIADA database. Diamond, Platinum, Gold and Silver National Partners only. \$4,000



Sponsored Content

Position your company as a thought leader through sponsored content on the NIADA Dashboard. The weekly email is sent out each Wednesday reaching thousands of dealers.



Digital Opportunities

Programmatic Campaigns

Extend the reach and precision of your NIADA banner ads marketing campaign by including programmatic. Studies show that brand awareness through repeat exposure drives purchasing relationships.

Monthly run	Specs	Rates
One month 100K Impressions	300 x 250, 728 x 90, 160 x 600, 320 x 50	\$3,000
Video Programmatic Rate		\$3,200
Sponsored Content Rate		\$3,000

Additional Features:

- A/B testing available
- Native ads available

Your campaigns will target used auto dealers as they navigate across the web, visiting the most trafficked websites on the internet such as: Yahoo! News, Facebook, FoxNews, WSJ, CNBC, MSN, CNN, NY Times, ESPN, USA Today, FoxSports, CBS Sports, NBC News, BuzzFeed, Washington Post, Huffington Post and many more.



SCHOOL'S OUT

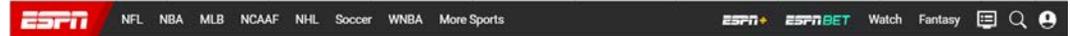
BREAKING

NYC Schools Chancellor David Banks to resign in latest Adams admin turmoil

November 10-12, 2024
New Orleans • Marriott

FUELED BY NIADA

Learn from the best dealers in the nation.



Subscribe Now

- LALIGA
- Dana White's Contender Series
- MLB
- NFL PrimeTime
- NHL: Preseason

Quick Links

- Where To Watch
- WNBA Playoffs
- MLB Playoff Tracker
- MLB Standings
- 2024 NFL Schedule
- College Football Schedule
- ESPN Radio: Listen Live

Ranking college football's remaining unbeaten teams, from 1 to 26

Week 4 took a toll on the list of teams with a perfect record. How do those that are left stack up?

ESPN • 10h • Bill Connelly

Power Rankings: Texas remains on top for second straight week

Three new teams enter the rankings, while the Longhorns maintain the top spot.

1h • ESPN

• ESPN+ SP+ rankings for all 134 FBS teams • AP poll: What's next for each Top 25 team?

Top Headlines

- Favre reveals Parkinson's diagnosis at hearing
- Lions' Campbell doxxed by daughter's classmate
- Tomlin: 'No need to name Fields as Steelers' QB1
- Venables on Gabriel exit: 'Can't make a guy stay'
- Pac-12 fighting 'poaching penalty' with lawsuit
- Clark Yelits good; says eye poke unintentional
- Tatum: No motivation needed after Paris DNP's
- Olympian offers to will stolen gold medal to thief
- ESPN+ College Football Playoff Bubble Watch

REGISTER NOW!

Print Opportunities



Used Car Dealer Magazine Editorial Calendar The official monthly magazine of NIADA features timely articles on issues impacting the used vehicle industry. Topics in each month may be adjusted due to breaking industry news.

More than 12,000 issues are mailed per month.
Monthly digital distribution is more than 21,000.

January

New Year; Tax Season

Advertising space reservation: Dec. 13
Advertising materials due: Dec. 18
Editorial deadline: Dec. 15

February

Industry Report

Advertising space reservation: Jan. 5
Advertising materials due: Jan. 12
Editorial deadline: Jan. 12

March

NIADA Bracket Challenge; Service and Recon

Advertising space reservation: Feb. 5
Advertising materials due: Feb. 9
Editorial deadline: Feb. 12

April

Technology

Advertising space reservation: March 4
Advertising materials due: March 8
Editorial deadline: March 12

May

Convention Preview

Advertising space reservation: April 5
Advertising materials due: April 9
Editorial deadline: April 12

