

NIADA

2024
Media
Kit

OVERVIEW

The National Independent Automobile Dealers Association connects you with the world's largest, most engaged network of used auto dealers.

Our members represent all segments of the industry and are comprised of key decision makers.

The segments include:

- BHPH • LPHH • Retail • Subprime • Large dealerships • Small dealerships • Dealerships with multiple locations

Among the core products and services our members utilize are:






- GPS systems • marketing services • consulting/training • SEO/website • auctions • auto parts
- insurance solutions • data/analytics • online marketplace • software/management systems
- point-of-sale systems • financial solutions • vehicle transport • capital providers



WHAT ARE YOUR GOALS?

Whether you want to showcase your expertise, create buzz about your brand or close sales, NIADA can help.

The National Independent Automobile Dealers Association has a variety of traditional and customized solutions to help your company actively engage auto dealers. Whether your firm is making an auto industry debut, strategically launching a new product or planning a multi-platform marketing campaign with lead-generation tactics, NIADA has the strongest reach and array of customized solutions to deliver results.

Advertising Opportunity	 Lead Generation	 Brand Awareness	 Thought Leadership	 Event Engagement	 Speaking Opportunities
Business Partners	✓	✓	✓	✓	✓
20 Group Sponsorship	✓	✓	✓	✓	✓
Education Sponsorship	✓	✓	✓	✓	✓
Conference/Expo	✓	✓	✓	✓	✓
Sponsored Content	✓	✓	✓	✓	
E-Newsletter	✓	✓	✓		
Banner Ads	✓	✓		✓	
Programmatic	✓	✓			
Benefit Program	✓	✓			

DEALER MEMBER BENEFIT ROYALTY PROGRAM

The discounts dealer members can receive just for being a part of NIADA are an important aspect of membership. As a part of the National Member Benefit program, you can provide meaningful discounts to NIADA members. Each member benefit is different, and we are excited to work with you to put together a program that provides value to NIADA members and you.

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
- A minimum of \$50,000 per year in royalty revenue*

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

* 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.

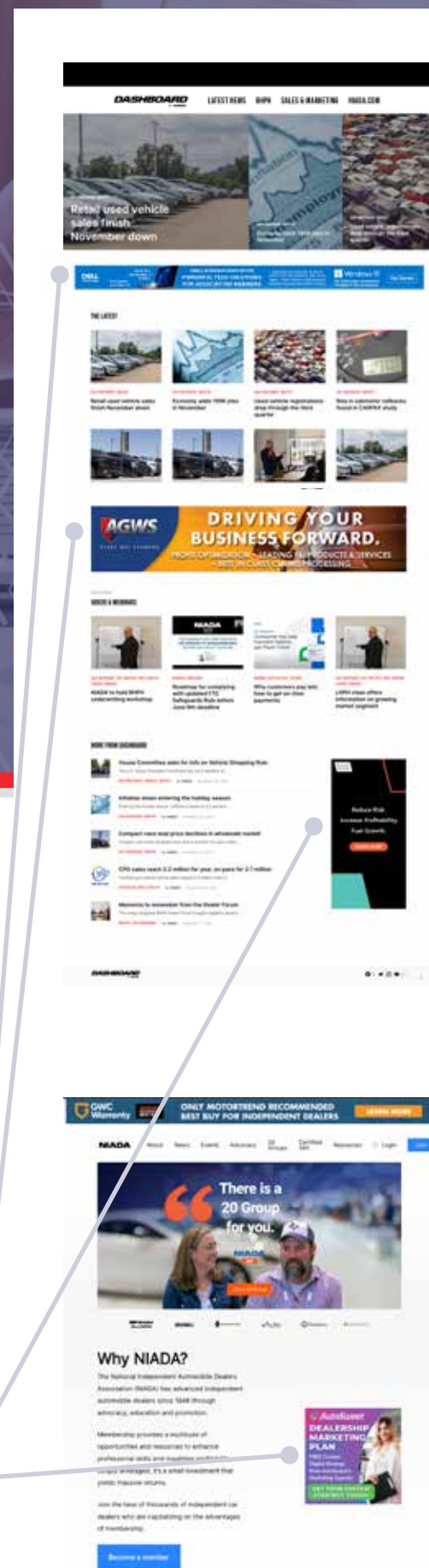
NIADA.COM

NIADA.com is a multi-media hub that 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 will have our audience front and center with your brand.

