Sponsorship & Advertising

2022

YEAR-ROUND
Advertise with NADA to reach the most influential group of auto-retail decision makers: the dealer-members of NADA.

NADA SHOW
Sponsoring at the NADA Show showcases your company brand to more qualified buyers and provides valuable exposure to the entire auto industry at this premier annual event.
NADA SHOW 2022

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SPECIAL NOTICES
FOR NADA SHOW SPONSORSHIPS

Due to safety protocols and Las Vegas Convention Center scheduling requirements, deadlines for receiving creative materials for all sponsorships and advertising must be strictly enforced.

Late fees of 25% to 50% will apply to any extensions beyond the published creative deadlines and/or by failure of sponsor or advertiser to abide by the deadlines may result in NADA Show branding/messaging being supplied in lieu of sponsor or advertiser creative materials. Sponsor/advertiser also may be liable for additional production/cancellation fees.

NADA Show will allocate one exhibit space priority point for exhibitors that purchase an official NADA Show sponsorship. No minimum purchase required.

The right-of-first-refusal sponsorship deadline is Oct. 1, 2021. No extensions.

SALES CONTACTS

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2022 NADA SHOW
SPONSORSHIPS & ADVERTISING
FAST FACTS

Sponsoring at the NADA Show further showcases your company brand to more qualified buyers and provides valuable exposure to the entire auto industry at this premier annual event.

ATTENDEE SALES BREAKDOWN

3 out of 4 attendees plan to make purchases as a result of attending the Expo.

- 33% (up to $25K)
- 16% ($25K to $50K)
- 23% ($50K to more than $100K)

The NADA expo is ranked as the No. 1 reason dealership professionals attend the show.

20% of attendees are first-timers, giving exhibitors access to new prospects every year.

Attendees who visit 20 or more exhibitors at the show.

More than 50% of dealers who attend the show bring along two to five employees.

- 72% of exhibitors gathered more than 50,530 customer leads during the 3-day Expo.

- 22,000 people attended the NADA Show in 2020.

- 72% of exhibitors rated the expo as “good” to “excellent” compared with other shows where they exhibit.

- 85% of attendees are the decision makers when purchasing products and services exhibited at the Expo.

- 71% of dealer/manager attendees at the 2020 NADA Show who plan to attend the 2022 NADA Show in Las Vegas.

- 86% of the “Top 150 Dealership Groups” 3 out of 4 attend the NADA Show.

- 67% of attendees who visit 20 or more exhibitors at the show.

- 50,530 leads during the 3-day Expo.
WEST HALL ➤ MAIN LOBBY

ESCALATOR WALL BANNERS
$25,000 each (two available)

Purchase deadline: 12/8/21  Creative deadline: 12/15/21
Choice of two banner ad placements placed diagonally above escalators on either side of the Main Lobby. The Main Lobby is basically a grand concourse, where Show attendees first enter the West Hall from drop-off areas for shuttle buses and taxis. Throughout the day, attendees use the Main Lobby to access the food court located directly behind the Main Lobby, as well as head to and from workshops and other events on various floors in the West Hall. The popular NADA Live Stage—with daily programming of industry speakers and topical panel discussion on key industry topics—is also located in this high-traffic area.

- 50’ x 10.8’ banners  (Exact dimensions will be sent by NADA for production.)
NADA SHOW LIVE STAGE

Two sponsorship levels: Platinum and Gold

Live Stage—a major hub for attendees to gather and view dynamic panel discussions and interviews—is a live broadcast studio. Located in the high-traffic West Lobby, the stage features engaging hosts interviewing guests and industry panelists. 30-minute segments include keynote speakers, OEM execs and other industry experts. Content is livestreamed to entire NADA membership, then posted on NADA digital channels throughout the year.

