

# 2021 Convention

## Exhibitor & Sponsorship Prospectus

NIADA invites you to be a part of the largest expo in the independent auto industry.

**live & in person**



**NIADA** | **2021** | **Convention & Expo**

AUGUST 23 - 26 • SAN ANTONIO

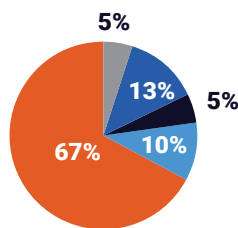
# Why You Should Attend

**You should.** You'll come face-to-face with dealer principals, managers, and executive decision makers looking to purchase YOUR products and services. Other non-dealer exhibiting companies could provide you with additional B2B selling opportunities.

**Sounds like a win-win right?**

## 2019 Dealership Attendee Type

- CEO, COO, Dealer Principal
- Sales
- General Mgr
- CFO/F&I
- Other



## 2019 Dealer Primary Business Model



# Extended Expo Hall Hours!

Wednesday,  
4:30-6:30pm

**96%**

of 2020 NIADA Convention & Expo attendees would recommend this event to a friend.\*

**90%**

of 2020 dealer attendees are actively looking to and purchase goods/services from vendors they engaged with at the Expo Hall.\*

**88%**

of attendees found the variety of vendors and the location of the expo hall beneficial elements of the convention.\*

**100%**

of attendees would continue to engage with the NIADA brand.\*

**NIADA** | **2021** | **Convention  
& Expo**

AUGUST 23 - 26 • SAN ANTONIO

# Let's talk booth size and price

## Planning your expo footprint.

**10' X 10' - \$3,500**

2 convention registrations

**10' X 20' - \$7,000**

3 convention registrations

**10' X 30' - \$10,500**

4 convention registrations

**20' X 20' - \$14,000\***

4 convention registrations

**20' X 30' - \$21,000\***

6 convention registrations

\*Plus surcharges for island booths,  
depending on location.

Additional Exhibitor registrations  
available upon request.

# Expo Hall & Registration Schedule

## Monday, August 23

Exhibitor Registration 8am-6pm

Exhibitor Move-In for 20x20 booths and larger  
10am-5pm\*

\*Must be arranged with NIADA and Freeman

## Tuesday, August 24

Exhibitor Registration 8am-6pm

Exhibitor Move-In 8am-3pm\*

Expo Grand Opening w/ Reception 4:30pm-7:30pm

\*All booths must be set by 3pm

## Wednesday, August 25

Info Desk 8am-6pm

Expo Open w/ Lunch 11am-2pm

Expo w/ Reception 5:30pm-7:00pm

## Thursday, August 26

Info Desk 8am-3pm

Expo Open w/ Lunch 11am-2:30pm

Exhibitor Move Out 2:30pm-7pm\*

\*All materials must be removed from facility by 7pm

**NIADA** | **2021** | **Convention  
& Expo**

AUGUST 23 - 26 • SAN ANTONIO

# Here's what's included

## your booth cost!

This allows you  
to **redirect**  
**marketing**  
**funds** in other  
advantageous  
ways.

- 1 7"x 44" Booth identification sign
- 1 6' Skirted table
- 2 Chairs
- 1 Wastebasket
- 24-Hour hall security
- Pre-show list to all exhibitors, Aug 16, 2021
- 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, eNotes, Direct Mail, Automotive Industry News and niada.com.

### Your registration/sponsorship Sponsorship & ad contacts:

Jim Gibson - jim@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](http://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.

