



BUY HERE, PAY HERE  
SUBPRIME CONFERENCE  
CHICAGO, IL - OCTOBER 7-9

2019

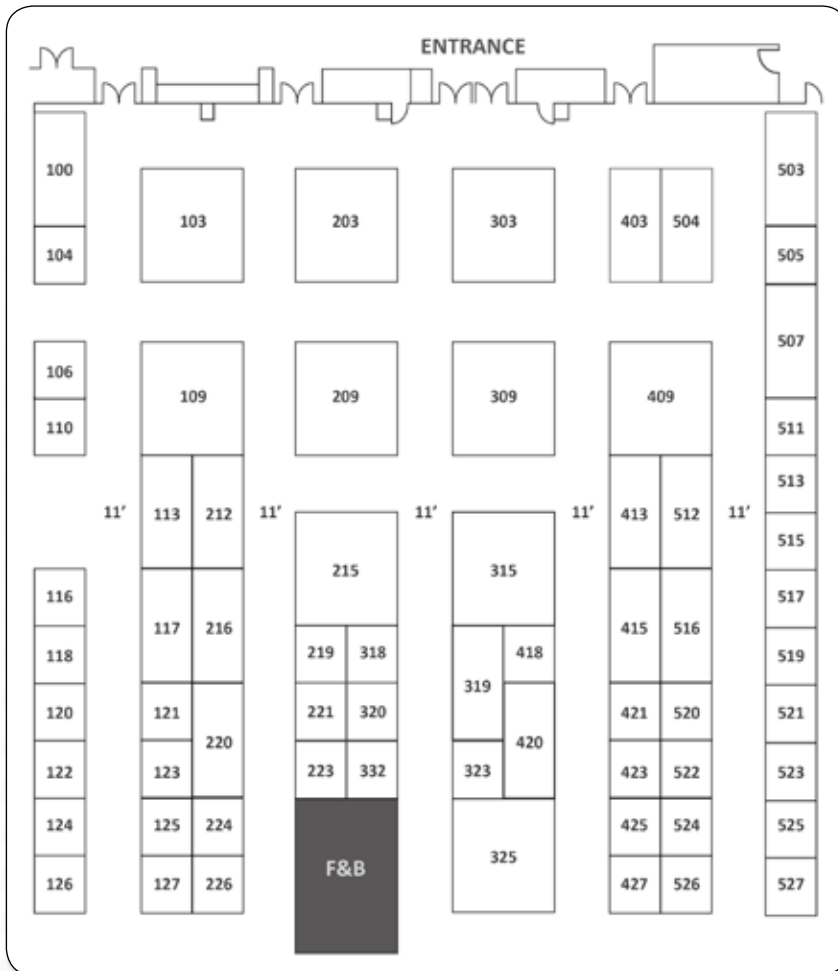


# 2019 BUY HERE PAY HERE SUBPRIME CONFERENCE PROSPECTUS



**PLANNING YOUR EXPO FOOTPRINT**  
**BOOTH SIZE AND PRICE**

**REGISTER YOUR BOOTH ONLINE**  
**NABDSUBPRIMECONFERENCE.COM**



**COST/SF: \$30**

**10x10 = \$3,000**

2 free all access passes

**10x20 = \$6,000**

3 free all access passes

**20x20 = \$12,000**

4 free all access passes

**PLUS \$500 for island booths**

**FINANCE FAIR HOURS:**

**MONDAY, OCTOBER 7:**

**3:45-5:30 PM**

**FINANCE FAIR SET UP:**

Tables may be set up beginning at  
**noon on Monday, October 7.**

All tables must be totally set up by  
**3pm on Monday, October 7.**

**EXHIBIT SET UP:**

Exhibit setup times

**12-5pm on Sunday, October 6.**

**8am-4pm on Monday, October 7.**

**EXHIBIT HOURS:**

**MONDAY, OCTOBER 7:**

**5:30-7:30PM**

(Grand Opening Reception)

**TUESDAY, OCTOBER 8:**

**11AM-2PM**

(Lunch Served)

**TUESDAY, OCTOBER 8:**

**5PM-7PM**

(Evening Reception)

**WEDNESDAY OCTOBER 9:**

**8:30 AM-10AM**

(Brunch and Bloody Marys)

**YOUR REGISTRATION/SPONSORSHIP:**  
**SPONSORSHIP & AD CONTACTS / EXPO CONTACTS:**

Joe Kearse - [joe@niada.com](mailto:joe@niada.com) • RJ Allen - [reginald@niada.com](mailto:reginald@niada.com)

