



# 2019 Trade Show Sponsorships



## **Trade Show Beverage Sponsor – \$1,200** **\*\*2 AVAILABLE\*\***

### ***25 drink tickets included in beverage sponsorship***

Attract dealers to your booth with a cash bar (and bartender) strategically placed during the trade show on Friday, September 6, 2019 from 1-5 PM. As a *Trade Show Beverage Sponsor*, you set the tone for a fun and exciting atmosphere that dealers will enjoy!



## **Dealer Education Lobby Sponsor – \$1,000** **\*\*3 AVAILABLE\*\***

**VENDORS ONLY** – Have exclusive one-on-one time with dealers from 12-4 PM on Thursday, September 5, 2019. NATDA will provide a 6-ft, skirted table in the hallway outside of Dealer Education so you can pass out flyers, brochures and business cards regarding your product(s) or service(s).

## **Dealer Education Sponsor – \$2,500**

There's no better way to demonstrate your devotion to dealers' success than providing tools and educational support through our Dealer Education seminars on Thursday, September 5, 2019! This sponsorship ensures:

- Your logo is projected on-screen before and during the General Session education programs
- Your logo is listed on education signage throughout the 2019 NATDA Trade Show & Convention
- Your company is listed as the "Dealer Education Sponsor" in applicable issues of the NATDA Magazine
- Your company is recognized on the "NATDA Dealer Education Page" of the NATDA Website



## **General Supporter Sponsor – \$500**

Promote your company to hundreds of dealers while demonstrating your support for NATDA. This sponsorship includes:

- Recognition on signage at the 2019 NATDA Trade Show & Convention
- Recognition in applicable issues of the NATDA Magazine and NATDA Website



## **Directional Kiosk Sign Sponsor – \$950**

Get the brand awareness you want by reaching attendees first, with your very own kiosk sign! NATDA will strategically place kiosk signs throughout the halls approaching registration to maximize your brand's visibility to 500+ dealerships. The size of the kiosk sign is approximately 38" x 93" (one-sided only).





# 2019 Trade Show Sponsorships



## **Aisle Sign Sponsor – \$1,500**

Imagine having your company logo and booth number on a selected aisle sign! Our attendees depend upon the directional aisle signs at the 2019 NATDA Trade Show & Convention to navigate through the floor effectively. What a unique opportunity to increase your company's brand and remind attendees to come visit your booth! The size of the aisle sign is approximately 72" x 48" (double-sided).



## **Carpet/Floor Decal Sponsor – \$1,200**

**\*\*3 AVAILABLE\*\***

These 4' x 4' directional signs are placed at key intersections throughout the trade show to help dealers find their way to your booth. Put your company front and center every time a dealer looks to see where they are going. Production and labor charges are included for a total of (4) 3.5' x 2' carpet / floor decals. Sponsor must submit artwork.

## **2019 NATDA Trade Show APP – \$1,500**

**\*\*2 AVAILABLE\*\***

The Official 2019 NATDA Trade Show App is designed for attendees and exhibitors to easily network, connect and share information at their fingertips. It is the definitive resource to maximize the connections made both during and after the trade show.

- **Sponsor Banner** – An interactive sponsor banner is located at the bottom of the main menu screen. Clicking on the banner ad directs users to a sponsor page with a customizable image, name, description and *More Info* link to additional information on the web or in a PDF format.
- **Sponsored Push Messages** - you will have the opportunity to send real-time messages to users. NATDA will limit to 1 (one) message per day.



## **Trade Show Bag Sponsor – \$6,500 **\*\*SOLD\*\*****

Catch the eye of dealers by becoming a *Trade Show Bag Sponsor*. The bag is filled with trade show-related literature (including the 2019 NATDA Trade Show Magazine), and your company logo will be largely printed on one side.



## **Bag Insert Sponsor – \$1,200 per insert**

Would you like to promote a new product or invite attendees to your booth? Distribute advertising to every attendee through this unique marketing vehicle! *Sponsor must provide desired insert (can be double sided) prior to the event.*



## 2019 Trade Show Sponsorships



### **Dealer Lounge Sponsor – \$7,500 **\*\*SOLD\*\*****

Enhance your presence by helping increase attendees' networking experience! The networking lounge is open to all attendees during exhibit hall hours over the course of the event and is the home of our New Product Display. Sponsorship includes: tables, chairs, snacks, cash bar (with bartender), 20' banner plus additional signage inside the 20' x 50' lounge. This is a favorite spot for dealers to sit, relax, enjoy some snacks, as well as network and conduct business!