**A 25% cancellation fee will be applied to eligible cancellations prior to July 1, 2021. Cancellations after July 1, 2021 are not eligible for refunds. Booths deferred from the 2020 Convention are not eligible for refunds. Should your company's travel policies change prior to the Convention, please contact [registration@niada.com](mailto:registration@niada.com).**

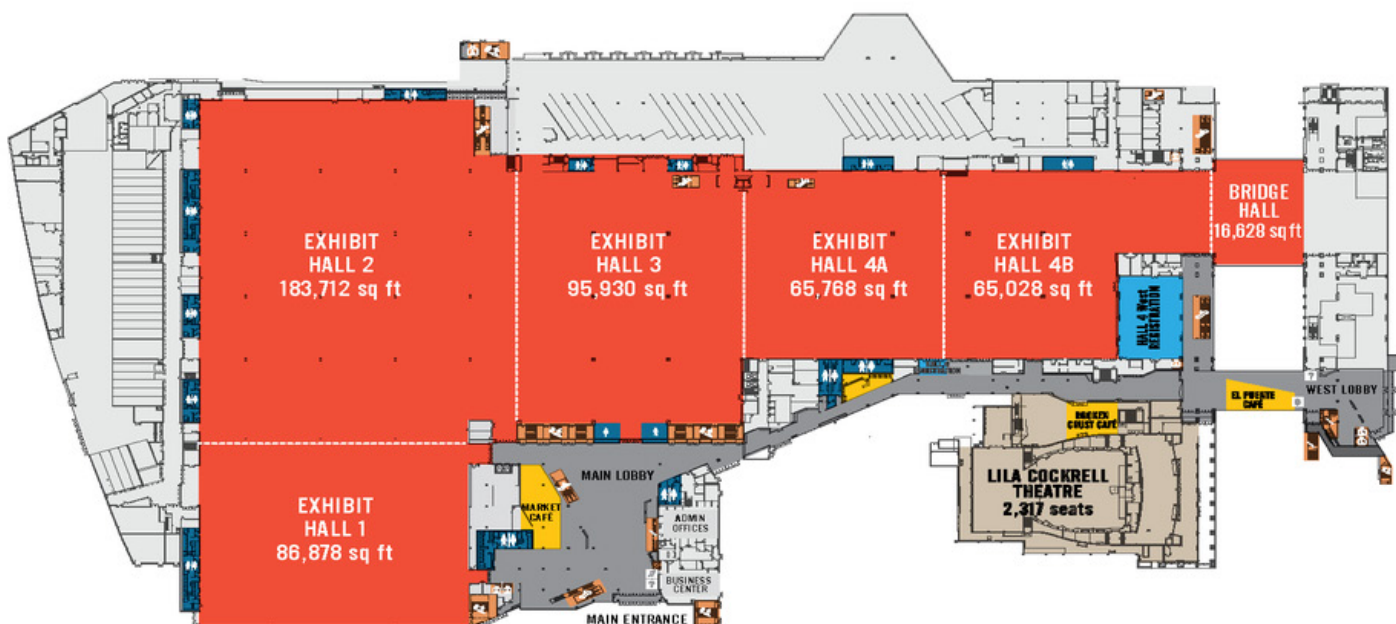
**NIADA** | **2021** | **Convention  
& Expo**

