

NIADA

2026 NIADA Media Kit and Events Prospectus



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NIADA

Joe Kears

Business Partner Relations Manager
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Who is NIADA

The National Independent Automobile Dealers Association is a nonprofit trade association representing more than 13,000 members. For more than 80 years, NIADA has worked to advance, educate and promote the independent used vehicle industry. Along with its many education and compliance programs, NIADA advocates for its members in their state and in Washington, D.C.

26,154
Used
vehicle
dealers



166,392
Jobs



\$10.7B
in wages

In 2024 there were 26,154 used vehicle dealers in the U.S., providing 166,392 jobs and paying \$10.7 billion in wages, according to the U.S. Bureau of Labor Statistics.



2024
12.9M
Used
vehicles
sold

In 2024, independent auto dealers sold 12.9 million used vehicles.



2025
12.4M
Vehicles
expected to
be sold

NIADA projects approximately 12.4 million vehicles will be sold by independent dealers in **2025**.



12.8 years
Average
age of
vehicles

The average age of vehicles on the road today is 12.8 years, according to S&P Global Mobility research.



The average age has
increased from
11.5 years
in 2015.



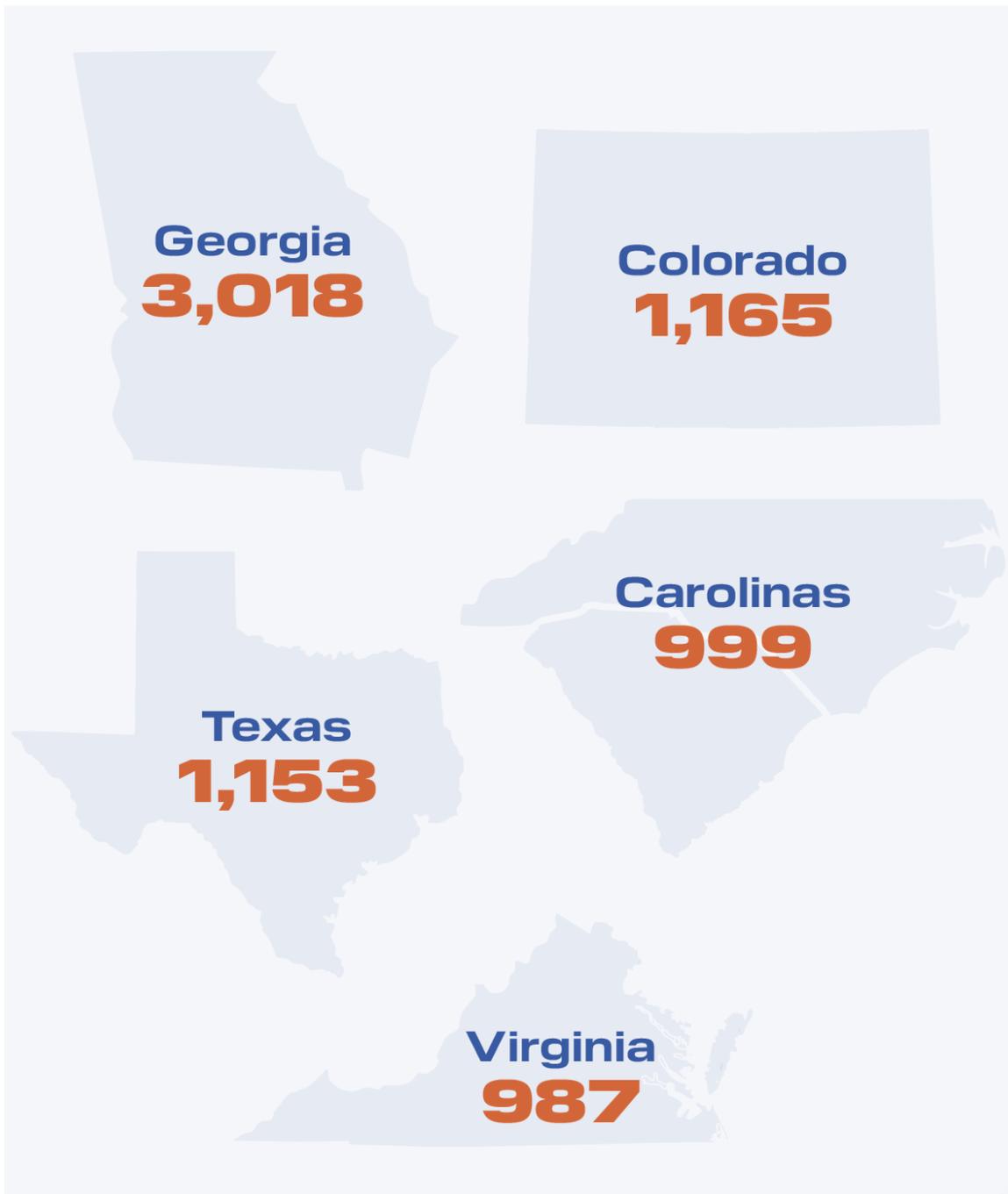
\$28,383
Average used
car price

According to NADA, the average cost of a used car has increased by 29% since 2020, from \$22,027 to \$28,383 today.

NIADA

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.