PLATINUM SPONSORSHIPS: OWN THE STAGE FOR 30 MINUTES

$50,000 each (three available)

Purchase deadline: 1/28/22    Creative deadline: 2/4/22

- 30-minute presentation from Live Stage by Platinum Sponsor
- Guaranteed 500,000 impressions from targeted promotion of live video across social media, twice-daily
- E-mail distribution (morning and late afternoon) and via NADA blog
- An up-to-15-second daily commercial shown from Live Stage multiple times each day
- First-tier placement of sponsor logo on backdrop and on side and rear panels of Live Stage structure
- Logo and sponsor mention during Main Stage Sessions (Friday and Saturday), as well as on the NADA Blog
- An up-to-15-second commercial (supplied by sponsor) all four days of NADA Video programming (pre-produced programming is shown in most NADA Show hotels and on buses)
- Recognition and thanks from Live Stage host throughout each day
- Promotional interview at sponsor booth
- Sponsor logo on NADA marketing related to Live Stage
NADA SHOW LIVE STAGE (continued)

GOLD SPONSORSHIPS: KEY INDUSTRY INITIATIVES

$30,000 each (four available)  Creative deadline: 2/4/22
Purchase deadline: 1/28/22
Choose from one of the four distinct series of daily programs focusing on latest industry trends.

- Diverse and Inclusive Dealership Workforce
- Cyber-Security Strategies for Dealerships
- Electric Vehicle Landscape
- Latest Social Media and Other Digital Marketing

Topics from each series are covered in 30-minute segments each day. Sponsorship includes:

- Opportunity to plan and participate in one of the four daily panels/segments in a sponsored series and—on the other three days—sponsor is mentioned from stage during the sponsored series
- Daily mention from stage (intro and outro slide with voiceover and sponsor logo, booth number and tagline)
- Recognition and thanks from Live Stage host before and after each segment in the sponsored series
- Promotion of the sponsor’s panel/segment on NADA blog and all NADA social platforms
- Second-tier placement of sponsor logo on backdrop and on side and rear panels of Live Stage structure
- An up-to-10-second commercial (supplied by sponsor) all four days of NADA Video programming (pre-produced programming is shown in most NADA Show hotels and on buses)
- Promotional interview at sponsor’s booth
- Sponsor logo on NADA marketing related to Live Stage
WEST HALL ➤ FOOD COURT

WALL BANNER BETWEEN MAIN LOBBY AND FOOD COURT

$15,000
Purchase deadline: 12/8/21  Creative deadline: 12/15/21
Located on the wall around the corner from the shuttle-bus drop-off location, leading to registration, the west hall main lobby and the food court. High-traffic corridor guarantees plenty of impressions for the sponsor’s brand and message. Only one available!

• 16’ x 11’ banner

FOOD COURT: ENTRY WALL BANNERS

$15,000 each (two available)
Purchase deadline: 12/8/21  Creative deadline: 12/15/21
Large wall banners placed on one side of the left and right entryways off the Main Lobby into the food court. Sponsor may purchase one, or both banners. Opposite facing wall will have NADA Show brand banner. Plenty of foot-traffic and high visibility, as the food court also has access to the expo hall corridor.

• 15’ x 13’ banner
WEST HALL ➤ FOOD COURT

BENCH-SEAT WALL BANNERS
$10,000 each (two available)
Purchase deadline: 12/8/21  Creative deadline: 12/15/21
Choice of two high-profile wall banners placed above the bench-seating inside the food court. Banners are also visible from the main lobby area. Sponsor may choose one, or both banners, which will be placed on the walls at each end of the bench-seating section providing the sponsor with an opportunity to “bookend” this seating area with their brand and message.

• 10’ x 10’ banners

SEATING-AREA COLUMN WRAPS
$6,000 each (four available)
Purchase deadline: 12/8/21  Creative deadline: 12/15/21
Sponsor may wrap four columns within the main seating area of the food court. The four columns—when wrapped—will create a nice outline of the area. Wraps will be visible from all areas of the food court, the main lobby and the expo hall corridor.

• 8’ tall wraps  (Exact dimensions will be sent by NADA for production.)
WEST HALL ➤ FOOD COURT

NAPKIN HOLDERS

$10,000

Purchase deadline: 12/8/21  Creative deadline: 12/15/21

Napkin holders are placed on each table within the food court. Two, or four-color printed card stock with the sponsor’s logo/brand and booth # will be placed on all napkin holder dispensers. Exclusive opportunity and high-visibility sponsorship.

