



JUNE 17-20 | THE VENETIAN, LAS VEGAS



ACCELERATE YOUR SUCCESS

THE 73RD ANNUAL NIADA / NABD CONVENTION & EXPO

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2019

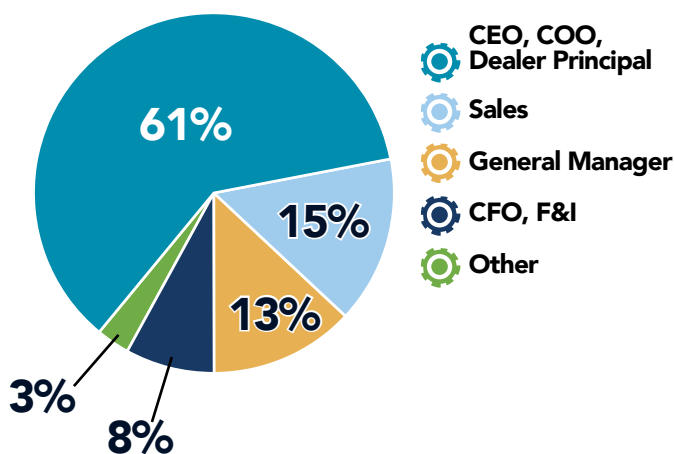


CONVENTION
EXHIBITOR &
SPONSORSHIP
PROSPECTUS

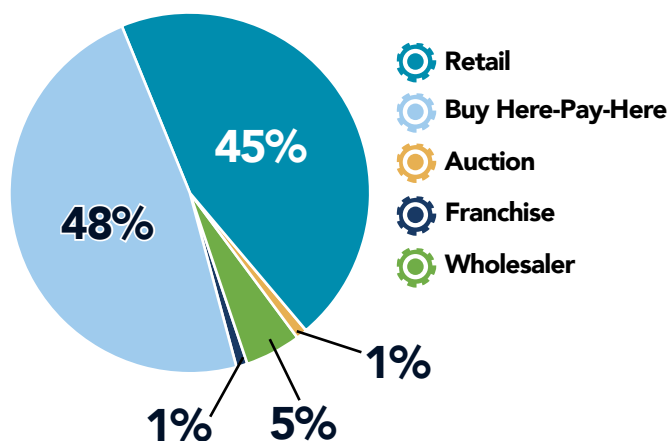
WONDERING IF YOU SHOULD ATTEND?

You should. You'll come face-to-face with hundreds of Dealer Principals, Owners, and executive decision makers looking to purchase YOUR products and services, as well as non-dealer companies that could provide you with B2B selling opportunities. Sounds like a win-win right?

2018 DEALERSHIP ATTENDEE TYPE:



2018 DEALER PRIMARY BUSINESS MODEL:



2018 ATTENDANCE



- Exclusive access to hundreds of new business prospects – a year's worth of business in three days!
- Connect with your Current Clients to update on new products and strengthen relationships
- Perfect opportunity to launch a new product, build your brand at the largest Used Car Industry event of the year!

We've also come up with new strategies, giving you the ultimate convention experience:

- A full bar during the Grand Opening Expo Reception
- Scavenger Hunt Cards for each day of the Expo with Cash Prizes; Social Media Prizes too!
- Exhibitors have access to ALL Convention events: training sessions, Annual Leadership Awards Banquet and National Quality Dealer Awards Dinner
- More innovative, technology-driven sponsorship options

For Your Benefit...

- Exhibit hall hours are dedicated to the Expo ONLY. NIADA does not schedule overlapping training sessions during hall hours
- Post-show attendee lists are sent with attendee contact information for follow-up effort excluding email addresses which we are not authorized to share unless the attendee gives permission to do so on his/her registration form.

BUT DON'T JUST TAKE OUR WORD FOR IT.