**BOOTH SPACE RESERVATION AND ASSIGNMENT** To access the online floorplan, booth contract and application, go to the tab "Exhibitors" at [NABDsubprimeconference.com](http://NABDsubprimeconference.com), click on "Apply for Exhibit Space" in the drop-down menu. View the floorplan and select your desired location from the booths marked available on the map. Complete the online application and read the Terms & Conditions and Rules and Regulations of the contract. Then, authorize the agreement by entering your name and complete the payment information via credit card with full payment due at booking. An electronic message will follow confirming successful completion of the online application and reservation of space. Future show updates and deadlines will be sent to the designated show contact. Assignment of booth space is managed on a first-come, first-serve basis, with the exception of NIADA's National Corporate Partners and National Member Benefit partners who receive priority placement as part of their partner benefits. NIADA also takes into consideration size of space requested and proximity of similar product/service types. We make every effort to be mindful of competitors and allow you the chance to list those companies you do not wish to be near.

**NO REFUNDS ON BOOTH CANCELLATIONS AFTER AUGUST 7, 2019.**





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**2019**

## 2018 NABD ATTENDANCE

**390** - DEALERS / INDUSTRY AFFILIATES  
**713** - TOTAL ATTENDANCE  
**81** - EXHIBITORS COMPANIES

## 2019 NABD PROJECTED ATTENDANCE

**500+** - DEALERS / INDUSTRY AFFILIATES  
**900+** - TOTAL ATTENDANCE  
**67** - EXHIBITORS COMPANIES





**NABD FALL BUY HERE PAY HERE SUBPRIME CONFERENCE**  
**SPONSORSHIP OPPORTUNITIES: HIGH PROFILE EVENT SPONSORSHIPS**

**1ST TIMERS POKER PLAY  
RECEPTION, MONDAY**  
**( 3 SOLD ) ( 2 AVAILABLE )**  
**\$3,750**



Welcome all 1st time attendees with a sponsor table at our annual poker play event. Be a part of the game as dealers go to every sponsor table to choose their playing card.

**DAILY COFFEE SPONSORSHIP,  
WEDNESDAY**  
**( 2 AVAILABLE – AM & PM )**  
**\$2,500 EACH**

Help attendees get a fresh start on their day or make it through the afternoon.

*\*Branded cups, sleeves, napkins and stirrers are included.*

**KEYNOTE SPEAKER \$20,000**

The October 2019 speaker is currently TBD. Past NIADA speakers have included Captain Phillips, Kris "Tanto" Paronto, Robert O'Neill, Barry Switzer and Bobby Bowden. Your company will get to jointly introduce selected speaker as well as share branding on all email, website and conference signage. You will also have the opportunity to have a private cocktail reception with speaker after he speaks.

**EXPO GRAND OPENING,  
MONDAY EVENING**  
**( 2 SOLD ) ( 1 AVAILABLE )**  
**\$5,000 EACH**

Make your impression on attendees by sponsoring the evening reception held in the exhibit hall. While attendees come to network over hors d'oeuvres and cocktails your company will be recognized with event signage, branded napkins, illuminated bars and drink tickets with your logo. Sponsorship also includes opportunity to place promotional items on all dinner tables, and sponsorship announcements in the hall. This is a Co-Sponsorship.

*\*Any additional branded items, or giveaways are at the sponsor's discretion and expense.*

**EXPO RECEPTION, TUESDAY**  
**( 3 AVAILABLE ) \$5,000 EACH**



Make your impression on attendees by sponsoring the evening reception held in the exhibit hall. While attendees come to network over hors d'oeuvres and cocktails your company will be recognized with event signage, branded napkins, illuminated bars and drink tickets with your logo. Sponsorship also includes opportunity to place promotional items on all dinner tables, and sponsorship announcements in the hall. This is a Co-Sponsorship.

*\*Any additional branded items, or giveaways are at the sponsor's discretion and expense.*

**EXPO BRUNCH & BLOODY  
MARY'S, WEDNESDAY**  
**( 2 SOLD ) ( 1 AVAILABLE )**  
**\$3,500 EACH**

Help attendees get the day started with brunch in the expo! This is a Co-Sponsorship. Sponsorship includes signage throughout the expo hall, opportunity to place promotional items on all lunch tables, branded napkins at buffet tables, and sponsorship announcements in the hall.