NIADA

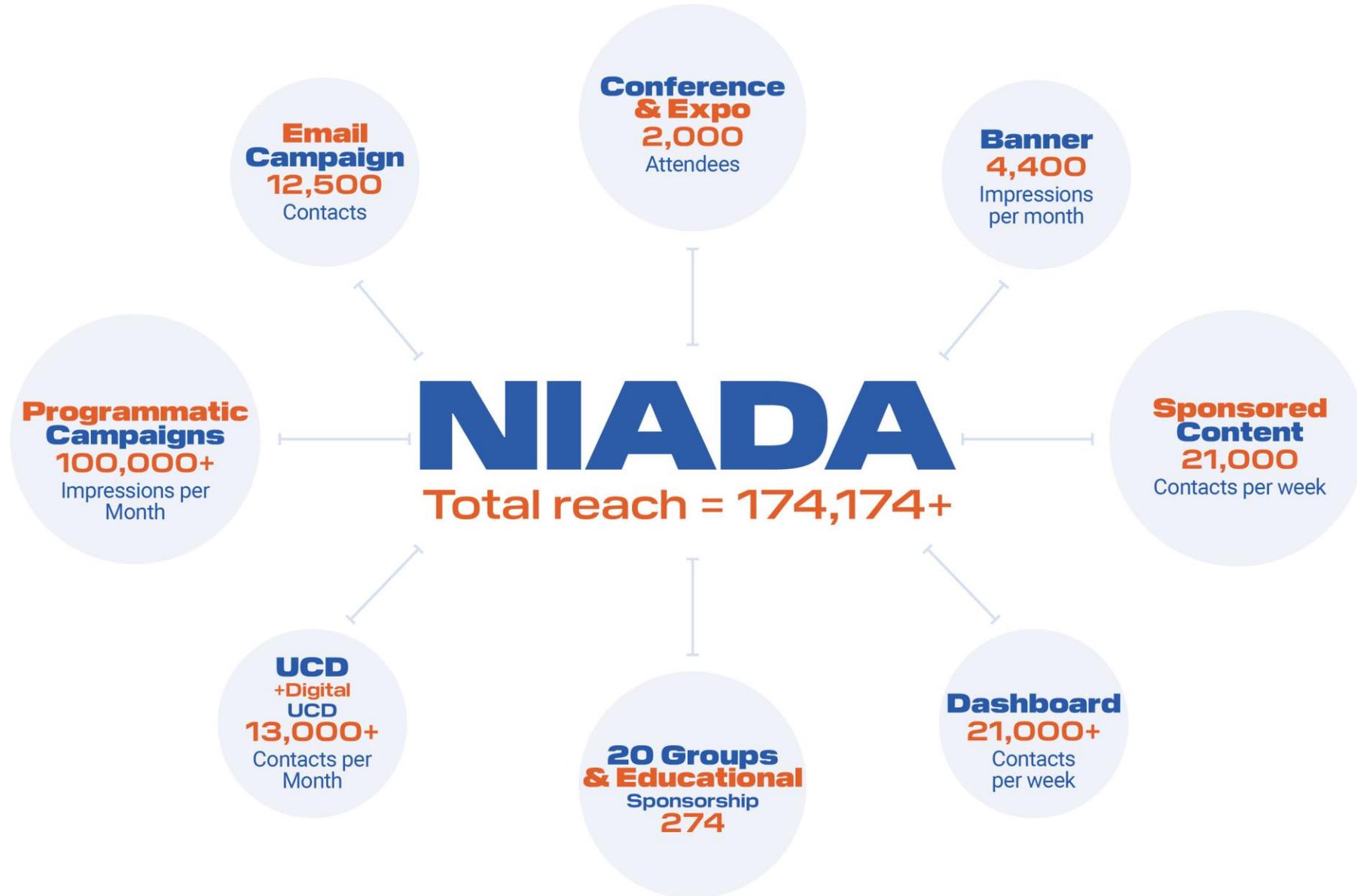
Total Membership

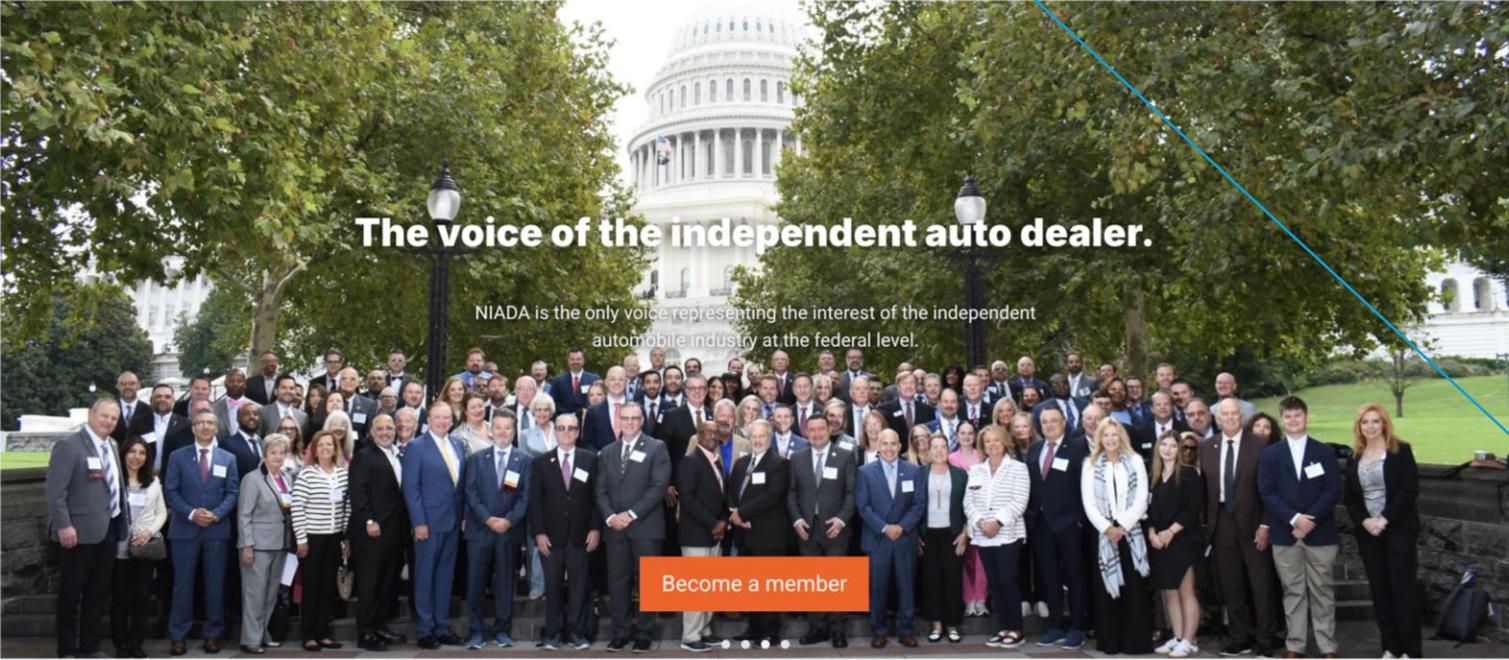
13,189

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.





Why NIADA?

The National Independent Automobile Dealers Association (NIADA) has advanced independent automobile dealers since 1946 through advocacy, education and promotion.

Membership provides a multitude of opportunities and resources to enhance professional skills and maximize profitability. Simply leveraged, it's a small investment that yields massive returns.

Join the tens of thousands of independent car dealers who are capitalizing on the advantages of membership.



NIADA.com Website Advertising

Reach your target audience and increase your brand awareness on NIADA.com. The website offers exclusive resources, industry education, data analysis, policy information and news for each specialized market of the used car industry.

Homepage Leaderboard:
\$1,000.00 per month
 Specs: 970 x 66 JPEG or PNG
 Rotates Between 4 Advertisers

Homepage Right-hand Square:
\$750.00 per month
 Specs: 300 x 300 JPEG or PNG
 Rotates Between 3 Advertisers

Homepage banner positions average **5,500 impressions per month, split between up to 4 advertisers.**

DASHBOARD LATEST NEWS BUYER SALES & MARKETING SUBSCRIBE NIADA.COM

Roundtables to bring dealers, ideas together at NIADA BHPH Dealer Forum

Vervent takes over servicing Tricolor accounts

NIADA submits letter to CFPB asking to raise threshold for large participant finance rule

DASHBOARD

BY NIADA

Website Advertising

NIADA.com/dashboard

NIADA drives traffic to the website dashboard with a weekly newsletter emailed to over 21,000 contacts every Wednesday.

Dashboard Leaderboard:
\$1,000 Per Month

Specs: 970 x 66 JPEG or PNG Rotates Between 4 Advertisers

Dashboard MegaBanner:
\$1,500 Per Month

Specs: 1200 x 250 JPEG or PNG Rotates Between 4 Advertisers

Dashboard In-Article / Skyscraper:
\$1,250 Per Month

Specs: Comes with 2 Ad Sizes: 700 x 180 and 300 X 600
JPEG or PNG Rotates Between 4 Advertisers

Dashboard banner positions average 20,000 impressions per month, split between up to 4 advertisers.