AUGUST 23 - 26 • SAN ANTONIO



TO  
ALAMODOME

TOWER OF THE AMERICAS WAY



ALAMO STREET

MARKET STREET

TOWER OF THE AMERICAS WAY



ALAMO STREET

MARKET STREET

# NIADA 2021 Convention & Expo

AUGUST 23 - 26 • SAN ANTONIO

## Sponsorship Opportunity

## Placement

## Cost

## # of Opportunities

Convention Email Ad to Attendees	Pre-Show	SOLD	SOLD
Dealer Registration Confirmation Emails	Pre-Show	SOLD	SOLD
Convention Email Ad to Attendees	Post-Show	\$2,500	One Remaining
Registration Desk	Sunday - Thursday	\$25,000	1
Branded Water Bottles	Sunday - Thursday	SOLD	SOLD
Mini Hand Sanitizer	Sunday - Thursday	\$5,000	1
Hotel Key Cards	Sunday - Thursday	SOLD	SOLD
Convention Mobile App	Sunday - Thursday	SOLD	SOLD
Conference Area Floor Clings (4/group)	Sunday - Thursday	\$2,000	4
Meter Boards	Sunday - Thursday	SOLD	SOLD
Escalator Clings	Sunday - Thursday	SOLD	SOLD
Window Clings (Lobby Doors - Cost Per Door)	Sunday - Thursday	SOLD	SOLD
Expo Hall Sanitizing Stations 9 units	Sunday - Thursday	\$2,500	1
Association Executive Council Meeting	Monday	SOLD	SOLD
BOD/Services/Foundation/Past Presidents	Monday	SOLD	SOLD
State Presidents Council Meeting	Monday	SOLD	SOLD
NIADA Leadership Luncheon	Monday	SOLD	SOLD
First Timers Reception	Monday	\$5,000	2
BOD/General Membership Meeting	Monday	\$5,000	1
Welcome Reception	Monday	SOLD	SOLD
Coffee Break, Tuesday AM	Tuesday	SOLD	SOLD
Coffee Break, Tuesday PM	Tuesday	\$5,000	1
VIP Session	Tuesday	\$10,000	1
Leadership Awards Lunch	Tuesday	SOLD	SOLD
Presidents Ring	Tuesday	SOLD	SOLD
Expo Drink Ticket Package (150 tickets)	Tuesday	\$3,000	
Expo Grand Opening Reception	Tuesday	\$20,000	2
Coffee Break, Wednesday AM	Wednesday	SOLD	SOLD
Coffee Break, Wednesday PM	Wednesday	\$5,000	1
Keynote Speaker	Wednesday	SOLD	SOLD
Expo Lunch	Wednesday	\$15,000	2
Expo Drink Ticket Package (150 tickets)	Wednesday	\$3,000	
Expo Reception	Wednesday	\$20,000	2
Coffee Break, Thursday	Thursday	\$5,000	1
Expo Lunch	Thursday	\$15,000	2
Scavenger Hunt	Thursday	\$1,000	16
NQD Reception	Thursday	\$20,000	1
NQD Awards Dinner	Thursday	\$25,000	1
NQD After Party	Thursday	\$20,000	2

**NIADA** | **2021** | **Convention & Expo**

AUGUST 23 - 26 • SAN ANTONIO

# Expo Add-Ons:

## Expo Drink Ticket Packets for Exhibitors

**\$2,000**

**Sales Deadline: Friday, May 8, 2020**

Pack of 150 (50 Beer, 50 Water, 50 Wine/Cocktail)  
Open to all exhibiting companies.

**Valid for Tuesday & Wednesday nights**

## Scavenger Hunt Card Participant

**\$1,000 ( 12 available )**

**Sales Deadline: Friday, May 8, 2020**

On Thursday, make your booth a mandatory stop for attendees by claiming a space on the scavenger hunt card. Attendees are required to have all sponsor logos stamped before they can turn it in for a grand prize drawing.

## Welcome Reception Add-Ons:

**Photo Booth \$7,500 ( 1 available )**

**Sales Deadline: Friday, April 17, 2020**

**Interactive and roaming booth!**

## 1st Timers Poker Play Reception

**\$5,000 ( 2 available )**

**Sales Deadline: Friday, March 20, 2020**

Welcome all first 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.

### NIADA | NABD CONVENTION & EXPO SPONSORSHIP 2020 OFFICIAL RULES AND CONDITIONS OF CONTRACT

Sponsorship(s) are made available on a first-come, first-serve basis, with priority decision placement given to the current sponsor 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 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 is related to the used vehicle industry. If a 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 AND COST FOR 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 sponsor and NIADA. This application of sponsorship, when accepted by NIADA with notice of 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 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 sponsorship opportunity. No refund will be made for sponsorship that is not used. If sponsorship details have not been received or communicated by Wednesday, June 23, 2021, NIADA reserves the right to resell said space without obligation of refund. If NIADA receives written cancellation of reserved sponsorship, sponsorship will be deferred to 2022 Convention at the MGM Grand in Las Vegas, NV. NIADA reserves the right to reevaluate the sponsorship or its placement within the 2022 event based on current venue requirements, physical event setup (i.e., Expo Hall floorplan), and/or event schedule.

rev. 06/4/2021

**NIADA | 2021 Convention & Expo**

AUGUST 23 - 26 • SAN ANTONIO