*\*Any additional branded items, or giveaways are at the sponsor's discretion and expense.*





**NABD FALL BUY HERE PAY HERE SUBPRIME CONFERENCE**  
**SPONSORSHIP OPPORTUNITIES: CONFERENCE CENTER BRANDING OPPORTUNITIES**

**DIGITAL WALL LOCATED  
AT EXPO ENTRY  
( FREE STANDING  
DIGITAL WALL )  
TBD**



Don't miss this engaging opportunity for your company to design a short video, animation or static image to be displayed on the video wall outside the expo! Situated in a high traffic area, your sponsorship dollars will be well spent as attendees marvel at your video design, (no audio). This will be displayed for the duration of the event and is a co-branded message.

**EXPO ENTRANCE OR GENERAL  
SESSION ENTRANCE WALL  
CLING OR WALL BANNER  
( 4 AVAILABLE ) TBD**



Just to the left of the expo entry or the general session entry, brand the big rectangular wall with a large wall cling or banner.

**COLUMN WRAPS ENTRANCE TO  
EXPO & EDUCATIONAL FLOORS  
( 2 OPTIONS )  
COMPLETE COLUMN  
TOP TO BOTTOM - 4 SIDES  
\$8,200  
MIDDLE PANEL - 4 SIDES  
\$6,000**



These impactful billboard-style column wraps help your brand stand out in the high traffic area located just outside of the conference sessions and expo. Use this advertising space to illustrate your brand, promote your product, and drive traffic to your booth. Attendees will see your brand constantly for the duration of the event!

**ESCALATOR RAIL CLING  
( 1 AVAILABLE ) \$6,000**



Imagine your brand/logo on the escalators rail at the Marriott Marquis conference center. They will see your brand constantly for the duration of the event! Location: 4th floor education wing.

**COLUMN WRAPS ALONG  
GLASS WALL  
( 8 AVAILABLE )  
MIDDLE PANEL - 3 SIDES  
\$4,800 PER COLUMN,  
4 COLUMNS PER LEVEL**



These impactful billboard-style column wraps help your brand stand out in the high traffic hallways leading to the entrance of the expo and the general session room. Use this advertising space to illustrate your brand, promote your product, and drive traffic to your booth. Attendees will see your brand constantly for the duration of the event!



**NABD FALL BUY HERE PAY HERE SUBPRIME CONFERENCE**  
**SPONSORSHIP OPPORTUNITIES: CONFERENCE CENTER BRANDING OPPORTUNITIES - CONT.**

**"FOLLOW ME TO THE EXPO"**  
**FLOOR CLING**  
**[ SOLD ]**



Direct attendees to the Expo hall and direct attention to your company's logo with a vinyl sticker placed on the walkway leading into the expo entrance. Size options available.

**SCAVENGER HUNT,**  
**WEDNESDAY**

**[ 6 SOLD ]**  
**[ 4 AVAILABLE SPOTS ]**  
**\$750 EACH**



Make your booth a mandatory stop for attendees by claiming a space on the scavenger hunt card. Attendees will have to get all spaces on the card stamped before they can turn it in for a grand prize drawing. Winners will be announced 15 minutes prior to the close of the evening reception in the expo.

**EXPO LEVEL**  
**SEATING LOUNGE AREA**  
**[ 2 AVAILABLE ]**  
**1 OUTSIDE THE EXPO &**  
**1 OUTSIDE THE SESSIONS]**  
**TBD**



Give attendees an area to relax, conduct business, check their email, and learn all about your products or services in your very own branded seating area. These areas are located just outside of the conference sessions and expo. Sponsorship comes with table clings and signage.

**WATER BUBBLER**  
**TBD**



These will be placed in all meeting rooms and the Exhibit Hall. Sponsor recognition on the unit and the cups.  
3 breakout session room  
1 General Session  
4 Exhibit Hall  
+ 20 refills.

**SANITIZATION STATIONS**  
**\$2,500**



From airplane travel, to staying in hotels to shaking hands countless times, everyone needs help to keep those germs away. Sponsor can place branded sanitizer station located just outside of the conference sessions and expo.  
**Up to eight stations** set up throughout conference center.





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## NABD FALL BUY HERE PAY HERE SUBPRIME CONFERENCE REGISTRATION AREA SPONSORSHIPS & WEBSITE SPONSORSHIPS

### TURNKEY REGISTRATION [ SOLD ]

Make a lasting impression! Logo placement on the registration counter kick plates and clings, 2 large signs on each side of Registration, badge lanyards, badges, tote bag insert and full-page program ad. See additional flyer for more details and benefits.