DAG FROM LEAD TO DELIVERY. NO GUESSWORK. FULL ENDSIDE VIEW



BEST PRACTICES, INDUSTRY, NIADA NEWS, TRAINING
Independent Dealer podcast celebrates 400th show before BHPH Dealer Forum session



BEST PRACTICES, INDUSTRY, SALES & MARKETING
Session teaching dealers effective video strategy to close out NIADA BHPH Dealer Forum



INDUSTRY
Should I stay or should I grow?



ADVOCACY, INDUSTRY, LEGISLATION
NIADA comments on CFPB's Risk to Consumers definition

Take the lead on better leads. 2.4x more leads submitted come standard. LEARN MORE →

Dealer.com by Cox Automotive WHERE LEADS CHASE

MORE FROM DASHBOARD

- Five questions to ask before choosing a transportation partner**
Sponsored Content Hiring a vehicle transport company can feel...
SPONSORED CONTENT · by NIADA · October 8, 2025
- Big wins for automotive dealers at any size**
Embrace the digital revolution with a listing provider that...
SPONSORED CONTENT · by NIADA · October 1, 2025
- Van, minivan prices fall**
With school and related activities in full swing, the price...
INDUSTRY · by NIADA · October 1, 2025
- Used vehicle sales surpassing 2025 forecast**
Used vehicle sales are expected to finish 2.3 percent ahead of...
INDUSTRY · by NIADA · October 1, 2025
- Vervent takes over servicing Tricolor accounts**
In the fallout of the recent Tricolor bankruptcy filing, its...
INDUSTRY · by NIADA · September 24, 2025

BLACK BOOK

Reduce Risk. Increase Profitability. Fuel Growth. LEARN MORE

BLACK BOOK

Reduce Risk. Increase Profitability. Fuel Growth. LEARN MORE

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. If you would like to advertise in the UCD Magazine, please click here.

OPENLANE Kick back, we've got you covered [Get offer](#)



Digital Magazine

Each issue of *Used Car Dealer Magazine* (UCD) is posted on niada.com for members and non-members to read informative articles about the used vehicle industry. As the official monthly magazine of NIADA, UCD offers current news and info on industry trends, technology, financing, marketing and dealership operations designed to increase profitability.



