



Webinar Sponsorship

NADA is proud to provide a weekly webinar series as part of our valuable professional training and educational programs available to NADA and ATD members.

ABOUT THE PROGRAM

Purpose	Present an engaging, relevant and informative topic influential to the automotive industry
Audience	Dealers and dealership staff at all levels and specialties; auto industry executives
Day/Time	Wednesdays, Noon-12:30pm ET



BECOME A SPONSOR

Are you a retail auto industry **subject-matter expert**? If so, NADA encourages you to sponsor and present in NADA's webinar series.

We are looking for presenters who can:

- Present on topics that are timely and relevant to NADA and ATD members.
- Share insightful information that dealership staff can put to immediate use.
- Engage in topics that are not duplicative of current NADA content, but lead the learner to additional, more substantive online training and education.



PRESENTATION REQUIREMENTS

- Proposal form must **be completed and submitted six weeks prior to** the live webinar date.
- Educational, not promotional, in nature.
- Vendor-neutral.
- Focused and action-oriented.
- At least three specific takeaways the viewer can put to use immediately.



FORMAT

- 30 minutes long, consisting of 25 minutes of presentation and three to five minutes of live Q&A with attendees.
- Conducted live, recorded and available on demand through NADA as a member benefit.
- Moderated by a NADA webinar manager.
- Presented on NADA PowerPoint template.

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5 EASY STEPS TO THE WEBINAR PROCESS



STEP 1

Complete proposal form and choose date

STEP 2

Proposal and date confirmed

STEP 3

Submit presentation and presenter headshot

STEP 4

NADA legal review and final edits

STEP 5

Complete webinar dry run



MARKETING

- NADA may alter or modify webinar titles and content to meet association marketing, industry, legal, and other policies and guidelines.
- Presenters will receive the registration information to use in their own marketing efforts to promote live attendance to the webinar.
- Presenters may not use the NADA logo without express written permission from NADA. Please submit any promotional materials containing the NADA logo to asmith@nada.org for approval.



FEES

- The fee to present a webinar is \$1,495.



ADDITIONAL DETAILS

- Presenters are *not* compensated for the live webinar or NADA's use of the archived webinar.
- PowerPoint slides are required and **due two weeks prior** to the webinar date to ensure adequate NADA editing and legal review.
- NADA retains all rights for use of the recorded webinar, which will be available on demand to members of NADA and ATD.
- NADA will handle logistics including registration, facilitation and production.

Interested in presenting?

To submit a proposal, contact Ashley Smith at asmith@nada.org or 703.448.5883.