- Cardstock size: 6.5" x 4.25"  *(Exact dimensions will be sent by NADA for production.)*
WEST HALL ➤ EXPO LOBBY

OVERHEAD CLING
$20,000
Purchase deadline: 12/8/21    Creative deadline: 12/15/21
Strategically-placed overhead cling guarantees maximum visibility for the sponsor. One-of-a-kind cling will be visible to all attendees entering or exiting the food court area and walking towards the north end of the west expo hall corridor.

• 37.5’ x 7.5’ banner

WALL BANNERS
$9,000 each (two available)
Purchase deadline: 12/8/21    Creative deadline: 12/15/21
Visible to all attendees entering and exiting the expo hall, along with those walking the corridor. High-traffic area guarantees maximum exposure and lots of impressions for sponsor’s brand and messaging.

• 10’ x 9.4’ banners
WEST HALL ➤ EXPO LOBBY

HANGING BANNERS
$15,000 each (four available)
Purchase deadline: 12/8/21    Creative deadline: 12/15/21
High-impact banners extend down from the ceiling of the expo hall lobby. Banners will be hung in an alternating pattern—left to right—down the high-traffic expo hall corridor from the first main entrance to the expo hall (W1), all the way down to the W3 entrance. Choice of four locations.

• 10’ x 8’ banners

SPORTS BAR RESTAURANT – (NORTH END EXPO LOBBY)
$20,000
Purchase deadline: 12/8/21    Creative deadline: 12/15/21
Exclusive opportunity for sponsor to place their brand and messaging into the sports bar restaurant located at the north end of the west expo hall lobby (West 4 Lobby). Atrium-style with plenty of natural light and comfortable seating provides a relaxing atmosphere to catch-up on all the NCAA action! Digital and meter board signage—along with a wall cling—will include sponsor branding.

SKYWALK – (WEST HALL TO NORTH HALL)
$10,000
Purchase deadline: 12/8/21    Creative deadline: 12/15/21
Make the quick walk from West Hall over to North more enjoyable for attendees by sponsoring the lively DJ entertainment area along the spacious and bright Skywalk. Sponsor branded signage and occasional announcement from the DJ acknowledging sponsor and sponsor’s booth number/hall location. DJ will be live on Friday and Saturday from 11am-3pm.

Photo of steel drummer is for showing approximate footprint of the space and sponsor branding opportunity.
WEST HALL ➤ EXTERIOR

EXTERIOR WALL BANNER
$50,000
Purchase deadline: 12/8/21
Creative deadline: 12/15/21
Banner is located next to the shuttle-bus drop-off area at the West Hall. This location will see plenty of non-stop daily traffic as attendees will arrive and depart from this location all day. Guaranteed maximum visibility and numerous impressions for the sponsor.

- 30’ x 30’ banner
NORTH HALL ➤ SIGNAGE

CANOPY BANNERS AT TAXI PICK-UP/DROP-OFF

$9,800 each (six banners)
Purchase deadline: 12/8/21 Creative deadline: 12/15/21
These high-visibility banners are an excellent way to convey the sponsor’s brand, message and booth number. Total of six banners available. Pricing includes production, installation and removal.

- 40’ x 3’ banners

Click here for exact location, banner cling dimensions/specs and availability.

MAIN LOBBY: POWERED COLUMN CLINGS

$9,500 each (two available)
Purchase deadline: 12/8/21 Creative deadline: 12/15/21
Opportunity to place sponsor logo, brand and messaging on a banner cling that wraps around the powered columns in the lobby in front of the expo hall entrances. Columns are surrounded by comfortable circular seating and located in a high-traffic area of North Hall.

- 6’ banner cling

Click here for exact location, banner cling dimensions/specs and availability.

MAIN LOBBY: WINDOW CLING POP-INS

$9,500 per pair (three pairs available)
Purchase deadline: 12/8/21 Creative deadline: 12/15/21
Sponsors have the opportunity to place their logo, brand and messaging on clings prominently displayed on glass windows above the high-traffic entrances to the North Hall.