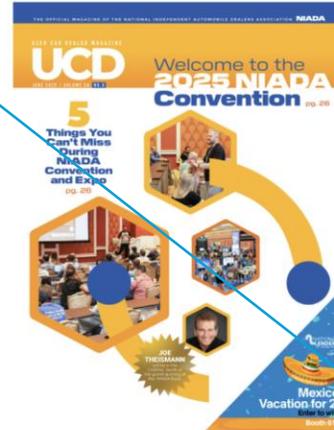
September 2025



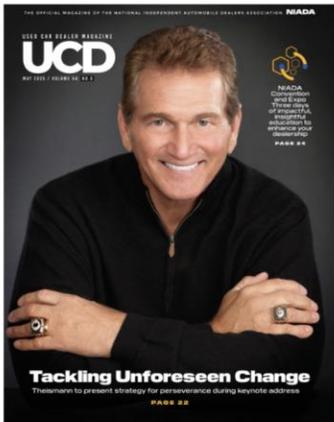
August 2025



July 2025



June 2025



May 2025



April 2025



March 2025



UCD Right-hand Square

\$500 per month

Specs: 200 x 200 JPEG or PNG

UCD Leaderboard:

\$750 per month

Specs: 970 x 66 JPEG or PNG

Rotates Between 4 Advertisers

ADVERTISEMENT

GWC Warranty HELPING DEALERS THRIVE SINCE 1995 SEE HOW

TOP STORY

California passes CARS Act

Eight months after a court decision forced the Federal Trade Commission to vacate its Combatting Auto Retail Scams rule, California lawmakers have passed a state law with many of the same requirements for dealers.

ADVERTISEMENT

DAC FROM LEAD TO DELIVERY. NO GUESSWORK. [SEE DEMOSTRATION](#)



Roundtables to bring dealers, ideas together at NIADA BHPH Dealer Forum

Elisabeth Taylor of iGo Motors in Bowling Green, Kentucky, will be one of the featured dealer roundtable moderators during the NIADA BHPH Dealer Forum.

ADVERTISEMENT

Kelley Blue Book Instant Cash Offer

Get a Demo

Reps you can reach

Independent doesn't mean being alone

Get more leads

ADVERTISEMENT

REGISTER SAVE UP TO 40% UPGRADE PC BEFORE OCT. 14th! Are you ready for the Win10 retirement? hp

Email Newsletter

The *Dashboard Newsletter* is an email with the latest industry and association news sent each Wednesday to 21,000 NIADA members and non-members, averaging over a 30% open rate.

Leaderboard*
\$1,250 per week
 Specs: 600x66
 30 - 50K, no flash, jpg or gif, include url

Roadblock Horizontal*
\$800 per week
 Specs: 600x66
 30-50K, no flash, jpg or gif include url

Righthand Island Square*
\$1,000 per week
 Specs: 150x150
 30 - 50K, no flash, jpg or gif include url

Bottom Banner*
\$500 per week
 Specs: 600x66
 30 - 50K, no flash, include url



* Rates are per week. Minimum two week run.

Advertisers that reserve an entire month receive a ten percent discount.

Banner positions average between 6,500 - 8,000 impressions per week.

What's New Help 1-855-COX-AUTO

CentralDispatch
by Cox Automotive

MASTER EVERY MOVE WITH CONFIDENCE

Transportation fraud is on the rise. We'll help you stay ahead.

With new platform enhancements, tools, and a dedicated Marketplace Integrity Team, Central Dispatch has everything you need to protect your business and stay in control. Explore this page for tips and best practices that can help you stay ahead and make every move with confidence.

Sign Up

Your transport security is our top priority

CentralDispatch
by Cox Automotive

MAKING TRANSPORTATION SAFER. TOGETHER.

The impact of transportation fraud

\$35B

IMPACT ACROSS INDUSTRY

1,500%

INCREASE IN THEFT SINCE 2022

\$200K

AVERAGE VALUE PER CARGO THEFT

3 common types of fraud and what you need to know

IDENTITY THEFT

What it looks like

A bad actor poses as a real logistics company to steal vehicles or carry out a scam. They may use a

What we're doing

We are constantly evolving our vetting process alongside the changing market landscape to

What you can do

Set up [User Management](#) to give each person in your organization their own log in, and avoid the risks of

SPONSORED CONTENT · 3 minute read

Quit guessing and start moving metal: Data-driven inventory wins

NIADA
September 17, 2025

f X in



f

SPONSORED CONTENT

X

By Earl Brown, Director of Marketing | Solera Dealer Solutions

in

If you run an independent store or a larger BHPH lot, you already know this truth: gut feel will get you started, but the data and ground-level know-how are what actually keeps you in business. Every day a car sits unsold is a day your money is driving off the lot. Between floorplan interest, insurance, and depreciation, all that guesswork is expensive. A simple, disciplined inventory plan turns profit leak into sales lift.

Know your market, not your hunches

Start with a snapshot of demand in your ZIP code. Which body styles seem to move fastest in the last 90 days? What price strategies pull the most leads? Which trims are getting the most clicks and GA4 engagement on your VDPs. Then buy into that pattern. If midsize SUVs under a set payment threshold are turning faster than compact sedans, move your money there. If older half-tons with clean accident histories outperform the high-mileage crossovers, change your auction hit-list. The goal should be obvious to any seasoned car pro: stock what sells, not what you like. Though in practice, we all know it can be tough to say 'no' sometimes.

A cost-effective and advanced platform like Solera's Inventory+ can surface that local demand insight, help you develop more competitive pricing, and assess aging risk so you avoid the "lot zombies" that sit for weeks (or, and let's face it-months). Use the data to set a spend plan by segment, then hold yourself to it. When the plan says don't do it, believe it. Your cash flow goals need velocity more than another risky one-off impulse buy.

Price to the market and revisit weekly

The first price you set will rarely be the last. So, commit to a cadence to review and adjust. Weekly is fine; you don't need to micromanage it daily. Smaller moves made earlier on will cost a lot less than big price cuts made later in the lifecycle. If you are off by a few hundred dollars in a crowded price band, you should already know that that unit is essentially invisible. If you are too low, you leave front-end gross on the table. Set guardrails around these dynamics so the team knows when to move: price check at 7 and 14 days, "must-move" plan around 30, decision and action at 45-60.