Position	Specs	Rate per Month
Dashboard Home Leaderboard*	970 x 66	\$1,000
Dashboard Video	15 seconds 30 seconds	\$5,000
Dashboard Mega Banner	1200 x 250	\$750
Dashboard In-Article Leaderboard	700 x 180	\$750
Dashboard in-Article skyscraper	300x600	\$750
Homepage righthand square	300x300	\$750

* 4 different partners may purchase in one month with advertisements rotating.



Digital Opportunities

EASE INVENTORY WOES

NIADA

Using Game to Ramp Up Your Online Showroom And Maximize

Your Social Media Strategy

ane

er Is the Key to a Four-Step Process to Close – and Speed Up –



ONLINE AUCTION
ENDING: MAY 26
CITYLIFT PUZZLE 21
SPACE AUTOMATED
PARKING DECK
Auctions.com

usedcardealermagazine.com BANNER ADS

Specifications & Placement

Format: JPEG or GIF file; three loop animation; 40 kb max.

Artwork delivered 5 business days before the month of placement.

Position	Specs	Rate per Month
Leaderboard	970 x 66	\$500
Square	200x200	\$250



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.

Current Issue



Exclusive Online Articles

Get Back

To Maximize Profit with Inventory Loss and Prices High, the Back End is the Place to Start

Dust Off Your 2008 Playbook

You Might Want to Forget the Great Recession, But Its Lessons Are Worth Remembering in the Current Era

The Difference-Maker

Make Your Dealer Merchandise Shine in 2023: Use Your Online Showroom and Maximize Conversion

Social Media

Now Is the Time to Revise Your Social Media Strategy

The Express Lane



November 2023



October 2023



September 2023



August 2023

NIADA INDEPENDENT

Independent, positioned as an authoritative voice in the industry, is a great vehicle for your message.

NIADA members and thousands of others receive the latest valuable news pertaining to the used vehicle industry in an email once per week.

Position	Specs	Rate per week
Leaderboard*	600X66, jpg or gif, 30 - 50K, no flash, include url	\$1,000
Righthand Island Square*	150x150, jpg or gif, 30 - 50K, no flash, include url	\$650
Bottom Banner*	600x66, jpg or gif, 30 - 50K, no flash, include url	\$500
Roadblock Horizontal*	600x66, jpg or gif, 30-50K, no flash, include url	\$800



November 20, 2023

NIADA Dealer Driven

CPO Sales Reach 2.2 Million for Year, on Pace for 2.7 Million

The 2.2 million CPO units sold is 8 percent ahead of 2022, according to data from Cox Automotive.

Get the Full Story: Dashboard by NIADA

Collection Manager's Vital Role in the BHPH/LPH Industry

In the BHPH/LPH independent auto industry, collection managers are crucial for the financial health of the business. Bill Elzondo will help dealerships create effective processes during the Collections Management class Dec. 11 in Dallas.

Become a Member

secureclearnet
e-sign & e-disclosure
closing technology
THE FUTURE OF COMMERCE

CONTACT US
(800) 456-7125 ext. 7
info@niada.com

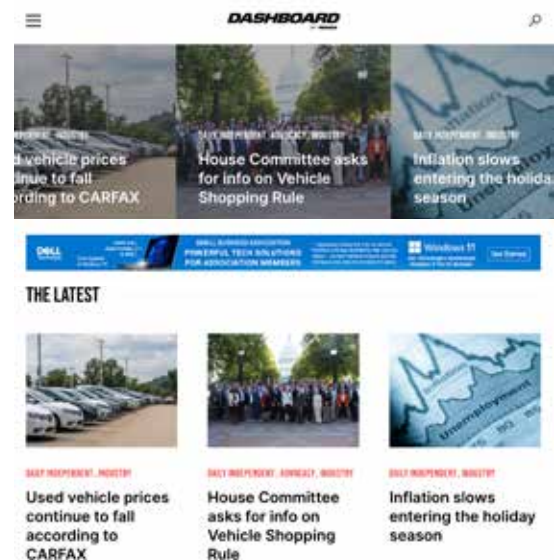
* Rates are per week. National Business Partners may bundle for a minimum of 2 weeks and a maximum of 4 weeks consecutively.