- 5’ x 5’ clings

Price includes graphics printed on glass cling material, installation and removal.

Click here for exact location, dimensions/specs and availability.
NORTH HALL ➤ LOUNGES & PRESS ROOM

NADA INTERNATIONAL TRANSLATION ROOM (exclusive)

$5,000
Sponsor logo submission deadline: 12/15/21
Place your company logo, booth number and messaging in front of every international attendee by sponsoring the NADA International Translation Room. Sponsorship includes signage at the entrance to the room and a static sponsor slide image on the screen inside the room.

NADA INTERNATIONAL VISITORS LOUNGE (exclusive)

$15,000
Sponsor logo submission deadline: 12/15/21
At least 2,500 international dealers from more than 40 countries visit the lounge. Sponsor receives company logo on lounge signage, in the NADA Show Program Directory and in other NADA marketing. Sponsor can place one marketing slick or promo item in the lounge with prior NADA approval.

Note: Absolutely no additions or alterations to the above offerings/criteria.
**NORTH HALL ➤ LOUNGES & PRESS ROOM**

**NADA PRESS ROOM (exclusive)**

**$15,750**
Sponsor logo submission deadline: 12/15/21
Place your company logo and messaging in front of auto-industry journalists by sponsoring the NADA press room. Sponsorship includes multiple signage inside the NADA press room and at the entrance. Sponsor can distribute one promotional giveaway and/or a marketing slick with prior NADA approval. Provides the sponsor (as well as other exhibitors) with the chance to meet one-on-one with top auto-industry journalists.

*Note: Absolutely no additions or alterations to the above offerings/criteria.*

**LIFESTYLE PAVILION (exclusive)**

**$15,000**
Sponsor logo submission deadline: 12/15/21
The Lifestyle Pavilion offers various wellness activities for attendees to rejuvenate themselves, including chair and foot massages—which can be sponsored. Sponsorship includes co-branding of logos—both the sponsor’s logo and the NADA Show logo—on signage showcasing the chair and foot massage area within the Lifestyle Pavilion. Co-branding is also on T-shirts worn by the professional masseurs.

*Note: Absolutely no additions or alterations to the above offerings/criteria.*
SPECIALTY SPONSORSHIPS ➤ CONVENTION CENTER

BADGE CARDS (exclusive)
$15,000
Sponsor logo submission deadline: 10/29/21
Exclusive sponsorship! Place your company logo and booth # on all show attendees' badge cards. One color company logo and show booth # will be co-branded with NADA Show logo and wi-fi information on the back of each and every badge card.

LANYARDS (exclusive)
$40,000
Right-of-first-refusal deadline: 10/1/21
Your company logo co-branded with the NADA Show logo on every attendee lanyard. Lanyards are 5/8-inch wide, and both logos alternate around the entire length of the lanyard.

POWER LOUNGES
$11,000 per lounge
Purchase deadline: 12/8/21  Creative deadline: 12/15/21
Power lounges are equipped with comfortable sofas, chairs and communal tables. Lounges are located in high-traffic areas for easy accessibility and maximum exposure for the sponsor(s). Four power lounges available to be sponsored— one in the North Hall and three in the West Hall.
SPECIALTY SPONSORSHIPS ➤ CONVENTION CENTER

ROTATING KIOSKS
$7,000 per panel
Purchase deadline: 12/8/21  Creative deadline: 12/15/21
Very popular each year with exhibitors, the kiosks are a highly visible way to drive traffic to your booth. Framed in high-tech aluminum and mounted on a stylish revolving base, each rotating four-panel kiosk is back-lit and placed prominently throughout the convention center.

- 41.625" x 67.625" panel size

Click here for exact location, dimensions/specs and availability.

WATER FOUNTAIN SIGNAGE
$3,000 each (10 available)
Purchase deadline: 12/8/21  Creative deadline: 12/15/21
Refilling your water bottle is both the safest and smartest way to stay hydrated while visiting the Show. Make sure your brand is affiliated with this popular trend. Highly-visible sponsor signage placed above water bottle refill stations won’t be missed.