Sponsored Content

Position your company as a thought leader through sponsored content in the *NIADA Dashboard Email Newsletter*.

The weekly email is sent to thousands of dealers each Wednesday.

Your article will also be posted to the Dashboard section of the NIADA website.

Articles must be educational but may promote your product or service.

\$4,000 per month

Articles must be between 500 and 1,000 words and may include an image to go with your content.

NATIONAL LENDERS
DRIVING WEALTH

WELCOME DEALERS

NIADA
Convention & Expo
BOOTH 613



NATIONAL LENDERS
DRIVING WEALTH

Win a dream getaway to Puerto Vallarta!

You might be the lucky winner!
Tropical paradise vacation for 2
4 days/3 nights + \$1500 airfare voucher

Garza Blanca Preserve Resort & Spa

- Oceanview suites
- Gourmet restaurants
- World-class spa
- Pools with jacuzzis
- State-of-the-art gym
- Tennis courts
- Water sports
- Hiking

Visit BOOTH 613 to enter!

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Change your results.



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Superior protection in loans with uninsured borrowers

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F&I Products
Comprehensive coverage options to suit every customer

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NATIONAL LENDERS GENERAL AGENCY, LLC
17047 El Camino Real, Suite 211, Houston, TX 77058
(817) 767-9200
nationallenders.com

NIADA | 4621 S COOPER ST STE 131-295, ARLINGTON, TX 76017

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advantage
Automotive Analytics

AI Fraud & Reposs Are Surging in 2025

Free NIADA Webinar
Get the data and strategies to protect your portfolio



HOSTED BY
NIADA **advantage**
Michelle Goodwin
VP of Sales

Repossession assignments are already up 50% in 2025, outpacing historic highs. At the same time, fraud losses hit \$9.2 billion last year and with AI generating fake pay stubs, IDs, and synthetic identities, the problem is growing fast.

In this free NIADA webinar, we'll cover:

- The forces driving the surge in repossessions
- How AI is fueling fraud
- Why these risks are colliding and what it means for your portfolio

You'll walk away with actionable insights to strengthen risk management, reduce losses, and stay ahead in today's volatile subprime and BHPH market.

[Register For The Free Webinar](#)

advantage
Automotive Analytics

Our mailing address is:
Advantage Automotive Analytics
17361 Armstrong Avenue
Irvine, CA 92614

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Sent by info@niada.com

SOLERA
Vehicle Solutions

Visit us at NIADA 2025.
Fontainebleau, Las Vegas | June 23-26 | Booth #1001

We get it! Tighter margins. Smaller teams. Bigger headaches. Running an independent dealership today means doing more with less – and still exceeding expectations.

That's where Solera comes in. Visit **Booth #1001** at **NIADA** to see how Solera allows independent dealers to streamline sales, service, titling, inventory, and payments – eliminating inefficiencies and boosting profits.

Because the right software **partner** should empower your team – not slow it down.

As a proud **partner** of the **NIADA** community, Solera is offering **exclusive discounts** to **NIADA** show attendees. Stop by for a live demo and learn the proven strategies top-performing dealers like you are using to drive real results.

When: June 23–26, 2025
Where: Fontainebleau Las Vegas | Booth #1001

[Schedule a Demo](#)

Exclusive Invitation: Women Driving Automotive Forward



FONTAINEBLEAU LAS VEGAS
June 25th, 3:20pm | Heron 1-2 (Level 6)
Seats are filling fast. RSVP today!

In **partnership** with Solera, we are hosting one of the most relevant and forward-thinking sessions at **NIADA**, **Women Driving Automotive Forward**. Join **Veronica Dunford**, Owner of Women in Automotive, and **Meredith Zimmerman**, SVP of Global Inside Sales & Operations at Solera for a bold conversation on equity, innovation, and what it takes to break barriers and move this industry forward.

This featured session shines a spotlight on women who are transforming the industry through leadership, innovation, and real-world impact. Expect inspiring stories of growth, honest insights, tasty food, and ice-cold drinks that will truly elevate your afternoon.

When: June 25 | 3:20pm
Where: Fontainebleau Las Vegas, Heron 1-2 (Level 6)

Seats are filling fast – be sure to save yours today!

[Save My Spot](#)

FOLLOW US
[Facebook](#) [LinkedIn](#) [YouTube](#)

SOLERA
Vehicle Solutions

NIADA | 4621 S COOPER ST STE 131-295, ARLINGTON, TX 76017

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Sent by nabd@bhphinfo.com

Member Email Marketing Campaigns

Email Campaign **12,500** Contacts

\$4,000 Per Email

Put your brand directly in front of NIADA members with a targeted email campaign designed to drive awareness and engagement. Marketing email campaigns are sent once a week to our database of active member dealers who have opted to receive vendor marketing communications.

To ensure quality and timely delivery, all email content must be provided to NIADA no later than one week prior to the scheduled send date.

Campaigns average a **25% - 35%** open rate.

NFL NCAAF Fantasy MLB Golf NBA NHL WNBA Boardroom Soccer Combat

TRENDING FEATURED

6:00 PM CDT FSU 3-0 UVA 3-1 FSU -7 • O/U 60.5	8:00 PM CDT TCU 3-0 ASU 3-1 TCU +3 • O/U 54.5	6:10 PM CDT DET 86-73 BOS 87-72 DET +100 • O/U 9	6:10 PM CDT TEX 80-79 BOS 86-72 TEX +135 • O/U
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NIADA
 BHPH Dealer Forum
 November 9-11, 2025
 Loews • Nashville
 Connecting the best BHPH dealers in the nation.