### ATTENDEE BAG INSERTS [ 2 SOLD ] [ 6 AVAILABLE ] \$1,250 EACH

Gain additional exposure with attendees by providing your company literature or small branded item to be placed in the attendee bags given at registration. Limited to 10 companies to maintain exclusivity. *Participating companies must furnish and ship items to Expo Decorator Advance Warehouse for NABD staff to stuff in bags. Item/piece must receive NABD's prior approval.*

### WATER BOTTLES [ 1 AVAILABLE ] \$4,500

Go green and get in every attendee's hand! Each attendee will pick up a company branded water bottle as part of the registration process to refill at water stations throughout the convention. The water stations may also be customized with your company brand at additional cost.



### IPOCKET PROGRAMS [ 1 AVAILABLE ] \$3,000

Every attendee will be glancing at this resourceful tool. The pocket program is a business card-sized Z-fold piece that features your logo on the outside and the schedule of events and hotel map on the inside. These are provided to every attendee during registration check-in.

### ATTENDEE NOTEPAD & PENS [ 1 AVAILABLE ] \$5,500

Take note of the branded notepads! Your logo will be displayed prominently on these custom notepads. Phones are great but sometimes you just need to write it down. Don't let this sponsorship opportunity pass you by.



**GAIN EXPOSURE BEFORE AND  
AFTER THE SHOW WITH THESE  
GREAT INTERNET AND  
E-MARKETING CHOICES!**

### CONVENTION EMAIL PROMOTIONS [ SOLD ]

Leading up to the show, NABD will email numerous prospective attendees to promote the event. Each email promotion will give you sponsor recognition. This opportunity allows you to have a banner ad that links directly to your website. Participating companies will receive a list of all dealers who clicked on their banner ad. NABD will send up to 10 emails prior to the convention. Email limited to 3 sponsoring companies

### CONVENTION MOBILE APP \$4,500



Sponsor NABD's Convention Mobile App, free for all registrants to download on their mobile device. This high-visibility sponsorship will feature the convention agenda, exhibit hall information and more! As users click throughout the menu, your company name and logo will be prominently featured as the app sponsor! *(Must be purchased by September 7, 2019 for production)*

### ATTENDEE EMAIL PROMOTIONS [ 2 SOLD ] [ 4 AVAILABLE ] \$1,000 EACH

Leading up to the show, NABD will email your dedicated content to all registered attendees. This opportunity allows you to invite dealers to stop by your booth and promote any special offerings you have at the show. Participating companies will receive a list of all dealers who opened and interacted with their email.

### DEALER REGISTRATION CONFIRMATION EMAILS [ SOLD ]



Upon signing up for the conference, all attendees will receive an email confirming their registration. This confirmation will include your company logo, booth number, and will give you the opportunity to ask attendees to stop by your booth for prize giveaways or show specials!



**NABD FALL BUY HERE PAY HERE SUBPRIME CONFERENCE**  
**ADDITIONAL HIGH PROFILE SPONSORSHIPS**

**LITERATURE ROOM DROP,  
MONDAY & TUESDAY**

**( 2 AVAILABLE )**

**220 GUARANTEED  
DEALER ROOMS**

**\$1,750 PER ROOM DROP**

Have your collateral or promotional item delivered to attendee rooms, staying at the Marriott Marquis, on peak nights for maximum impact. Limit 2 companies: 1 for Monday, 1 for Tuesday. *Collateral or promo items are the expense of the sponsor and must be shipped to the Expo Decorator Advance Warehouse.*

**HOTEL ROOM  
DOOR-HANGERS**

**220 GUARANTEED  
DEALER ROOMS**

**\$2,650 PER ROOM DROP**



Custom door hangers are a guaranteed way to get people's attention. Place them strategically around to create buzz and connect with potential customers.

**HOTEL KEYCARDS**

**SOLD**



Your logo will be "key" to getting in and out of their rooms each day. The sponsorship includes cards and production.



## **NABD FALL BUY HERE PAY HERE SUBPRIME CONFERENCE** **PRINT ADVERTISING**

### **CONFERENCE PROGRAM ADVERTISING**

Advertise in the improved, resourceful convention program distributed to all attendees. This piece is referenced all week for daily schedules, session info, the hotel map, Expo listings and much, much more, even after the convention!



