

2020 NIADA | NABD Virtual Convention Expo Series
Exhibitor Inclusions and Details

Item	Included with Basic Exhibitor Registration	Deadline	Details
Exhibitor Company Logo	Yes	Due with registration	Submission required with exhibitor registration
Exhibitor Company Description	Yes	Due with registration	Submission required with exhibitor registration; 50 word limit
Exhibitor Company Category Listing	Yes	Due with registration	Submission required with exhibitor registration (limit 1 category)
Exhibitor Live Expo Hall Virtual Meeting Room	Yes	Due with registration	Exhibitors will be required to provide a link to a meeting room created specifically for the Live Expo Hall portion of the event.
Exhibitor Document(s)	Additional Sponsorship Required	Tuesday, September 8	NIADA will accept files prior to the deadline. Marquee Exhibitors - unlimited documents Diamond Exhibitors - 2 documents Platinum Exhibitors - 1 document - PDF files are recommended
Exhibitor Video	Additional Sponsorship Required	Tuesday, September 8	NIADA will accept files prior to the deadline. Marquee Exhibitors - 1 video link Diamond Exhibitors - 1 video link (upgrade)
Book Appointment Access	Yes	Access opens Tuesday, September 15 (one-week prior to Convention start date). <i>Appointments cannot be held prior to Tuesday, September 22</i>	All Virtual Convention exhibitors will be available to Dealers to book appointments starting Tuesday, September 22 - Friday, October 9, 2020. NIADA has pre-set appointment availability for exhibitors M-F, 8 AM - 5 PM CT, excluding General Session, Breakout Session, and Live Expo Hall hours. - Exhibitors will be listed alphabetically by company name in the directory under the selected Exhibitor Category - Exhibitors can also be searched directly by name through the mobile app - Exhibitors are required to respond to meeting requests within 5 days of request being made. If no response is made within 5 days, meeting request will be removed.
On Demand Video Recordings	Additional Cost	Tuesday, September 1, 2020	NIADA will accept files prior to the deadline. File Type: .mp4 file Suggested Length: 20-45 minutes - Topic must be approved by NIADA - Topic due with signed agreement Session Availability On Demand sessions will be uploaded to the NIADA Virtual Convention On Demand page all at once (Netflix style). Add-on Feature On Demand providers can add-on to their breakout session with an email notice sent from NIADA to attendees on certain weeks (Week 1, Week 2, Week 3).
Attendee List (pre/post event)	Yes		Attendee lists will be sent to Exhibitors 2 weeks prior and 1 week after virtual event ends
Direct Messaging (web/mobile app)	Yes		The ability to accept and send direct messages between exhibitors and dealers will be open when the mobile app and book appointment features are made live (no less than one-week prior to Convention start date)
Booth giveaways	Yes <i>see details</i>		Giveaways can be conducted by Exhibitors; NIADA will not make announcements, but can upload documents relating to the giveaways if Exhibitor's participation level allows.
Registration	Yes		Exhibitor booths include 2 full-access passes Additional Expo Only passes are free Additional full-access passes are \$99/person (<i>must contact NIADA Events to add additional full-access passes</i>)