SPONSORED CONTENT

Position your company as a thought leader through our high-profile content marketing opportunities.

Deploy non-promotional thought leadership, published as sponsored content on the NIADA Independent website.

	Specs	Rate per Month
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 Article	500 - 1,000 words, informative/educational, headline, sub-headline, header, logo	\$3,000
Additional Features:	<ul style="list-style-type: none"> • One feature share across all NIADA social media platforms • Assistance in article content creation • Content live for 1 full year - in Dashboard Top 8 	



PROGRAMMATIC

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. Now you can be omnipresent.

Your campaigns will target our extensive database of used auto dealers as they visit hundreds of 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.

Minimum Impressions:	Specs	Monthly Rates Start at
100,000	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:	<ul style="list-style-type: none"> • A/B testing available • Native ads available 	





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.

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*

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

NIADA

USED CAR DEALER MAGAZINE

Ad Rates

	Ad Size	1X rate	3X rate	6X rate	12X rate
	Full page	\$3,800	\$3,600	\$3,300	\$2,800
	1/2 page horizontal or vertical	\$2,600	\$2,400	\$2,100	\$1,800
	1/2 page spread	\$3,800	\$3,600	\$3,300	\$2,800
	2/3 page horizontal or vertical	\$3,300	\$3,100	\$2,800	\$2,300
	1/3 page square	\$2,200	\$2,000	\$1,800	\$1,600
	Premium Position	\$4,600	\$4,370	\$4,025	\$3,450
	*Inside front cover, inside back cover, back cover	\$4,170	\$4,400	\$3,825	\$3,250
	Front cover corner	\$750	\$750	\$750	\$750
	Belly band	\$4,300			

Auto Auction Directory

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





AD SIZES

FULL PAGE

LIVE
7.25 x 9.874
TRIM
8.375 x 10.875
WITH BLEED
8.625 x 11.125

1/2 PAGE HORIZONTAL

7.367 x 4.811

1/2 PAGE VERTICAL

4.811 x 7.312

BACK COVER

LIVE
7.375 x 7.308
WITH BLEED

FRONT COVER - CORNER

LIVE
2.814X3.345
TRIM
3.314X3.595
WITH BLEED
3.564X3.845

1/3 PAGE SQUARE

4.813 X 4.813

2/3 PAGE HORIZONTAL

WITH BLEED
8.625 X 7.937

JUNIOR SPREAD

NO BLEED
15.75 X 6.084
WITH BLEED
17.00 X 7.5

1/2 PAGE SPREAD

WITH BLEED
17 X 5.436



1/3 PAGE VERTICAL

NO BLEED
2.312 X 9.875
WITH BLEED
2.937 X 11.127

2/3 PAGE VERTICAL

NO BLEED
4.813 X 9.875
WITH BLEED
5.127 X 11.127



SPONSORSHIP PROGRAMS

NIADA offers multiple opportunities to provide values to our dealers through sponsoring our education classes and NIADA 20 Groups.

Spending valuable facetime in front of these select groups gives your company an opportunity to showcase the value dealers can receive by partnering with you. Dealers in these programs are considered leaders in their space and dealers who are on the cutting edge of innovation, education, and improvement in their operations.

Education Class Sponsorship - \$2,500 per day

- Includes sponsor branding in pre-event communication, branding on-site, up to 30-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 has planned a minimum of 6 education classes throughout the country for 2024. These topics include, BHPH Dealer Academy, Retail Sales Management, Service and Reconditioning, and more. A full calendar will be available soon.

NIADA 20-Group Sponsorship - \$5,000 per meeting

- NIADA has 20-Groups that span BHPH, Retail, BHPH Service, Retail Service, and Finance Groups.
- Only National Business Partners can participate in up to 6 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 1 social event during meeting and up to 30-minutes of speaking time in front of the group. All presentations and handouts must be approved by NIADA Moderators 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.

EVENTS

Leverage NIADA industry leading events to connect with the core of the industry.

The National Independent Automobile Dealers Association draws engaged auto dealers to events to discover helpful products and services. Don't miss these opportunities to tell them about your solutions.



2024 NIADA CONVENTION & EXPO

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

**June 17 – 20, 2024
at the Wynn Las Vegas**



2024 NIADA POLICY CONFERENCE

The industry's opportunity to spend two days meeting with key policy makers to discuss legislation impacting the used auto industry.