- 60.5" x 60.25" banner

Click here for exact location, dimensions/specs and availability.

WI-FI (exclusive)
$25,000
Sponsor logo submission deadline: 12/15/21
Wi-Fi is in all public areas and meeting rooms. The sponsor’s logo is included on the Wi-Fi splash page and tent cards at all high-traffic Wi-Fi locations, and as part of any co-branded signage and marketing opportunities.
SPECIALTY SPONSORSHIPS ➤ TRANSPORTATION

SHUTTLE-BUS SIGNAGE
Contact NADA for pricing, bus-wrap sizes and deadlines
Shuttle buses transport attendees to and from the convention center, resulting in thousands of impressions to dealers. Bus signage is available in multiple sizes (including complete bus wraps), with sponsor name, logo, booth number and messaging prominently displayed. Minimum purchase of five shuttle buses is required.

SHUTTLE-BUS HEADREST COVERS
$5,000 per bus
Contact NADA for deadlines
Headrest covers are made of high-quality nylon-metallic for sharp graphic resolution. Sponsor messaging is available on both sides of the cover. Display area is 8” width x 6” height, and sponsorship includes production (of a one-color design on the headrest cover), installation and removal. Minimum purchase of headrest covers on five shuttle buses is required.

The published cost of this sponsorship guarantees a minimum of 40 shuttle buses, with at least 50 seats covered per bus on all three days of the show. Shuttle-bus numbers may increase during peak hours. To guarantee all shuttle buses with headrest covers, additional costs for production and installation/removal downtime will be incurred.

SHUTTLE-BUS ROUTE SIGNAGE
$15,000
Purchase deadline: 12/8/21  Creative deadline: 12/15/21
Sponsor may brand the front and back of each shuttle-bus route kiosk placed at the pick-up and drop-off locations for both the West and North Halls.

• Total # of kiosks: 14
**SPONSORSHIPS ➤ HOTELS**

**HOTEL ROOM KEY CARDS** *(exclusive)*

*Call for pricing and details*

Right-of-first refusal deadline: 10/1/21

A hotel room key card places the sponsor’s messaging directly in the hands of dealers. NADA Show attendees view their credit card-sized room keys an average of seven times a day.

(Contact NADA for a list of participating hotels and corresponding room count.)

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**HOTEL ROOM DOOR HANGERS** *(exclusive)*

*Call for pricing and details*

Right-of-first refusal deadline: 10/1/21

Customized door hangers drive traffic to a sponsor’s booth and increase ROI. Door hangers can be used to announce booth drawings or to promote celebrity appearances, giveaways and plenty of brand awareness.

(Contact NADA for a list of participating hotels and corresponding room count.)
SPONSORSHIPS ➤ HOTELS

HOTEL ROOM DROP USAGE FEE (limit 5 only)

$10,000 each

Sponsor must contact NADA to purchase one of the five available slots that have been reserved for hotel room drop opportunities at official NADA host hotels. NADA must review and approve each room drop. Sponsor is then able to coordinate individual payments, logistics and fulfillment with the hotels. Sponsor is responsible for all production costs, delivery fees, and other expenses at the hotels.

NADA INTERNATIONAL ROUNDTABLE—AT WYNN (exclusive)

$8,000

Sponsor logo submission deadline: 12/15/21

The highly acclaimed International Roundtable is attended by chief executives and other members of the more than 40 international dealer associations attending the NADA Show. The exclusive sponsor receives co-branded signage prominently displayed at the entrance and acknowledgment of the sponsor by the conference moderator. Sponsor may distribute one promotional giveaway and/or a marketing slick with prior NADA approval.

- Wynn Las Vegas Hotel, Thursday, March 10, 3pm-5pm
SPONSORSHIPS ➤ HOTELS

WOMEN DRIVING AUTO RETAIL LUNCH—AT ENCORE
$25,000 each (one sold; one available)
Deadline for sponsorships: Nov. 1, 2021
High-profile lunch, which sold out in 2020 and had more than 400 registrants during the virtual format in 2021, includes renowned speakers and a networking session. Event is live-streamed to reach largest digital audience possible. Sponsors are recognized from the stage and mentioned in numerous NADA and ATD e-newsletter articles, as well as on nada.org, NADA blog and NADA social media channels.

