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.
### EASY STEPS TO THE WEBINAR PROCESS

<table>
<thead>
<tr>
<th>STEP 1</th>
<th>STEP 2</th>
<th>STEP 3</th>
<th>STEP 4</th>
<th>STEP 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete proposal form and choose date</td>
<td>Proposal and date confirmed</td>
<td>Submit presentation and presenter headshot</td>
<td>NADA legal review and final edits</td>
<td>Complete webinar dry run</td>
</tr>
</tbody>
</table>

### 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.