SPECIAL ISSUE*

add-on rate for May advertisers: #
NIADA Education, Benefits
(mailed to non-members)
Advertising space reservations: April 5
Advertising materials due: April 9
Editorial deadline: April 12

June*

Convention Issue

(additional distribution)
Advertising space reservation: May 3
Advertising materials due: May 7
Editorial deadline: May 13

July

National Quality Dealer

Advertising space reservation: June 4
Advertising materials due: June 10
Editorial deadline: June 14

August

President's Issue; Marketing

Advertising space reservation: July 8
Advertising materials due: July 12
Editorial deadline: July 12

September*

Compliance and Advocacy

(additional distribution)
Advertising space reservation: Aug. 2
Advertising materials due: Aug. 9
Editorial deadline: Aug. 13

October

BHPH Dealer Forum Preview

Advertising space reservation: Sept. 6
Advertising materials due: Sept. 13
Editorial deadline: Sept. 13

November

Lending and Capital

Advertising space reservation: Oct. 5
Advertising materials due: Oct. 8
Editorial deadline: Oct. 12

December

Community, Giving Back

Advertising space reservation: Nov. 3
Advertising materials due: Nov. 6
Editorial deadline: Nov. 10



Print Opportunities

Used Car Dealer Magazine

Used Car Dealer, the official monthly magazine of NIADA, offers current news and info on industry trends, technology, financing, marketing and dealership operations designed to increase profitability.



Ad Size	1X rate	3X rate	6X rate	12X rate
Full page	\$3,300	\$3,000	\$2,700	\$2,400
Inside Cover	\$3,700	\$3,400	\$3,100	\$2,800
Back Cover	\$4,000	\$3,700	\$3,400	\$3,100
Front corner cover	\$750	\$750	\$750	\$750
(add-on to full page)				
1/2 page horizontal or vertical	\$2,300	\$2,000	\$1,700	\$1,400
2/3 page horizontal or vertical	\$3,000	\$2,700	\$2,300	\$2,000
1/3 page square	\$2,000	\$1,700	\$1,400	\$1,100
Belly band	\$4,300	\$4,300	\$4,300	\$4,300



Auto Auction Directory

Located in the back of every UCD issue, the Auto Auction Directory provides listings of auctions for thousands of dealers.

Option A \$840

Includes contact info, up to 5 employee listings, sale dates and times, unlimited consignor notations, up to 3 colored logos

Option B \$695

Includes contact info, up to 3 employee listings, sale dates and times, up to 10 consignor notations, one color logo

Auto Auction Directory

NIADA
NAAA & NIADA have teamed up to provide all NAAA member auctions a discount on Used Car Dealer magazine's monthly auction directory listings. The calendar year auction directory listing packages identified include the following exposures.
Listings are printed monthly in the hard copy version(s) of Used Car Dealer Magazine (distributed to all NIADA dealer members and all NAAA members nationwide) Online at www.niada.com along with a free hyperlink to your auction website within the online version of the magazine at www.ucdmagazine.com

Auction Directory Listing Packages

- OPTION A - \$695 YEARLY** (paid up front for the year by Nov. 15)
- full contact info
 - up to three employee lines
 - all sale dates and times
 - up to 10 consignor notations
 - one color logo
- OPTION B - \$840 YEARLY** (paid up front for the year by Nov. 15, \$70/month)
- full contact info
 - up to five employee lines
 - all sale dates and times
 - unlimited consignor notations
 - up to three color logos

To list your auction in this directory or for more information, contact Joe Kearse at 817.640.3838 or joe@niada.com

ALABAMA

Dealers Auto Auction of Huntsville, LLC
26125 US Hwy 72 E • Athens, AL 35613
P: 256.232.0201 F: 256.232.8822
Auction Contact: Roger Fields
rfields@dealersauto.com
Sales Day Information: Tuesdays at 8:30 am