HERE'S WHAT SOME OF OUR VENDORS & DEALERS
HAD TO SAY ABOUT THEIR CONVENTION EXPERIENCE:

“As a Vendor actively engaged in the non-franchise and BHPH dealer space, this conference was a perfect one stop shop that allowed me to see many current customers and to engage several new prospects. We look forward to next year.”

- Scott,
American
Risk Services

“The first combined mega conference for NIADA/NADA was a smashing success, there were great educational classes, a roomful of vendors welcoming you in the expo hall, some great speakers, a Big and Rich concert and of course there was Dick Vitale to let us know that it was AWESOME BABY.”

- Bob,
Shannon Motors

“I highly recommend the NIADA Convention. The time spent speaking with other dealers as well as one on one time with speakers is worth the time spent away from my dealership.”

-Brenna,
Park Marina
Motors

“I attend 4 conventions each year and the inquisitive nature of the attendees here is unmatched. These are dealers excited to learn about opportunities, products, and services in a way that I don't see at other shows. They find you, they ask questions, and they make purchases based on the responses. Most profitable show we do every year.”

- David,
Autosweet

“This is my third year attending the NIADA Convention and each year has gotten better and better. I always walk away with a fresh perspective and new ideas to implement in my dealership. I would highly recommend for others to attend and see just how valuable it is for expanding your business.”

- Dan Johnson,
LiteHouse
Auto, Inc

“I have been to many independent dealer conferences over the years, and this was the best one in a long time. The Exhibit Hall was packed with all my favorite vendors, and the convention was well attended by all my favorite dealers. Great job! Thank you!!”

- Steven,
BHPH Logistics

“Being my first NIADA convention I was not sure what to expect. The convention location was perfect and easy to navigate, the speakers provided experience and insight on relevant topics, and the events outside of the convention provided an environment that was fun and carefree! It was an experience that I look forward to having again.”

-Grace,
Gravitational
Marketing

“This show fulfilled our needs to keep pace with every changing business environment”

- Robert,
American
Transmission and
Auto Exchange.

EXHIBITOR REGISTRATIONS Now Include Access to Everything!

PLANNING YOUR EXPO FOOTPRINT

LET'S TALK BOOTH SIZE AND PRICE

EXPO HALL & REGISTRATION SCHEDULE

The Venetian
Las Vegas

Monday, June 17

Exhibitor Registration 8am – 9pm

Exhibitor Move In For 20 x 20 and larger*

*Must be pre-arranged with NIADA and Freeman

Tuesday, June 18

Exhibitor Registration 7am – 7pm

Exhibitor Move In 8am – 3pm*

*Set up of displays must be complete

Expo Grand Opening w/Reception 5pm – 8pm

Wednesday, June 19

Exhibitor Registration 8am – 6pm

Expo Open w/ Lunch 11am – 3pm

Thursday, June 20

Exhibitor Registration 8am – 3pm

Expo Open w/ Lunch 11am – 2pm

Exhibitor Move Out 2pm – 9pm*

*All materials must be removed from facility by 9 pm

10' X 10' - \$3,500
2 registrations

20' X 20' - \$14,000*
4 conference registrations

10' X 20' - \$7,000
3 conference registrations

20' X 30' - \$21,000*
6 conference registrations

*Plus surcharges for island booths, depending on location.

Additional Exhibitor Registrations:

\$549 - Early Bird (until May 17th)

\$399 - Expo Only Pass

Here's what's included in your booth cost, allowing you to redirect marketing funds in other advantageous ways.

- 1 7"x44" Booth identification sign
- 1 6' Skirted table
- 2 Chairs
- 1 Wastebasket
- Carpeted floor
- 24-Hour hall security
- Exclusive post-show list of all registered attendees (not including emails)
- Monthly exhibitor updates with helpful tips on exhibit strategy and planning
- Use of NIADA's event logo in your convention-related marketing materials
- Company name and logo on the convention site Expo floorplan
- Continuous promotion of the convention through NIADA's UCD Magazine, State Publications, eNotes, Direct Mail, Automotive Industry News and niada.com. Also receive your company and product listing in the official convention program if contracted by May 1, 2019.

