HIGH PROFILE EVENT SPONSORSHIPS

BHPH 20 Group Discovery Day – Preconvention Workshop, ***Monday*** **SOLD**

Hear Chuck Bonanno talk to dealers in the 9:00 a.m. – 3:00 p.m. presentation to give them a sample of what they can learn in either NIADA's Certified Master Dealer class or a 20 Group. 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 provide coffee in the morning for our dealers. Co-sponsorship, limit 2

Joe's Garage – Education Services Discovery Day, ***Monday*** **$5,000 or (2) of $2,500 each**

Hear Joe Lescota talk to dealers in the 9:00 a.m. – 3:00 p.m. presentation to give them a sample of what they can learn in either NIADA's Certified Master Dealer class or a 20 Group. 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 provide coffee in the morning for our dealers. Co-sponsorship, limit 2

Cigar & Martinis – Welcome Reception, ***Monday*** **SOLD**

Be the host with the most, offering guests shaken or stirred martinis and hand-rolled cigars, all while enjoying the outdoor oasis of Caesars' Garden of the Gods poolside area.

Board Meeting **$3,000**

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. Co-sponsorship, limit 2

Association Executive Council Meeting **$3,000**

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. Co-sponsorship, limit 2

State Presidents Council Meeting **$3,000**

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 at the beginning of the meeting. Co-sponsorship, limit 2

General Membership & Board of Directors Meeting Breakfast, ***Tuesday*** **$6,000 each**

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 at the beginning of the meeting. Co-sponsorship, limit 2

Attendee Welcome Lunch, ***Tuesday*** **SOLD**

Make your first impression! Welcome all dealers to convention during a casual lunch setting. The cosponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product at the beginning of the meeting. Co-sponsorship, limit 2

Daily Coffee Sponsorship, ***Monday - Thursday*** **$2,500/day – Tuesday SOLD**

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.*

General Session Attendee Notepads **$10,000**

Sponsor an 8.5"x11" notepad with your company logo printed on each page 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.

Grand Opening Reception, ***Tuesday*** **$5,000 each**

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, limit of 4 companies.

Expo Lunch, ***Wednesday & Thursday*** **$5,000 each – Wednesday SOLD, 1 sold on Thursday**

Promote your company inside the exhibit hall with lunch for all! This is a Co-Sponsorship, limit of 4 companies per day.

Leadership Awards Reception, ***Wednesday*** **$15,000**

Tasty hors D'oeuvres and an open bar provides a good time before we celebrate our industry leaders at dinner following this reception.

Leadership Awards Banquet, ***Wednesday*** **(1) $10,000 sponsorship available**

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*** **$15,000**

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!

National Quality Dealer Awards Banquet, ***Thursday*** **(1) $10,000 sponsorship available**

A live broadcast event on NIADA.TV honoring this year's State Quality Dealers and naming the 2016 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 70's & '80s cover band! Co-sponsorship with eBay Motors.

Convention & Meeting Area Wi-Fi for all attendees **$18,000**

You know when you're out of the office at a conference and you want to make sure you check in but sometimes you can't find a signal or you plow through your usage minutes and it's really inconvenient and annoying? Your company could be the hero who provides our busy dealers with our own private Wi-Fi network throughout the conference! And your company logo and messaging would be the first thing they see on the landing page as they go to the internet on their devices. Complete with branded videos and pages, direct sponsor links and ad performance reports.

EXPO SPONSORSHIPS

Hall Announcements — $500 each

Make sure everyone knows you're here and ready to show off your products and services to dealers in need. Announcements will be made every 60 minutes on the half hour, each day the exhibit hall is open, for a total of 10 opportunities.

Scavenger Hunt — $1,000 each (9 available – 3 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. Each day has a different Bingo card: NCPs-Tuesday; New Member Benefit Program Providers: Wednesday; Thursday-Card Sponsors.