Dealers Auto Auction of Mobile, LLC
3030 McVay Drive North
Mobile, AL 36606
P: 251.338.7653 F: 251.338.1687
Auction Contact: Tom Holton
tholton@dealersauto.com
Sales Day Information: Thursdays at 9:30 am

CONNECTICUT

Central Auto Auction
Closest Independent Auto Auction To New York City
185 Welton Street • Hamden, CT 06517
P: 203.787.2277 F: 203.787.6564
www.centralaa.com
President/General Manager: Peter Soldamanco x101
Vp/Office Manager: Sally Soldamanco x102
Dealer Liaison: Tori Richinsky x105
Online Coordinator: Carl Rodriguez x113
Simulcast Coordinator: Elise Gallup x110
Sales Day Information: Live Dealer Sale: Tuesday 10:15am. All lanes, all vehicles on Simulcast. Featuring Dealer Consignment, Fleet Leases, Rep's Absolutes, Donations, Municipal and INOPS. Proud Member NAAA. Check & Title Insurance. Auto Check, Auto/Use, Floor Plans, NextGen Capital, AFC, Auto/Use, Credit Cards, Full Service Facility.

FLORIDA

BSC America Tallahassee Auto Auction
5249 Capital Circle, SW
Tallahassee, FL 32305
P: 850.878.6200 F: 850.942.9830
www.bscamerica.com
General Manager: Jeremy Cunningham
Jeremy.Cunningham@bscamerica.com
Fleet Lease Manager: Dustin Houston
Sales Representatives: Todd Stephens, Harold Williams, Eddie Horne & Alan Diomale
Sales Day Information: Regular Sale: FRIDAY @ 9am ET Bargain Lanes & Inps - Mechanically challenged running after the regular consignment. Regular Sale 10am ET. Avg Budget and Automotive Inventory weekly followed by dealer consignment and fleet lease. Quarterly - Specialty Sale Every Quarter 3rd Friday Front line Ready

Indiana Auto Auction

4425 W. Washington Center Rd
Fort Wayne, IN 46818
P: 260.489.2778 F: 260.489.5476
www.indianautoauction.net
Managing Partner: Kevin Brown
Fleet Lease Manager: Mike Ray
Sales Manager: Robin Nickols
HD Truck Manager: John Wisemann
Sales Day Information: Thursday
Consignment Sale: Happy Hour 9:00am, Reps 10:00am, F.I.L. 10:30, Dealer Consignment 10:30 (weekly). Featuring ACC, Caprock, CPS, DelSolutions, Exeter, First Investors, GSA, Nicholas Financial, SAC Finance, SCS Credit Corp., Springleaf Financial, Tidewater, Vehicle Remarketing Services, F.I.L. Units Featuring Avis/Budget Group, Element, Entkay, Fleco, Gateway Financial, Nationwide Fleet, One Main Financial, United Auto Credit, Wheels, American Credit Acceptance, Fleet Lease

Sponsorship Programs

Education classes and NIADA 20 Groups.

NIADA offers multiple opportunities to meet our dealers through sponsoring our education classes and NIADA 20 Groups. Spending time in front of these select groups allows your company to showcase the value dealers can receive by partnering with you. Dealers in these programs are considered leaders who are on the cutting edge of innovation, education, and improvement in their operations.

Education Class

\$2,500 per day

- Includes sponsor branding in pre-event communication, branding on-site, up to 5 minutes of speaking time and participation throughout the education class for up to (2) attendees per sponsor. A class attendance roster will be available at the conclusion of the class. Travel and accommodations are the responsibility of the sponsor(s).
- Education classes can be sponsored by up to 3 non-competing sponsors per event.