YOUR REGISTRATION/SPONSORSHIP:

Sponsorship & Ad Contacts / Expo Contacts:

Chase Tidwell - chase@niada.com • Troy Graff - troy@niada.com

BOOTH SPACE RESERVATION AND ASSIGNMENT To access the online floorplan, booth contract and application, go to the tab "Exhibitors" at www.niadaconvention.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 April 15, 2019.

Welcome Reception, Monday

\$20,000 each (1 available) - 1 SOLD

Be the host with the most, offering guests open bar, hors d'oeuvres, and great networking, limit 3 sponsors exclusivity within segment of industry.

National Executive Committee Board Meeting, Monday

\$5,000 (2 available)

National Leadership including Executive Committee, Services and Foundation Boards and Past Presidents attend this meeting. The cosponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product briefing at the beginning of the meeting. This sponsorship will also provide coffee in the morning for our board members. Co-sponsorship.

Association Executive Council Meeting, Monday

SOLD

State Association Executives attend this meeting. The cosponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product briefing at the beginning of the meeting. This sponsorship will also provide coffee in the morning and lunch to our executives. Co-sponsorship.

State Presidents Council Meeting, Monday

SOLD

State Presidents from each state's Board of Directors attend this meeting. The cosponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product briefing at the beginning of the meeting. This sponsorship will also provide coffee in the morning for our state presidents council members. Co-sponsorship.

Leadership Luncheon, Monday

SOLD

Sponsor the joint luncheon of the NIADA executive committee, the state association executive directors and the NIADA past presidents. Welcome our leadership & provide a 2-3 minute overview of your company. Sponsorship also includes promotional materials on lunch tables.

General Membership & Board of Directors Meeting Lunch, Monday

\$5,000 each (2 available) - 1 SOLD

Get in front of our top state and national leaders and dealers. The cosponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product briefing during the breakfast, prior to the meeting. Co-sponsorship.

1st Timers Poker Play Reception

\$5,000 (1 available) - 4 SOLD

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.

Attendee Welcome Lunch, Tuesday

SOLD

Make your first impression! Welcome all dealer attendees to our 1st Women in the Industry Luncheon. The cosponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product briefing at the beginning of the luncheon.

Daily Coffee Sponsorship, Tuesday - Thursday

\$2,500/day (5 available)

Help attendees get a fresh start on their day or make it through the afternoon. Branded cups, sleeves, napkins, stirrers, etc. are at the sponsor's discretion and expense.

Attendee Notepads

SOLD

Sponsor a co-branded 8.5"x11" notepad with your company logo printed on each page along with our event logo for each registered attendee (or at each person's seat in the opening general session); a clever way to keep your brand front and center to the dealers as they take notes throughout the convention.

Keynote Speaker, Tuesday or Wednesday

SOLD

2019 speaker is currently TBD. Past speakers have included Dick Vitale, 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 convention signage. You will also have the opportunity to have a private cocktail reception with speaker after he speaks.

Expo Grand Opening & Reception, Tuesday

SOLD

Every attendee will be at the Grand Opening Dinner – make your mark – plus the dealers will be happy with the drink tickets they are provided by this important sponsorship! This is a Co-Sponsorship. Branded bars and napkins included. Any additional branded items or giveaways are at the sponsor's discretion and expense.

Expo Lunch, Wednesday & Thursday

\$4,000 each (3 available/day)

Promote your company inside the exhibit hall with lunch for all! This is a Co-Sponsorship. Refreshments and branded napkins included. Any additional branded items or giveaways are at the sponsor's discretion and expense.

Leadership Awards Reception, Wednesday

SOLD

Tasty hors d'oeuvres and an open bar provide a good time before we celebrate our industry leaders at dinner following this reception. This sponsorship will include branded bars.