**FRONT COVER CORNER AD - \$3,000**  
**FULL PAGE AD-BACK COVER - \$4,000**  
**FULL PAGE AD-BACK INSIDE COVER - \$2,000**  
**FULL PAGE AD-FRONT INSIDE COVER - \$2,000**  
**FULL PAGE AD-TABS (LIMIT 7) - \$1,500**  
**FULL PAGE AD-INSIDE PAGES - \$1,000**  
**HALF PAGE AD-INSIDE PAGES - \$600**

### **BHPH DEALER MAGAZINE — OCTOBER CONFERENCE ISSUE**

Don't miss this opportunity to promote your booth number and special offerings you have going on at the conference. This issue is placed inside attendee bags and will be available at the dealer lounge inside the expo. Additionally, BHPH Dealer Magazine will be mailed to over 10,400 targeted BHPH dealers of NIADA, NABD, and all of the NIADA BHPH Dealer 20 Group members, and displayed on the NABD website. *Deadline for reserving ad space is August 22. Contact Joe Kearse or Reginald Allen at 832-767-4759 for pricing.*





## **NABD EXHIBIT AND SPONSORSHIP** **2019 OFFICIAL RULES AND CONDITIONS OF CONTRACT**

2019 NABD Exhibits and Sponsorship(s) are made available on a first-come, first-serve basis, with priority decision placement given to National Corporate Partners, followed by the current exhibit and sponsorship placements from prior year. Both parties are to sign on the designated signature lines below to make the agreement official. Additional communications will follow after the signed agreement is submitted covering acceptable logo files and package completion deadlines. The following constitutes as part of the Application/Contract for Exhibit and Sponsorship. **REVIEW CAREFULLY.** Each sponsor company is responsible for informing all participating personnel of these rules. You must review these rules and conditions before booking your sponsorship:

### **ELIGIBILITY.**

Members of the National Independent Automobile Dealers Association who are engaged in offering services for sale are eligible to apply for sponsorship. In addition, companies who are not members of NIADA but who are engaged in offering services for sale are eligible to apply for sponsorship. NIADA reserves the right to determine the eligibility of any company or product for inclusion in the sponsorship opportunities and to reject any application at will and without cause. Sponsors **MUST** be selling a product which would benefit or are related to the used vehicle industry. If an exhibitor or sponsor falsely represents themselves or their services as being related to the used vehicle industry and we discover your company is not, we reserve the right to expel you from expo or sponsorship without refund.

### **CONTRACT AND COST FOR SPONSORSHIP ONLY.**

By submitting an application for exhibit and sponsorship, the applicant warrants his authority to bind the exhibiting and sponsorship company and releases the National Independent Automobile Dealers Association and its agents from any and all liabilities to applicant, its agents, licensees, or employees that may arise or be asserted as a result of submission of an application or of participating in this exhibit or sponsorship. Acceptance of an application does not imply endorsement by NIADA or NABD of the applicant's products, nor does rejection imply lack of merit of product or manufacturer. The cost of exhibit and sponsorship includes the right to the specified exhibit and sponsorship opportunity as listed in the agreement between the exhibitor/sponsor and NIADA/NABD. This application of sponsorship, when accepted by NIADA/NABD with notice of exhibit and sponsorship opportunity, constitutes a contract for the right to use the sponsorship opportunity.

### **PAYMENT/REFUND/CANCELLATIONS.**

Full payment must be received via credit card during the initial exhibit and sponsorship registration, unless included in a binding NIADA Partnership marketing addendum. If final payment is not received, NIADA reserves the right to release and reassign your selected exhibit space and sponsorship opportunity. No refund will be made for exhibit or sponsorship that is not used. If sponsorship details have not been received or communicated by Friday, September 6, 2019, NIADA reserves the right to resell said space without obligation of refund. If NIADA receives written cancellation of reserved exhibit and/or sponsorship on or before August 7, 2019, 5:00 pm, CT, there will be a cancellation penalty of 25% per exhibit space and/or sponsorship opportunity. If written cancellation is received after 5:00 pm, CT, Monday, August 7, 2019, no refund will be made on exhibits nor sponsorship items. (Please note, payment must be paid in full via credit card at time of accepting and submitting this signed exhibit/sponsorship proposal. NIADA reserves the right to reevaluate the exhibit placement and/or sponsorship opportunity or placement. Upon receiving from NIADA notice of such change, sponsor may, notwithstanding any other provision hereof cancel this agreement without penalty and shall be entitled to full refund of previously paid exhibit or sponsorship fee.