"Follow Me to the Expo" Floor Seal — SOLD

Direct attendees to the Expo Hall and direct attention to your company's logo with a 5'x 5' vinyl sticker placed on the marble landing in front of the Expo. Smaller floor stickers will guide attendees from the Reg desk to the marble area.

iLite Tablet Camera in NIADA Dealer Lounge, *Thursday* — $5,000

This is a marriage of an iPad, special software with custom overlays, and a special light product that we can photograph our dealer guests. After we photograph them, we simply enter in their e-mail address. They've got a great photograph instantly that is branded with your company logo. This new technology can make our event go viral and all photos are sent to NIADA's corporate Facebook page to garner even more of your brand reach. Also a clever way to drive attendees to the expo area on our last day.

Custom Photo Gallery Site — $7,500

We will design a website with your company branding that matches the theme of the convention website to create a seamless look. All the convention & expo photos are shown in galleries and are downloadable/ shareable through all popular sites – Facebook, Instagram, Twitter, etc. We will secure with our own custom url. QR codes facilitate the use of mobile devices to access all of the photos which are posted immediately after the last event! To promote this website, we print a business card with the address and your company logo and give to each attendee at registration check-in. What this does is carries a great residual value of the expo that you've spent a lot of time and money on, it carries it through in months, when all these pictures start hitting Twitter and Facebook, very fun, very interactive, engaging.

REGISTRATION AREA SPONSORSHIPS

Turnkey Registration — $20,000 – this just became available; will not last!

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

Water Bottles **$5,500**

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.

Pocket Programs **SOLD**

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 given at Registration.

Mobile Unit Charging Station **$5,500 each**

Come to attendees' rescue by sponsoring any of the 3 Mobile Unit Charging Stations. These 6' stand alone devices are complete with 16 accelerated charging cables that accommodate Apple, Android, Blackberry, Motorola, Samsung and other mobile devices. The unit has a 17" LCD screen and 36" x 12" billboard at the bottom for branding.

ADDITIONAL HIGH PROFILE SPONSORSHIPS

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 15, 2016 for production)

Attendee Registration Site **$10,000**

Be the first thing our dealer attendees see when they go to register for this convention! Host the online registration site where attendees sign up to attend the convention and expo! On the header of each page, attendees will see "Online registration is brought to you by…" YOUR company name and logo along with NIADA's Convention logo and a direct link to your desired weblink. Then, on the confirmation email, your logo will be featured with a hyperlink to your company site.

Literature Room Drop **$3,500 each – Monday & Tuesday nights SOLD**

Have your collateral or promotional item delivered to attendees' rooms, staying at the Headquarters Hotel - The Mirage, 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.

Relaxation Station $9,500

Attendees could use a quick massage to get recharged and back into the swing of things. This station will be set up Tuesday – Thursday, near the Expo with draped sections for massage therapists to work their magic on tired muscles.

Social Media Command Center $10,000

NIADA's attendees are getting social! Brand this station of plasmas featuring up-to-the-minute convention information and posts from attendees on Facebook and Twitter.

Sanitization Station $3,500

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

Bathroom Stall Doors $7,500

Capture the attention of all the attendees. Place fun and innovative 3M graphics in the expo and convention bathrooms letting attendees know about your product and the location of your booth.

Elevator Wraps $5,000 per elevator, duration of event

Imagine your brand/logo on the elevators at The Mirage. There is only one area in The Mirage where all attendees access their rooms. They will see your brand constantly!

EMAIL, MOBILE APP AND WEBSITE ADVERTISING

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

Attendee E-mail Updates $3,000

Leading up to the show, NIADA will email numerous attendee updates to all registered attendees. Each attendee email update 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. This is limited to 3 companies.

Web Banner on NIADA's Convention Website $1,000 each – 1 SOLD

Be seen every time anyone goes to NIADA's Convention Website to register or find out more info on the event. You receive a banner ad linked to the site of your choosing on the convention site from January - October 2016. 8 banner ads are available.

