REWRITING THE PLAYBOOK 2018

JUNE 18-21 / ROSEN SHINGLE CREEK RESORT / ORLANDO

NIADA/NABD Mega-Conference

Exhibitor & Sponsorship Prospectus
EXHIBITOR DATES: June 18-21, 2018
**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 21, 2018.**

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**Exhibitor Registrations now include access to everything!**

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**Planning Your Expo Footprint**

**Let’s Talk Booth Size and Price**

**Expo Hall & Registration Schedule**

The Rosen Shingle Creek Conference Center

**Monday, June 18**
Exhibitor Registration 8am – 9pm
Exhibitor Move In For 20 x 20 and larger*  
*Must be pre-arranged with NIADA and Freeman

**Tuesday, June 19**
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 20**
Exhibitor Registration 8am – 6pm
Expo Open w/ Lunch 11am – 3pm

**Thursday, June 21**
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

**Expo Hall & Registration Schedule**

**Additional Exhibitor Registrations:**

- **$549** - Early Bird  
- **$399** - Expo Only Pass

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

- 7’x44” Booth identification sign
- 6’ Skirted table
- Chairs
- 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, 2018.

**YOUR REGISTRATION / SPONSORSHIP:**

Sponsorship & Program Guide Advertising: 800.682.3837
Expo Sales & reservation contacts: Chase Tidwell - chase@niada.com • Troy Graff - troy@niada.com

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NIADA 2018 Convention & Expo

Sponsorship Opportunities

NIADA Dealer 20 Group Discovery Day – The Power of Twenty Workshop, Monday
$5,000 or (2) of $2,500 each - SOLD
Dealers hear from our esteemed 20 Group Moderators as they talk to dealers in his 2 hour presentation and Q&A regarding the ROI of being part of a NIADA Dealer 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 also provide coffee in the morning for our dealers. Co-sponsorship, limit 2.

Running a Successful Dealership – Preconvention Workshop, Monday
$5,000 or (2) of $2,500 each - SOLD
A 2 hour presentation and Q&A to learn how top dealers achieve success through effective leadership. 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 dealers. Co-sponsorship, limit 2.

Cigar & Martinis – Welcome Reception, Monday
$58,000 - SOLD
Be the host with the most, offering guests shaken or stirred martinis and hand-rolled cigars, all while enjoying the outdoor oasis of The Rosen Shingle Creek landscape. Co-Sponsorship, limit 2.

Board Meeting, Sunday
$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, Sunday
$5,000 (2 available)
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, Sunday
$5,000 (2 available) – 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.

General Membership & Board of Directors Meeting Breakfast, Tuesday
$9,000 each (2 available)
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. This sponsorship will also provide coffee in the morning for our board members. Co-sponsorship.

Attendee Welcome Lunch, Tuesday
$23,000 - 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 luncheon. Co-sponsorship, limit 2.

Daily Coffee Sponsorship, Tuesday – Thursday
$2,500/day (5 available) - 1 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.

Attendee Notepads
$6,000 for all attendees ($4,000 for General Session Only)
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
$35,000 – SOLD
2018 speaker is currently TBD. Past 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 convention signage. You will also have the opportunity to have a private cocktail reception with speaker after he speaks.

Expo Grand Opening & Reception, Tuesday
$6,000 each (4 available)
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 illuminated 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 (4 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
$12,000
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 illuminated branded bars.

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Leadership Awards Banquet, Wednesday
$30,000 - 1 SOLD - 1 available @ $15,000
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
$12,000
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! This sponsorship will include illuminated branded bars.

National Quality Dealer Awards Banquet, Thursday
$50,000 – SOLD
A live broadcast event on NIADA.TV honoring this year’s State Quality Dealers and naming the 2018 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
$30,000 - 1 SOLD - 1 available @ $15,000
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! Co-sponsorship with ebay motors.

Leadership Luncheon – SOLD
$5,000 (2 available)
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.

Setting the Stage
NIADA will work to ensure maximum exposure is given at this event. This is a co-sponsorship. Branded illuminated bars and napkins included. Any additional branded items or giveaways are at the sponsor’s discretion and expense.
**Gateway Entry Walls**
(Free standing double sided fabric walls)

*Price: $12,000 - SOLD*

Co-branded message...Imagine your brand/logo creating a welcoming entrance to the exhibit area at The Rosen Shingle Creek Resort. They will see your brand constantly for the duration of the event!

**Hallway Pillars**
(Free standing circular graphics)

*Price: $2,500 each - SOLD*

Co-branded message...Imagine your brand/logo as you enter the exhibit area at The Rosen Shingle Creek Resort. They will see your brand constantly for the duration of the event!

**Scavenger Hunt, Thursday**

*Price: $1,000 each 1 SOLD - 5 available*

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 adventure card through the expo: NCPs-Tuesday; New Member Benefit Program Providers-Wednesday; Card Sponsors Thursday.

