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 WEBINAR PROGRAM

<table>
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<th>Purpose</th>
<th>Present an engaging, relevant and informative topic influential to the automotive industry</th>
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<tr>
<td>Audience</td>
<td>Dealers and dealership staff at all levels and specialties; auto industry executives</td>
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<tr>
<td>Day</td>
<td>Wednesdays</td>
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CALL FOR PROPOSALS

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

- Anywhere from 30-60 minutes long, including 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.
NADA Webinar Sponsorships

MARKETING
- NADA promotion includes: nada.org, the daily newsletter (NADA Headlines or ATD Insider), minimum of two email promotions and two social promotions.
- 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 $5,000.

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.