 Fantasy Football Week 4 Rankings Hub: Advice from all our experts Yahoo Sports Fantasy Staff	 MLB races: Who will wear AL East, AL Central crowns? Will Mets keep NL spot? Yahoo Sports Staff	 Starting down the worst kind of MLB history, Tigers are in survival mode Russell Dorsey
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ESPN NFL NBA MLB NCAAF WNBA NHL Soccer More Sports

NIADA
 BHPH Dealer Forum
 November 9-11, 2025
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Watch on ESPN
 Subscribe Now

NCAA Football (Week 7)
 NHL Power Play
 Live FIFA World Cup Qualifying (CAF)
 WWE Crown: Jewel
 SportsCenter: For You

Quick Links
 MLB Playoff Bracket
 2025-26 NHL Preview
 WNBA Finals
 College Football Schedule
 NFL Schedule
 Fantasy Football
 Fantasy Hockey
 Fantasy Men's Basketball

Where To Watch
 Today's Top Odds
 ESPN Radio: Listen Live

Programmatic Campaigns

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

Monthly run / One month
\$3,000

728x90, 300x250, 320x50, 160x600

Video Programmatic Rate
\$3,200

Sponsored Content Rate
\$3,000

Additional Features:

- A/B testing available
- Native ads available

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

Campaigns receive a minimum 100,000 impressions per month.

NIADA Webinar Series



NIADA Webinar

Cost - \$3,500

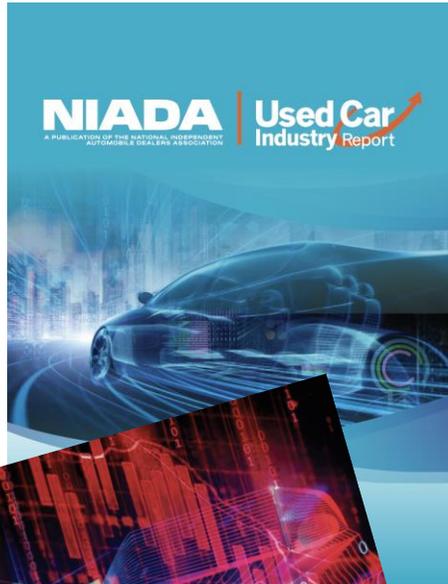
- Hosted by NIADA. The association will handle all registration, logistics and starting presentation. Partner will present information. NIADA will handle Q&A and close the event.
- Four webinars are available, one each quarter. Partner and NIADA will schedule the webinar within the quarter selected.
- 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.

Benefits

- **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.

Used Car Industry Report

The *Used Car Industry Report* is the industry's annual market report, providing key statistics about the industry.



It's Back!

All new and completely revitalized, this definitive industry overview will provide in-depth data from a fresh perspective. Key sections will focus on independent dealer data including total sales by state, dealership workforce employment & payroll, used vehicle financing, BHPH, Industry Insights and much, much more.

The 2025 *Used Car Industry Report* (UCIR) will be published in Q1 of 2026. Half and full-page ads are now available!

Distribution

The UCIR will be made available online FREE to all 13,000+ NIADA members and will be available for purchase by future members and industry stakeholders.

A printed version will also be provided to each dealer attendee of the 2026 NIADA Convention, and at national industry trade shows throughout the year.



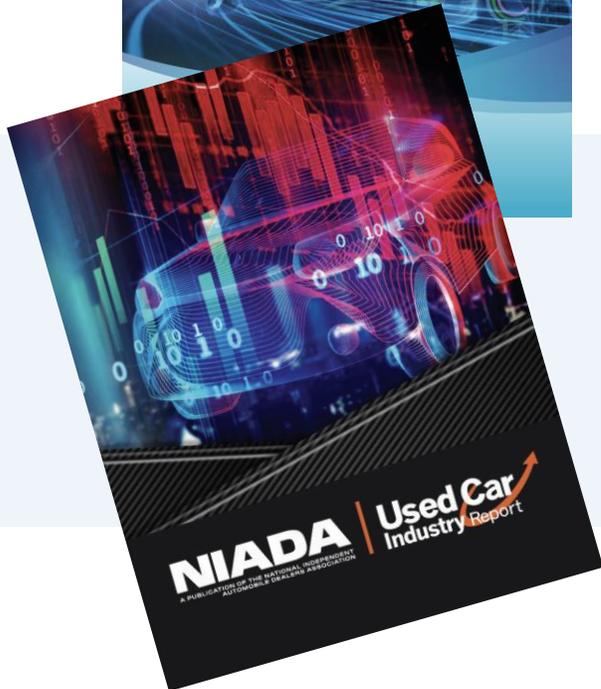
Back Cover
\$4,200

Inside Front Cover
\$3,950

Inside Back Cover
\$3,850

Full Page
\$3,650
(Within the Publication)

1/2 Page
\$2,800
(Within the Publication)



Used Car Dealer Magazine

Print Opportunities

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

A hard copy version of UCD is mailed to nearly 13,000 NIADA members and the digital issue is emailed to nearly 21,000 contacts.



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 (add-on to full page)	\$750	\$750	\$750	\$750
1/2 page	\$2,300	\$2,000	\$1,700	\$1,400
2/3 page	\$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 and posted on the NIADA website, the Auto Auction Directory provides national listings of auctions.

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.