NIADA 20-Group

\$5,000 per meeting

- NIADA has 20-Groups that span BPH, Retail, BPH Service, Retail Service, and Finance Groups.
- National Business Partners can participate in up to three 20-Group meetings per year. The NIADA National Business Partner team will work with you to determine your best fit based on your business model.
- Includes invitation to the general meeting, at least one social event during the meeting and up to 30 minutes of speaking time in front of the group. NIADA Moderators must approve all presentations and handouts in advance. Does NOT include participation in composite reviews or a membership/attendance roster. Travel and accommodations are the responsibility of the sponsor(s).
- NIADA 20-Group meetings can be sponsored by up to 3 sponsors per meeting.
- NIADA cannot guarantee an invitation to a specific group. NIADA moderators will present the list of sponsorship opportunities to each group for each meeting. Once invited, an NIADA National Business Partner Relations team member will reach out with the invitation details.

NIADA Webinar Series

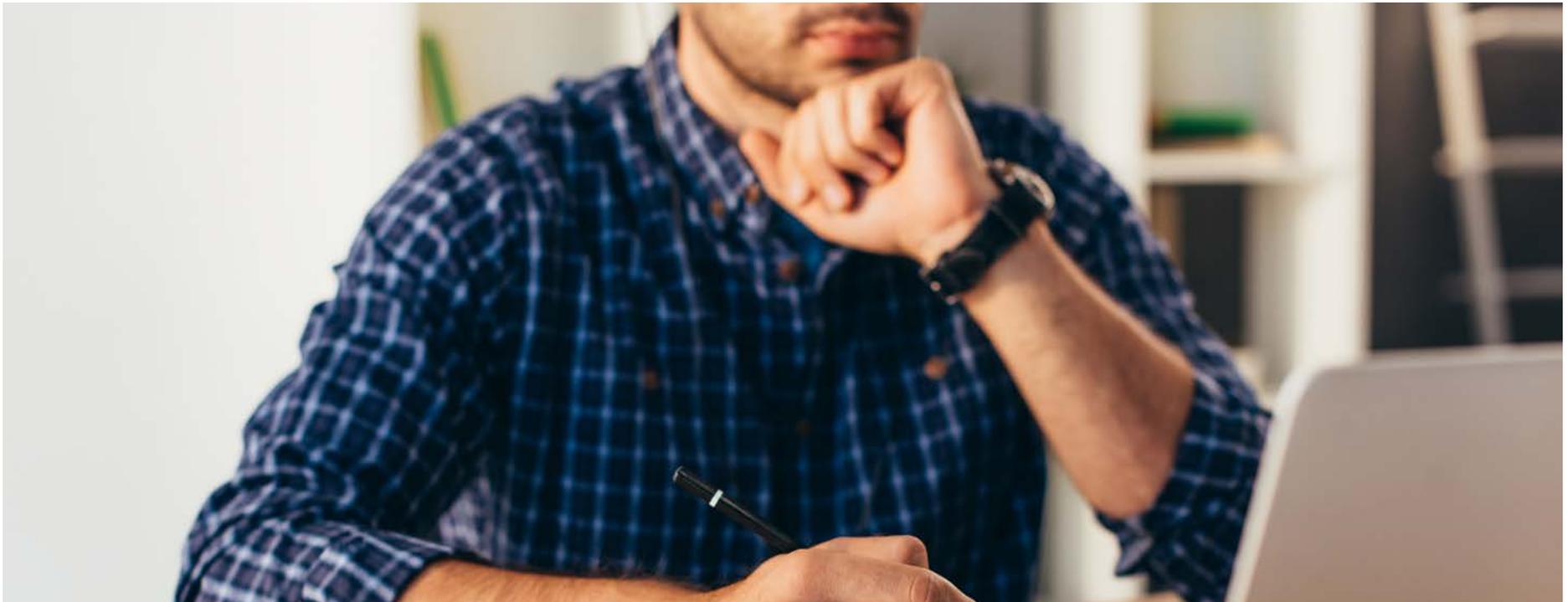


Cost - \$3,000

- Hosted by NIADA. The association will handle all registration, logistics and starting presentation. Partner will present information. NIADA will handle Q&A and close the event.
- Four webinars are available, one each quarter. Partner and NIADA will schedule the webinar within the quarter selected.
- 45-minute webinar session (35 minutes of content, 10 minutes of Q&A)
- Content must be educational, not a sales presentation. Presenters may mention sporadically throughout the presentation how their products can assist on the topic.
- Partner must have content to NIADA 2 weeks prior to webinar date. Content must be in NIADA template.