- Tables, chairs, snacks & cash bar (w/ bartender up to 4 hrs.)
- 20' banner plus additional signage in the 20' x 50' lounge
- Listed as the "Dealer Lounge Sponsor" in applicable issues of the NATDA Magazine
- Logo listed on the back of all New Product Display entry cards with opportunity to announce the 2019 New Product Display winner
- Logo listed on e-mail correspondence regarding the New Product Display
- Includes 10x20 booth inside the lounge (valued \$3,950)



### **Lanyard Sponsor – \$6,500 **\*\*SOLD\*\*****

This high-visibility sponsorship puts your company on lanyards used for the official show badges. Every attendee will be given a lanyard and name badge to wear the entire weekend. Your company's name will be featured on each lanyard.



### **NEW! Grab-N-Go Coffee Sponsor – \$5,000**

**\*\*1 AVAILABLE\*\***

Everyone loves to start their morning off right with a nice warm cup of coffee. Energize dealers by sponsoring our morning coffee break before dealer education starts on Thursday, September 5, 2019. The coffee break will include items such as coffee and tea. NATDA will provide custom coffee cup holders.

- Recognition throughout the breakfast station (i.e. signage)
- Recognition in applicable issues of the NATDA Magazine and NATDA Website



### **Your Idea**

Do you have a great sponsorship idea of your own that you would like to present to NATDA? If so, please contact us directly at [heathers@natda.org](mailto:heathers@natda.org) with your idea!

**Website: [www.natda.org/tradeshow](http://www.natda.org/tradeshow)**

**Phone: 727-360-0304 | Fax: 727-231-1717**

**111 2<sup>nd</sup> Avenue NE, Suite 1405, St. Petersburg, FL 33701**



# 2019 Trade Show Sponsorships

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## **SPONSORSHIP LEVELS**

<input type="checkbox"/>	<b>Trade Show Beverage Sponsor</b>	_____	<b>\$1,200.00</b>
<input type="checkbox"/>	<b>Dealer Education Lobby Sponsor</b>	_____	<b>\$1,000.00</b>
<input type="checkbox"/>	<b>Dealer Education Sponsor</b>	_____	<b>\$2,500.00</b>
<input type="checkbox"/>	<b>General Supporter Sponsor</b>	_____	<b>\$500.00</b>
<input type="checkbox"/>	<b>Directional Kiosk Sign Sponsor</b>	_____	<b>\$950.00</b>
<input type="checkbox"/>	<b>Aisle Sign Sponsor</b>	_____	<b>\$1,500.00</b>
<input type="checkbox"/>	<b>Carpet/Floor Decal Sponsor</b>	_____	<b>\$1,200.00</b>
<input type="checkbox"/>	<b>2019 NATDA Trade Show APP</b>	_____	<b>\$1,500.00</b>
<input checked="" type="checkbox"/>	<del><b>Trade Show Bag Sponsor</b></del>	<del>_____</del>	<del><b>\$6,500.00</b></del>
<input type="checkbox"/>	<b>Bag Insert Sponsor</b>	_____	<b>\$1,200.00</b>
<input checked="" type="checkbox"/>	<del><b>Dealer Lounge Sponsor</b></del>	<del>_____</del>	<del><b>\$7,500.00</b></del>
<input checked="" type="checkbox"/>	<del><b>Lanyard Sponsor</b></del>	<del>_____</del>	<del><b>\$6,500.00</b></del>
<input type="checkbox"/>	<b>Grab-N-Go Coffee Sponsor</b>	_____	<b>\$5,000.00</b>
<b>TOTAL:</b>			<b>\$ _____</b>

## **PAYMENT INFORMATION**

Total amount is enclosed with this contract or can be charged to credit card listed below.

### **Terms and Conditions**

Sponsor agrees to pay amount indicated on previous page for sponsorship as published in NATDA's sponsorship opportunities packet or determined by NATDA staff.

**Authorized Signature\*\*** \_\_\_\_\_ **Date** \_\_\_\_\_

\*\* Indicates that sponsor has read and agreed to Terms and Conditions above.

\*\*This agreement serves as a written commitment and sponsor is unable to cancel.

<b>Make check payable:</b> NATDA, 111 2 <sup>nd</sup> Ave. NE, Suite 1405 St. Petersburg, FL 33701	<input type="checkbox"/> Check Enclosed <input type="checkbox"/> Visa <input type="checkbox"/> Discover <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express	<b>Please enter credit card info here:</b> C/C Number: _____ Expiration: _____ Security Code: _____

***PLEASE NOTE: Trade Show Sponsorships are only available to 2019 exhibiting companies!***