

NIADA

NIADA ANNUAL CONVENTION & EXPO

800+
Independent
Auto Dealers

50+
Hours of
Education

270
First Time
Dealer
Attendees

Largest
Expo Hall
for Used
Car Dealers



CONTACT US

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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

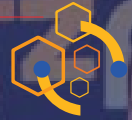
- 10 x 10 Booth
- Tertiary placement on exhibitor page
- Lead Tracking
- 5 attendees
- Recognition on conference signage
- Attendee list two (2) weeks out and opening day

Booth Only - \$5,000

WHAT YOU GET

- 10x10 booth (until sold out)
- 2 attendees

Event A La Carte
Sponsorship
Opportunities



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Registration Bag Inserts (15 sponsorships)	\$2,000
Half Meter Boards (Sold as set of 4) (unlimited sponsorships)	\$2,500
Large Meter Boards (sold as set of 3) (unlimited sponsorships)	\$2,500
Room Drops (up to 700 rooms) (2 sponsorships per night)	\$5,000
Branded Water Bottles (1 sponsorship)	\$5,000
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.