Deliverables:

- Advertised by NIADA and partner – 6-week marketing campaign. NIADA will market in weekly Dashboard, on social media and other marketing resources as defined by NIADA.
- Custom-designed website landing/registration page with key takeaways. Partner must use registration link and landing page in any partner marketing. Partner will provide logo and presenter information.
- Full list of event attendees with contact information (registration page must state that this information will be shared with sponsor/presenter) delivered within 1 business day of completed webinar.
- Custom post-event email sent by NIADA to all participants and registrants with presentation or recording, sponsor contact information and one "leave-behind" download.
- A digital recording of the event provided to the sponsor for their use.



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

Events

2025 NIADA Annual Convention & Expo Event Sponsorship Opportunities

June 23-26, 2025

Fontainebleau Las Vegas, Nevada



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

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

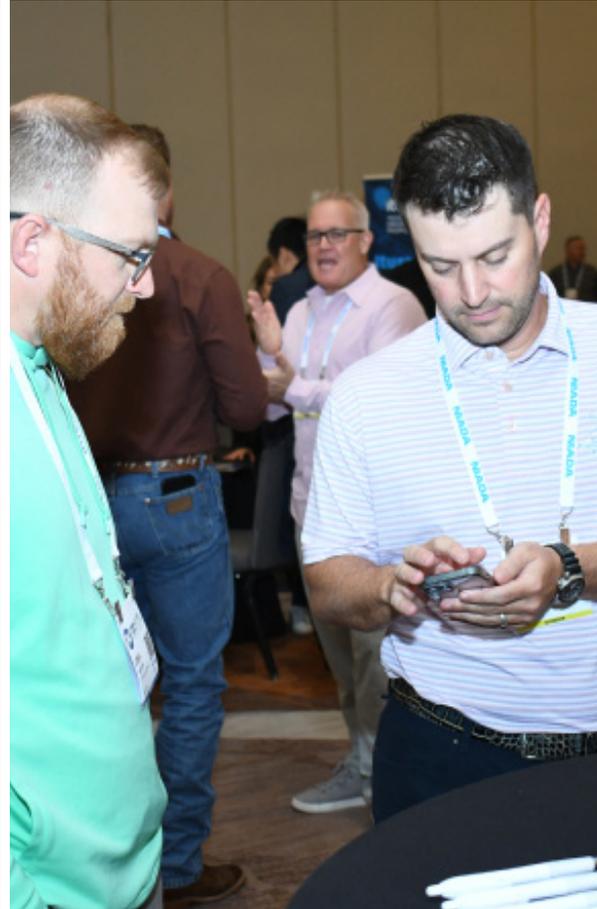
More options may come available and will be made available on a first come, first serve basis.

* 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.

Events

BHPH Dealer Forum

Dates and location to be announced.



3

**educational
breakouts**

service, sales and underwriting

200⁺
**total
dealer**

attendance expected

32 top
**industry
partners**

in an all-new
Dealer Lounge

9+
**hours of
networking**

time spent in
Dealer Lounge

Events

BHPH Dealer Forum

Dates and location to be announced.