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. **Advertising and editorial deadline is the 15th of each month.**

January

New Year; Tax Season

Advertising space reservation: Dec. 13

February

Industry Report

Advertising space reservation: Jan. 5

March

Service and Recon

Advertising space reservation: Feb. 5

April

Technology

Advertising space reservation: March 4

May

Convention Preview

Advertising space reservation: April 5

SPECIAL ISSUE* add-on rate for May advertisers:

NIADA Education, Benefits (additional distribution to non-members)

June*

Convention Issue (additional distribution)

Advertising space reservation: May 3

July

National Quality Dealer

Advertising space reservation: June 4

August

Marketing

Advertising space reservation: July 8

September*

Compliance and Advocacy

(additional distribution)

Advertising space reservation: Aug. 2

October

BHPH Dealer Forum Preview

Advertising space reservation: Sept. 6

November

Lending and Capital

Advertising space reservation: Oct. 5

December

Community, Giving Back

Advertising space reservation: Nov. 3

Ad Sizes

Full page

LIVE: 7.25 x 9.874

TRIM: 8.375x10.875

WITH BLEED: 8.625 x 11.125

Inside Cover

LIVE: 7.25x9.874

TRIM: 8.375x10.875

WITH BLEED: 8.625x11.125

Back Cover

WITH BLEED: 7.375x7.308

Front corner cover

(add-on to full page)

LIVE: 2.814x3.345

TRIM: 3.314x3.595

WITH BLEED: 3.564x3.845

1/2 page

HORIZONTAL: 7.367x4.811

VERTICAL: 4.811x7.367

2/3 page

HORIZONTAL WITH BLEED: 8.625x1.125

VERTICAL NO BLEED: 4.813x9.975

VERTICAL WITH BLEED: 5.127x11.127

1/3 page square

4.813x4.813



Education Sponsorship

NIADA offers multiple opportunities to meet our dealers through sponsoring an education class.

Education Class \$2,500 per day

- Includes sponsor branding in pre-event communication, branding on-site, up to 5 minutes of speaking time and the opportunity to place marketing collateral on attendee tables.
- A class attendance roster will be available at the conclusion of the class.
- Education classes can be sponsored by up to 3 non-competing sponsors per event.

***Travel and accommodations are the responsibility of the sponsor(s).**

NIADA 20 Group Sponsorship



DEALER 20 GROUPS

Investment Levels:

\$5,000 • \$7,500 • \$10,000

NIADA 20 Groups bring together some of the nation's most successful independent dealers for in-depth collaboration, benchmarking, and best-practice sharing. Each group represents a highly targeted audience of engaged owners and decision-makers who meet regularly to discuss performance, operations, and market trends. As a 20 Group Sponsor, your brand gains direct, trusted exposure within this influential network. Sponsors have the opportunity to build lasting relationships, present valuable solutions, and position their company as a preferred partner in the independent dealer community.

Sponsorship Tiers:

\$5,000 Tier:

Connect with groups composed primarily of mid-size and emerging dealerships. Ideal for growing vendors looking to expand brand recognition and establish new accounts.

\$7,500 Tier:

Access a balanced mix of mid- to high-volume dealers with diversified operations and purchasing power.

\$10,000 Tier:

Engage directly with high-volume, multi-location, and top-performing dealers representing the most influential segment of NIADA's 20 Group network.

Each sponsorship includes the opportunity to attend a 20 Group meeting, network directly with members and share insights or solutions tailored to the group's interests.

20 Group Sponsorship cont'd



NIADA has 20 Groups that span BHPH, BHPH Service, Retail, Retail Service, and Finance Groups.

- Sponsors can participate in up to three 20-Group meetings per year. Each meeting can be sponsored by up to three non-competing companies. The NIADA National Business Partner Team will work with you to determine the best fit based on your business model.
- Includes invitation to the general meeting, one social event during the meeting, and 30 minutes of speaking time in front of the group. NIADA Moderators must approve all presentations and handouts in advance.

*NIADA moderators will present the list of sponsorship opportunities to each group. NIADA cannot guarantee an invitation to a specific group. Once invited, an NIADA National Business Partner Relations Team member will reach out with the invitation details. Does NOT include participation in composite reviews or a membership/attendance roster. Travel and accommodations are the responsibility of the sponsor(s).



DEALER 20 GROUPS

NIADA 20 Group

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 leaders who are on the cutting edge of innovation and education.



2026 NIADA CONVENTION AND 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 21–24, 2026 at Gaylord Rockies Resort & Convention Center



2026 NIADA CONVENTION AND EXPO

June 21–24, 2026
Gaylord Rockies Resort
& Convention Center

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



2026 NIADA CONVENTION AND EXPO

June 21–24, 2026
Gaylord Rockies Resort
& Convention Center

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) **\$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**
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 (Monday/Tuesday) (1 sponsorship per break) **\$4,500**
Coffee Break: AM (Monday/Tuesday) (1 sponsorship per break) **\$4,500**
Expo Hall Reception (Bar in booth - with approved location and
booth size) (5 sponsorships) **\$7,500**
Tuesday 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 Keycards: **\$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.



Dates & Location Coming Soon.

Sponsorship deliverables subject to change due to hotel layout and space.
NIADA will notify current sponsors of any changes.





Sponsorship Opportunities

Signature Sponsorship Package \$10,000 (5)

What you get*

- One 6' rectangle table with 2 chairs at entry of general session room - best placement
- Signage in general session room (provided by NIADA)
- Access to all events to be held in the dealer lounge (two breakfast, one lunch, two dealer receptions)
- 30 second commercial playing during all general session times prior to event start
- Logo recognition at registration desk
- One Diamond/Gold sponsored event with all dealer attendees
- Ability to place single piece collateral on all dealer round tables in general session (sponsor provided)
- One team member attendee to assist in moderating dealer round table sessions
- 4 attendees

Select Sponsorship Package- \$5,000 (10)