**Sept. 23 – 25, 2024
The Ritz-Carlton,
Pentagon City**



2024 BHPH DEALER FORUM

The industry's leading BHPH networking event includes, education, dealer roundtables, networking events and an exhibitor Dealer Lounge.

**November 10 – 12, 2024
New Orleans
Marriott**

NIADA ANNUAL CONVENTION & EXPO

800+
Independent
Auto Dealers

77
Education
Sessions

270
First Time
Dealer
Attendees

200
Exhibitors
& Vendors





NIADA ANNUAL CONVENTION & EXPO

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

Event A La Carte
Sponsorship
Opportunities



NIADA ANNUAL CONVENTION & EXPO

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
Stair Wrap (1 sponsorship)	\$7,500
Attendee Note Pads (1 sponsorship)	\$7,500
Floor Clings (1 set of 3) (10 sponsorships)	\$3,000
Window Clings (Per window) (25 sponsorships)	\$2,000
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
20 Group Reception (2 sponsorships)	\$10,000
Awards Ceremony Title Sponsorship (1 sponsorship)	\$15,000
Awards Ceremony event Sponsors (4 sponsorships)	\$10,000

Event A La Carte items Sponsorship Opportunities **continued on page 18**

Event A La Carte Sponsorship Opportunities



NIADA ANNUAL CONVENTION & EXPO

NIADA State Presidents Meeting (2 sponsorships)	\$2,000
NIADA State Association Executives Meeting (2 sponsorships)	\$2,000
NIADA Legislative Committee Meeting (2 Sponsorships)	\$3,000
NIADA PAC Lounge (All week) (1 sponsorships)	\$10,000
NIADA Dealer Lounge (Branded Couch cushions and table) (1 sponsorship)	\$4,500
Rotunda (1 sponsorship)	\$35,000
Keynote speaker booth appearance (1 sponsorship)	\$45,000
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)	\$1,500
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

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

* Please refer to the terms and conditions for specific requirements and deliverables for each A La Carte sponsorship opportunity.



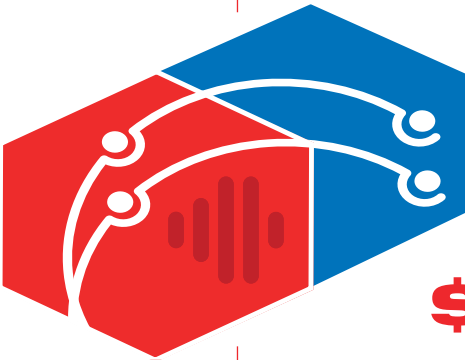
NIADA POLICY CONFERENCE

70+
Independent
Auto Dealers

100
Capitol Hill
Meetings

23
State
Associations
meeting with
FTC & CFPB

\$100,950
PAC
Dollars
Raised



Event Sponsorship Opportunities



NIADA POLICY CONFERENCE

Diamond - \$10,000 (4 available)

WHAT YOU GET

- Private event with up to 40 dealers/leaders in industry/legislators
- 2 attendees on Day On The Hill
- Reserved table at PAC Cup Dinner
- Introduction of a general session topic with industry/regulatory leaders
- 1 item in registration bag
- Co-Sponsor of PAC Cocktail reception
- Four (4) Diamond Sponsor attendees for entire event

Gold - \$7500 (6 available)

WHAT YOU GET

- 2 attendees on Day On The Hill
- Attendance at PAC Cup Dinner
- Co-Sponsor of Night Cap
- 1 item in registration bag
- Two (2) Gold Sponsor attendees to entire event

Silver - \$5000 (8 available)

WHAT YOU GET

- 1 attendee at Day On The Hill
- 1 item in registration bag
- Co-sponsor of Day 1 lunch Reception
- Attendance at PAC Cup Dinner
- One (1) Silver Sponsor attendee to entire event

Event A La Carte Sponsorship Opportunities

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

* Please refer to the terms and conditions for specific requirements and deliverables for each a la carte sponsorship opportunity