Diamond - \$10,000 (5)

What you get*

- One round w/ 8 chairs and two cocktail tables in Dealer Lounge
- Signage in Dealer Lounge
- Access to all events to be held in the Dealer Lounge (two breakfasts, one lunch, two dealer receptions)
- 30 second commercial played in opening general session
- Logo recognition at Registration Desk
- One private Diamond / Gold sponsored event with all dealers
- One (1) team member attends Dealer Roundtable to assist the Moderator
- 4 attendees
- Opportunity to donate up to two (2) items to be given away to dealer attendees in a General Session

Gold - \$7,500 (10)

What you get*

- One round table with eight (8) chairs and one (1) cocktail table in Dealer Lounge
- Signage in Dealer Lounge
- Access to all events to be held in the Dealer Lounge (two breakfasts, one lunch, two dealer receptions)
- Logo recognition at Registration Desk
- One private Diamond/Gold sponsored event with all dealers
- 3 attendees
- Opportunity to donate up to one (1) item to be given away to dealer attendees in a General Session

Silver - \$5,000 (15)

What you get*

- One 6' rectangle table w/6 chairs in Dealer Lounge
- Signage in Dealer Lounge
- Access to all events to be held in the dealer lounge (two breakfasts, one lunch, two dealer receptions)
- Logo recognition at Registration Desk
- 2 attendees

Event A La Carte Sponsorship Opportunities

Registration Bag Inserts	\$500
Half Meter Boards (Set of 3)	\$2,500
Large Meter Boards (Set of 3)	\$3,000
Room Drops - (up to 200 rooms) (2 sponsorships per night)	\$3,500
Branded Water Bottles (1 sponsorship)	\$1,000 + Cost of Water Bottles
Attendee Note Pads (1 sponsorship)	\$2,500 + Cost of Note Pads
Floor Clings (set of 3) (3 Sponsorships)	\$1,500
Window Clings	\$1,750 Per Window
Happy Hour Reception (3 sponsorships)	\$2,000
Coffee Break PM Day One (1 sponsorships)	\$1,000
Coffee Break PM Day Two (1 sponsorships)	\$1,000
Coffee Break AM Day Two (1 sponsorships)	\$1,000
Breakfast Day Two (3 sponsorships)	\$2,500
Breakfast Day Three (3 sponsorships)	\$2,500
Day Two Lunch (3 sponsorships)	\$3,000
Day Two Cocktail Reception (3 sponsorships)	\$3,000
Registration Desk (1 sponsorship) (includes bag and lanyards)	\$7,500
WiFi (1 sponsorship)	\$3,500
Mobile App Main Sponsor (1 sponsorship)	\$1,500
Mobile App Rotating Banner (4 sponsorships)	\$500
Mobile App Sponsor Page (10 sponsorships)	\$750
Event Marketing Emails (4 sponsorships)	\$1,500
Event Confirmation Emails (1 sponsorship)	\$2,500
Event Promotion Direct Mail (1 sponsorship)	\$4,000

* 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 BHPH Dealer Forum website for specific requirements and deliverables for each a la carte sponsorship opportunity

*Sponsorship deliverables subject to change

National Business Partners

The National Business Partner opportunities program grants exclusive access and marketing opportunities.

National Business Partners are cornerstone supporters of NIADA and receive maximum business exposure, including exclusive opportunities, for their advertising dollar. This long-term partnership is the most cost-efficient and ubiquitous way to connect with the used auto dealer community.

Additional Benefits:

- First choice on booth placement*
- Priority ad placement**
- Unlimited usage of National Business Partners logo/status
- Priority on new National Business Partner opportunities*

* First opportunity on booth placement and new National Business Partner opportunities will be provided to all partners in order starting with Diamond, then Platinum, then Gold, then Silver, and then Bronze.

** Priority ad placement will be given following the cascading order of National Business Partner's relationship levels unless premium was paid by advertiser for a secured spot.

Total spend must be over two or more NIADA offerings.

Level	Minimum Annual Investment	Print & Digital Discount	Quarterly Listing in UCD	Logo on NIADA.com + link
Diamond	\$100,000	25%	✓	✓
Platinum	\$75,000	20%	✓	✓
Gold	\$50,000	15%	✓	✓
Silver	\$25,000	10%	✓	✓
Bronze	\$15,000	5%	✓	✓