Leadership Awards Banquet, Wednesday

SOLD

Honor association members and industry leaders who have contributed countless hours of service to our industry. Once sponsorship is secured, NIADA will work to ensure maximum exposure is given at this event. This is a co-sponsorship.

National Quality Dealer Awards Reception, Thursday

\$7,500

Provide the canapés and drinks to get everyone in the mood for a fabulous dinner to follow this reception to honor our National Quality Dealer! This sponsorship will include illuminated branded bars.

National Quality Dealer Awards Banquet, Thursday

SOLD

A live broadcast event on NIADA.TV honoring this year's State Quality Dealers and naming the 2019 NIADA Quality Dealer of the Year. Once sponsorship is secured, NIADA will work to ensure maximum exposure is given at this event. This is a co-sponsorship.

NQD After-Party, Thursday

SOLD

End on a high note! Toast the newly awarded NIADA Quality Dealer of the Year and say farewell to the attendees with dessert and a fun, high-energy cover band! This is a co-sponsorship.

Scavenger Hunt, Thursday

\$1,000 each (5 available) - 6 SOLD

On Thursday, 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.



Tech Bar

\$20,000 each (2 available)

This digital resource would be corporate branded and offer hands-on guidance from tech experts on how to better utilize devices and digital marketing. Including practical tech tips and lease practices and event mobile app support and education.



Relax Pavillion

\$6,000/day (3 available) OR \$15,000 exclusive all 3 days

Attendees will stop by frequently to rejuvenate themselves with chair or foot massages. The Relax Pavillion also offers wellness activities. Sponsorship includes sponsor branding on signage at the entrance and inside the pavillion, branding of two water bubblers with branded cups inside the pavillion, and sponsor logo on pavillion staff T-shirts. Also includes sponsor message/commercial on headphones that dealers wear during the massages.

Turnkey Registration

SOLD

Make a lasting impression! Logo placement on the registration counter kickplates and clings, 2 large signs on each side of Registration, badge lanyards, badges, tote bag insert and full page program ad.

20 Water Bubblers/ Wraps/Branded Cups

\$12,500 for all 20 Bubblers or \$7,250 for 10 Bubblers

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 if requested.



Water Bottles (and Water stations)

\$7,500



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 if requested.

Pocket Programs

\$4,000

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.

Registration Bags

SOLD

Custom branded registration bags for each attendee also includes one piece of collateral in the bag.

Gain exposure before and after the show with these great Internet and E-marketing choices!

Convention Email Promotions **SOLD**

Leading up to the show, NIADA 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. NIADA will send up to 10 emails prior to the convention. Email limited to 3 sponsoring companies.

Convention Mobile App **SOLD**

NIADA'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 March 1, 2018 for production)

Literature Room Drop Monday, Tuesday, Wednesday

SOLD

Have your collateral or promotional item delivered to attendees' rooms, staying at the Headquarters Hotel - The Venetian, Las Vegas - on peak nights for maximum impact. Limit 3 companies: 1 for Monday, 1 for Tuesday, 1 for Wednesday. Collateral or promo items are the expense of the sponsor and must be shipped to the Expo Decorator Advance Warehouse.

Hotel Keycards

SOLD

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

Sanitization Station

SOLD

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 in all public convention areas and soap or sanitizer in the convention restrooms.

NIADA Dealer Lounge Couches & charging stations

SOLD

Brand your logo on our NIADA Dealer Lounge couches & charging stations.

Rotating Kiosks

\$3,500 per panel (4 panels available)

Very popular each year with exhibitors, the kiosks are a highly visible way to drive traffic to your booth. Framed in high tech aluminum on a stylish revolving base, each rotating four panel kiosk is back lit and placed prominently at the entrance to the NIADA Exhibit hall.



EMAIL, MOBILE APP

ADDITIONAL HIGH PROFILE

EXPO

REGISTRATION AREA

Convention 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!