Registration Desk (1 sponsorship) (includes bag and lanyards)	\$10,000
Room Drop (up to 200 rooms) (2 sponsors per night)	\$3,500
Capitol Hill Lunch (2 sponsorships)	\$10,000
Day On The Hill Farewell Reception (2 sponsorships)	\$7,500
Legislative Committee Meeting (2 sponsorship)	\$5,000
AEC Meeting (2 sponsorships)	\$5,000
WiFi (1 sponsorship)	\$10,000
Mobile app main sponsor (1 sponsorship)	\$3,500
Mobile app rotating banner (4 sponsorships)	\$1,000
Mobile app sponsor page (10 sponsorships)	\$1,000
Event marketing email (2 sponsorships)	\$1,000
Event confirmation email (1 sponsorship)	\$2,500



BHPH DEALER FORUM

9+
hours of
networking
time spent in
Dealer Lounge

32
top industry
partners
in an all-new
Dealer Lounge



10 to 20
peers at
roundtables
discussing industry
benchmarks, best practices
and current issues.

200
total
dealer
attendance
expected



BHPH DEALER FORUM

Diamond - \$12,500 (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 - \$10,000 (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 - \$7,500 (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



BHPH DEALER FORUM

Registration Bag Inserts	\$1,500
Half Meter Boards	\$2,500
Large Meter Boards	\$2,500
Room Drops - (up to 200 rooms) (2 sponsorships per night)	\$3,500
Branded Water Bottles (1 sponsorships)	\$3,500
Attendee Note Pads (1 sponsorship)	\$5,000
Floor Clings (1 Set) - (6 sponsorships)	\$3,000
Window Clings (6 sponsorships)	\$1,750
Event Lobby TV Monitors (No Sound) - (4 sponsorships)	\$4,500
Welcome Reception (3 sponsorships)	\$10,000
Coffee Break PM Day One (1 sponsorships)	\$2,500
Coffee Break PM Day Two (1 sponsorships)	\$2,500
Coffee Break AM Day Two (1 sponsorships)	\$2,500
Breakfast Day Two (3 sponsorships)	\$7,500
Breakfast Day Three (3 sponsorships)	\$7,500
Day Two Lunch (3 sponsorships)	\$10,000
Day Two Cocktail Reception (3 sponsorships)	\$10,000
Registration Desk (1 sponsorship) (includes bag and lanyards)	\$15,000
Lead Retrieval App	\$500
WIFI (1 sponsorship)	\$10,000
Mobile App Main Sponsor (1 sponsorship)	\$3,500
Mobile App Rotating Banner (4 sponsorships)	\$1,000
Mobile App Sponsor Page (10 sponsorships)	\$750
Event Marketing Emails (4 sponsorships)	\$1,500
Event Confirmation Emails (1 sponsorship)	\$2,500

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

* Please refer to the terms and conditions for specific requirements and deliverables for each a la carte sponsorship opportunity



BRANDING & LICENSING

NIADA’s brand is one of the most recognizable brands in the used car industry.

Members and national business partners recognize NIADA as a brand to trust and advocate on behalf of the used car industry. Associating your brand with the NIADA brand allows you to benefit from the recognizable level of value and trust that comes with the NIADA brand.

Integrated into your national business partner contract with NIADA will be the right to use NIADA’s Name, Image and Likeness. The value associated with the right to use NIADA’s Name, Image and Likeness will be identified in your contract with NIADA based on the below levels:

Diamond \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500

- Branding and Licensing fees are determined by the National Business Partner level of membership during a calendar year from Jan. 1 through Dec. 31.
- At NIADA discretion, the Branding and Licensing fee may be allocated to other spend options within NIADA offerings.
- NIADA requires approval on all uses of any NIADA brand throughout the contract period. Once a contract has expired, the National Business Partner is not permitted to continue to use NIADA’s brand, name, image, or likeness.
- NIADA reserves the right to revoke use of NIADA’s brand, name, image, and likeness at any point throughout the contract at its sole discretion.



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.

Level	Minimum Annual Investment	Print & Digital Discount	Listed on Associate Member Page	Quarterly Listing in UCD	Logo on NIADA.com homepage
Diamond	\$100,000	25%	Featured	✓	✓+ link
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.

CONTACT US

For more information regarding sponsorship and advertising opportunities, contact our National Business Partner Relations team.

The NIADA difference is our people. Our team will assist you in crafting a customized program to meet your company's goals.



Jeremy Beck

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