**“Follow Me to the Expo”**

**Floor Seal (Cling)**

*Price: $5,000 - $6,000 (depending on size)*

Direct attendees to the Exhibit and direct attention to your company’s logo with a vinyl sticker placed on the floor. Size options available.

**Relax & Recharge Station**

*Price: $6,000/day (3 available) OR $15,000 exclusive all 3 days*

Attendees could use a quick (up to 10 minutes) 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. Pre-recorded headphones with your message may be added to this sponsorship. Any additional branded items or giveaways are at the sponsor’s discretion and expense.

**Turnkey Registration**

*Price: $18,000 - 1 available*

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.

**Water Bottles**

*Price: $7,500 - SOLD*

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**

*Price: $6,000*

Every attendee will be glancing at this resourceful tool. The pocket program is a business card-sized 2-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.

**iLite Tablet Camera in NIADA Dealer Lounge, Thursday**

*Price: $5,000*

With this iPad, special software with custom overlays, and special light product, we can photograph our dealer guests. They receive it instantly with supplied e-mail address. A great photograph branded with your company logo. This technology can make our event go viral as 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.

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

**Attendee E-mail Updates**

*Price: $5,000 - SOLD*

Leading up to the show, NIADA will email numerous attendee updates to all registered attendees, including confirmation of attendance. 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. Email limited to 3 sponsoring companies.

**Convention Email Promotions**

*Price: $5,000*

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**

*Price: $10,000 - 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)

**Custom Photo Gallery Website**

*Price: $7,500*

Website designed with your company branding and the theme of the convention to store our photo gallery with downloadable/sharable events from the convention and expo through all popular social media sites. Sponsorship includes site design, secured custom url, custom QR codes, attendee bag promotional insert and post-event broadcast email to deliver access to the event gallery! This sponsorship carries a great residual value of the convention and expo and your brand through several months with the help of social media, highlighting the fun and engaging event.
**Additional High Profile Sponsorships**

### Literature Room Drop Monday, Tuesday, Wednesday or Thursday

$5,000 each (3 available) - 1 SOLD

Have your collateral or promotional item delivered to attendees’ rooms, staying at the Headquarters Hotel - The Rosen Shingle Creek Resort - 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

$8,750 - SOLD

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

### Hotel Bell Stand Notes and/or Gifts

$6,000

A check-in welcome note or gift item will be handed to every guest from the bell stand. Design the nature of the note and/or the gift item will be at the additional expense of the sponsor and must be delivered or shipped to the Expo Decorator Advance Warehouse.

### Hotel Room – Branded Door Hanger

$6,000

Co-branded message welcoming every guest of the event...Imagine your brand/logo as you enter The Rosen Shingle Creek Resort.

### Hotel Room Sponsored TV Channels Daily/Weekly

(4 available) $1,750/day or $6,000/week

Sponsoring a channel on the hotel room TV’s is a great way to attract the attention of our attendees. Promotions can be static or video. Running 7am – midnight each day of the convention.

### Hotel Room Remote Wrap

$4,000

Another way to get your brand in the hands of our attendees, literally. Wrap their hotel room TV remote with your message. Enhance this sponsorship by including a sponsored TV Channel to go with it (optional and additional sponsorship required).

### Sanitization Station

$3,000 - 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.

### Bathroom Stall Doors

$7,500/set of M/W restrooms (3 available)

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.

### Gatlin Entry Banner Wall

$10,500 - SOLD

Co-branded message...Imagine your brand/logo as you enter the event area at The Rosen Shingle Creek Resort. They will see your brand constantly for the duration of the event!

### Escalator Clings

$2,500 per escalator – SOLD

Imagine your brand/logo on the escalators at The Rosen Shingle Creek Resort. They will see your brand constantly for the duration of the event!

### Stair Clings

$5,000 per 15 steps – SOLD

Can you see it now? Your brand and message like a billboard flowing up a staircase at The Rosen Shingle Creek Resort. They will see your brand constantly for the duration of the event, and may prompt a desire to get some exercise by drawing the attention to them!

### Hotel Terrace Door Clings (Full door cling)

$2,500 per set of 4 doors - all SOLD

Imagine your brand/logo entering and exiting the hotel terrace at The Rosen Shingle Creek Resort. They will see your brand constantly for the duration of the event! (16 doors in total available).

### NIADA Dealer Lounge Couches & charging stations – SOLD

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

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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 - $5,500
- Inside front cover - $3,000 - SOLD
- Inside Back Cover - $3,000 - SOLD
- Back Cover - $4,000 - SOLD

TABS:
- 7 tab ads available
  - $2,000 per tab
- Four (4) regular full size ads within the publication
  - $1,500 each
- Two (2) half page ads within the publication
  - $800 each

Attendee Bag Insert
$1,500 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 NIADA staff to stuff in bags. Item/piece must receive NIADA's prior approval.

Attendee Convention Mailer Front Cover Corner Ad
$5,000
Sponsor the attendee mailer distributed to over 20,000 NIADA & NABD dealers with a corner cover ad placement.