Virtual Convention Attendee Bags - Mobile App $1,000 each – 1 SOLD

Place a piece of your company's collateral in a virtual folder on the convention Mobile App! Limit 6 companies.

Web Banner on NIADA's Convention Mobile App $1,000 each

Be seen every time anyone goes to NIADA's Convention Website to register or find out more info on the event. You receive a banner ad linked to the site of your choosing on the convention site from January - October 2016. 8 banner ads are available.

PRINT ADVERTISING

Attendee Convention Mailer

Advertise in the main promotional marketing piece sent to ALL NIADA members inviting them to the 70th Annual Convention & Expo.

Front cover corner ad	**$5,500**

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!

Front cover corner ad	**SOLD**
Full page ad-back cover	**SOLD**
Full page ad-back inside cover	**SOLD**
Full page ad-front inside cover	**SOLD**
Full page ad-tabs (limit 7)	**$1,750 – 2 SOLD**
Full page ad-inside pages	**$1,500**
Half page ad-inside pages	**$750**

Attendee Bag Inserts **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 4 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.

THE MIRAGE – SPECIFIC BRANDING SPONSORSHIP OPPORTUNITIES

Carpet Clings - $6,000
SOLD

Entry Wall Overhead Digital Signage - $20,000
SOLD

Mirror Wall $10,000

Rotunda Takeover - $10,000
SOLD

Room TV Commercial -
$1,000 per day, per 30 second spot

Branded Door Hanger - $7,500
SOLD

Guest Room Voicemail - $5,000

• North and Main Valet Door Clings- $6,000

• Front Desk Aquarium Cling- $10,000
SOLD

• Interactive LCD Lobby Wall- $5,000 (in rotation with other promotions)

Display Advertising

Display static or dynamic ads on guests' and visitors' devices every time they access Wi-Fi at The Mirage. Complete with branded videos and pages, direct sponsor links and ad performance reports. Starting at $1,500 per day

- Includes one slot at The Mirage property. (Rate doubles for two slots)
- Client responsible for providing display ads (includes whitelisting and ad serving.)

Branded Video Experience

Play 15-30 second fully immersive, branded videos as an extension to display advertising. Bookend the videos with branded welcome and thank you pages. Starting at $1,000 per day

- Includes one video ad if purchased with a display ad campaign. ($3,000 per day, per property if purchased separately)
- Client responsible for providing video (includes direct sponsor links, whitelisting, ad serving and performance reports.)

• Branded Door Hangers (up to 1,000 rooms)

Keep your brand top-of-mind with custom guest room door hangers for convention attendees. $7,500 **SOLD**

• Custom Voicemail (up to 1,000 rooms) $5,000

Broadcast a customized voicemail to convention attendees that encourages them to visit your booth or provides important conference information.

• LCD Screens in Meetings and Conventions Area $7,500

Make your mark by displaying branded messages on (12) twelve LCD screens located throughout the Meetings & Conventions area. With crisp visuals, animation possibilities and variable messaging, displaying your brand digitally maximizes exposure in a more dynamic and engaging way.

And don't forget these great benefits your company will receive with these sponsorships. (Does not apply to ad space.)

	$40,000+	$30,000-$39,000	$20,000-$29,000	$10,000-$19,999	$1,000-$9,999
Complimentary Registrations*	5	4	3	2	1
Program Guide Advertisement	Full Page	Half Page			
Web Banner Ad on NIADA Convention Site	X	X			
Logo on General Session Screens	X	X	X		
Facebook Posting	X	X	X		
Logo w/Link on Convention Site	X	X	X	Logo Only	Logo Only
Convention Signage	X	X	X	X	X
UCD Magazine Recognition	X	X	X	X	X
Expo Entrance Unit Logo	X	X	X	X	X
Program Guide Recognition	X	X	X	X	X
Table Branding Meals & Breaks	X	X	X	X	X