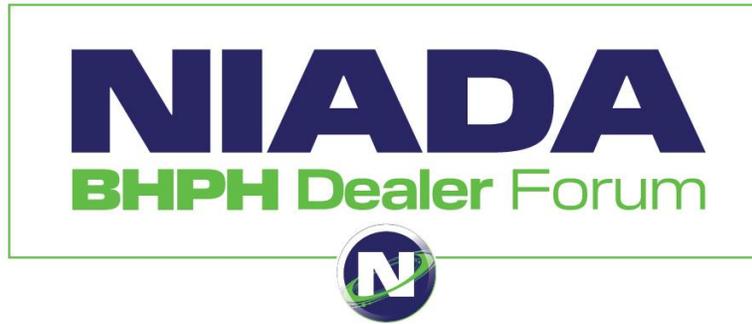
What you get*

- One 6' rectangle table with 2 chairs on parameter of general session room - tertiary placement
- Signage in general session room (provided by NIADA)
- Access to all events to be held in the dealer lounge (two breakfast, one lunch, two dealer receptions)
- Logo recognition at registration desk
- 2 attendees

Premier Sponsorship Package - \$7,500 (15)

What you get*

- One 6' rectangle table with 2 chairs of general session room - premium placement
- Signage in general session room (provided by NIADA)
- Access to all events to be held in the dealer lounge (two breakfast, one lunch, two dealer receptions)
- Logo recognition at registration desk
- One Diamond/Gold sponsored event with all dealer attendees
- Ability to place single piece collateral on all dealer round tables in general session (sponsor provided)
- 3 attendees



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**

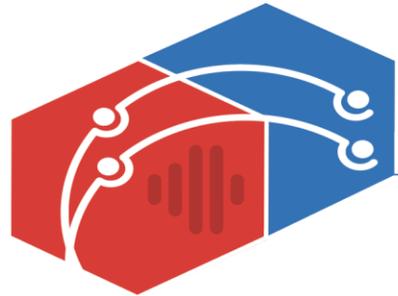
Event Marketing Emails (4 sponsorships) **\$1,500**

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 NIADA Convention & Expo website for specific requirements and deliverables for each A La Carte sponsorship opportunity.



NIADA

National Policy Conference | Willard InterContinental, Washington, D.C. | September 28–29, 2026

The NIADA Policy Conference brings dealers face-to-face with legislators on Capitol Hill to discuss legislation and regulations impacting the independent auto industry. Demonstrate top-shelf support for NIADA's most important function, protecting independent dealers on Capitol Hill.





Sponsorship Opportunities – \$5,000

- Up to four full conference registrants.
- At least two of those registrants will be paired with a group of dealers for the Day on the Hill.
- Reserved table at the PAC dinner – extend your invitations and make organic connections while the dealers battle for the coveted PAC Cup!
- Recognition of your support everywhere, including...

Pre & Post- Conference:

UCD magazine, LinkedIn, Facebook, Conference website, Dashboard weekly email and more.

In Washington:

- By NIADA staff, from the stage; physical and digital signage throughout the event.
 - Your custom dedicated page in the National Policy Conference mobile app.
- Recognition in on-site NIADA material.(attendee bag, material provided by sponsor and approved by NIADA)
 - Recognition in Policy Conference folder.



A La Carte Sponsorships

Custom Floor Clings | \$1,000 | 3 sponsorships available

- "Don't tread on me!" Actually...in this case, go ahead and tread. Set of two 36" x 36" clings placed within general session and reception areas.

Personalized Room Drops | \$1,500 | 3 sponsorships available

- Be remembered long after the event with this thoughtful, personal touch: your item delivered directly to each dealer attendee's room.
- NIADA must approve sponsor room drop by August 29.
(Sponsor is responsible for providing NIADA-approved item, for approximately 150 rooms.)

Window Clings | \$2,000 | 1 sponsorship available

- Improve the attendees' view with your customized messaging, right where they are sure to notice. (5 window clings)

PAC Reception | \$4,500 | 1 Sponsorship available

- Be the host with the most at this warm-up event directly preceding the NIADA PAC Cup Challenge dinner.
- Includes signage throughout event area, mobile app recognition, and customized napkins at event.
- Recognition from NIADA during event.

Tuesday Lunch on the Hill | \$5,000 | 1 Sponsorship available

- Our most unique sponsorship features the opportunity to introduce a United States Congressman* at the Library of Congress Member's Room during our lunch on Capitol Hill.
- Also includes signage throughout event area, mobile app recognition.
- Includes one registration to Policy Conference.

Tuesday Reception on Hill | \$5,000 | 1 Sponsorship available

- Tired of the same old hotel ballroom receptions? The U.S. House of Representatives Budget Committee Meeting Room will be the venue for this final reception, wrapping up the Conference in style.
- Also includes signage throughout event area, mobile app recognition.
- Includes one registration to Policy Conference.

Registration Desk | \$5,000 | 1 Sponsorship available

- Includes one registration to Policy Conference.
- Every attendee checks in here. Own the first impression. Put your brand front and center as attendees check in for the conference. Includes one registration to Policy Conference.

Transportation to Capitol Hill | \$3,500 | 1 Sponsorship available

- Because in D.C., how you get there matters just as much as where you're going.

Your logo rides along every step of the way on vehicle signage and schedules. A La Carte sponsorships must be reserved no later than August 29.

National Member Benefit Partner Program

Our National Member Benefit Program is designed to help dealers save. NIADA members can access exclusive discounts and services that deliver real, measurable value—often saving thousands each year. By participating in the program, partners can offer meaningful benefits to our nationwide dealer network while contributing to the association’s mission. Royalties are shared with state associations, strengthening the entire NIADA community.



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 \$50,000 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.

National Business Partners

The NIADA National Business Partner Program connects members with trusted automotive vendors who meet rigorous qualification standards and consistently deliver high-quality products and services. National Business Partners are cornerstone supporters of NIADA and receive exclusive access and premium marketing opportunities that elevate visibility across the association.

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%	✓	✓

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.