COVER POSITIONS:

Corner cover ad - **\$4,000 - SOLD**
 Inside front cover - **\$3,500 - SOLD**
 Inside back cover - **\$3,000 - SOLD**
 Back cover - **\$4,000 - SOLD**

TABS:

7 tab ads available

\$2,000 per tab - ALL SOLD

Four (4) regular full size ads within the publication

\$1,500 each (1 available) - 3 SOLD

Two (2) half page ads within the publication

\$800 each (2 available) - 1 SOLD

Attendee Bag Insert **\$1,500 each (2 available) - 8 SOLD**

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 NIADA staff to stuff in bags. Item/piece must receive NIADA's prior approval.

NIADA-NABD EXPO 2019 OFFICIAL RULES AND CONDITIONS OF CONTRACT

The following constitutes as part of the Application/Contract for Non-Exhibiting Sponsorship. **REVIEW CAREFULLY.** Each non-exhibiting sponsor company is responsible for informing all participating personnel of these rules. You must review these rules and conditions before booking your non-exhibiting sponsorship.

ELIGIBILITY. Members of the National Independent Automobile Dealers Association who are engaged in offering services for sale are eligible to apply for non-exhibiting sponsorship. In addition, companies who are not members of NIADA but who are engaged in offering services for sale are eligible to apply for non-exhibiting 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. Non-exhibiting sponsors **MUST** be selling a product which would benefit or be related to the used vehicle industry. If a non-exhibiting 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 sponsorship without refund.

CONTRACT FOR NON-EXHIBITING SPONSORSHIP ONLY. By submitting an application for sponsorship, the applicant warrants his authority to bind the 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 sponsorship. Acceptance of an

application does not imply endorsement by NIADA of the applicant's products, nor does rejection imply lack of merit of product or manufacturer.

The cost of sponsorship includes the right to the specified sponsorship opportunity as listed in the agreement between the non-exhibiting sponsor and NIADA.

This application for non-exhibiting sponsorship, when accepted by NIADA with notice of sponsorship opportunity, constitutes a contract for the right to use the sponsorship opportunity. Full payment must be received via credit card during the initial sponsorship registration. If final payment is not received, NIADA reserves the right to release and reassign your selected sponsorship opportunity. No refund will be made for sponsorship that is not used. If sponsorship details have not been received or communicated by Friday, May 17, 2019, NIADA reserves the right to resell said space without obligation of refund. If NIADA receives written cancellation of reserved sponsorship on or before Monday, April 15, 2019, 5:00 pm, CT, there will be a cancellation penalty of 25% per sponsorship opportunity. If written cancellation is received after 5:00 pm, CT, Monday, April 15, 2019, no refund will be made. *(Please note, payment must be paid in full via credit card at time of booking booth online)*

NIADA reserves the right to reevaluate the 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 sponsorship fee.

USE OF EXHIBIT SPACE. Non-exhibiting sponsors are not permitted to occupy booth space. Sharing booth space is not permitted without authorization by NIADA. No sponsor may sublet, assign, apportion or share any part of the sponsorship or represent, advertise or distribute literature for the product of any other firm or individual except as approved in writing by NIADA.

INTERPRETATION AND ENFORCEMENT. These regulations constitute a part of the contract between the sponsor and National Independent Automobile Dealers Association. NIADA has full power of interpretation and enforcement of these rules.

All matters in question not covered by these regulations are subject to the decision of NIADA, and all decisions so made shall be binding on all parties affected by them as by the original regulations.

After the show, if the sponsor does not feel it was a good return on investment or that their particular products or services were not applicable to the audience or they are unhappy with their sponsorship at the NIADA expo, NIADA will not be held liable nor issue a refund for the cost of the sponsorship for these reasons. It is up to the sponsor to research the NIADA convention and expo to determine if their products and services are a good fit for the NIADA expo attendees.

NIADA reserves the right to reject, eject or prohibit any sponsor in whole or in part or any sponsor or its representatives, at will without cause.