- Encore Hotel, Beethoven Room, on March 12, 2022, Noon-2pm
- Two options
  - Introduce guest speaker (if single-speaker session) and help shape the topic
  - Serve as panelist or moderator (if panel session) and help shape the topic
- Prominent signage onstage
- Logo mention in all print/digital marketing, including NADA Show Program Directory, NADA Show Magazine, etc.
- Mention in post-event NADA blog post
- Opportunity for customized giveaways to attendees (per NADA approval)
- 10 tickets to event

WOMEN DRIVING AUTO RETAIL VIDEO CONTEST—AT ENCORE
$15,000 (exclusive)
Sponsor logo submission deadline: 12/15/21
Annual video contest celebrates women employees in dealerships and helps promote benefits for women considering an auto-industry career. Winning videos are based on inspiration factor, impact and messaging. Of 10 semifinalists, one grand-prize winner is announced at high-profile ceremony during Women Driving Auto Retail lunch. Last year, NADA received nearly 60 high-quality video entries generating over 132,000 cumulative video views and nearly 600,000 impressions.

- Contest runs from Dec. 2021 through March 2022
- Sponsor is onstage during announcement of grand-prize winner
- Sponsor pre-roll is included as part of grand-prize video
- Sponsor mention in all marketing and digital posts regarding video contest

Bonus! Sponsors of either event receives premium discounts on other NADA Show sponsorships
ADVERTISING ➤ DIGITAL

NADA SHOW MOBILE APP (exclusive)

$25,000

Right-of-first-refusal deadline: 10/1/21

Nearly 90% of attendees say the NADA Show app helps them manage their time more efficiently before, during and after the show. The app provides real-time Expo information: exhibitor list, interactive floor plan, session schedule and planning, networking and social media tools. Sponsor receives co-branded, two-way leaderboard on the main menu page, and the sponsor’s company logo becomes the “sponsor icon”—which can be linked to the URL of your choice. Sponsor’s logo is also included in all NADA Show marketing that features the mobile app.

The NADA Show mobile app launches approximately two months before 2022 NADA Show and remains active all year long, which means the sponsor also receives exposure during the major marketing and registration period for the 2023 NADA Show!

NADA SHOW E-BLAST

<table>
<thead>
<tr>
<th>Month</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. 2021-Oct. 2021</td>
<td>$5,000 per month</td>
</tr>
<tr>
<td>Nov. 2021-Jan. 2022</td>
<td>$5,000 per month</td>
</tr>
<tr>
<td>Feb. 2022-March 2022</td>
<td>$8,000 per month</td>
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</tbody>
</table>

Exclusive opportunity to place a banner within the NADA Show marketing e-blasts, which are sent to NADA members, prospective and past attendees, and industry affiliates.

- Sponsor banner is 1200 x 100 pixels (static GIF or JPEG; file size not to exceed 100KB).
- Linked to the URL of your choice.
- 20% or higher average open rate.
- Some 20-24 total show e-blasts will be sent starting in August 2021 and ending in March 2022.

NADA SHOW E-NEWSLETTER

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<td>Oct. 2021</td>
<td>$10,000 per month (minimum of two e-newsletters sent this month)</td>
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<tr>
<td>Nov. 2021</td>
<td>$10,000 per month (minimum of two e-newsletters sent this month)</td>
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<tr>
<td>Dec. 2021</td>
<td>$15,000 per month (minimum of three e-newsletters sent this month)</td>
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<td>Jan. 2022</td>
<td>$15,000 per month (minimum of three e-newsletters sent this month)</td>
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<td>Feb. 2022</td>
<td>$15,000 per month (minimum of three e-newsletters sent this month)</td>
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<tr>
<td>March 2022</td>
<td>$15,000 per month (minimum of two e-newsletters sent this month)</td>
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Exclusive opportunity to place a banner within the NADA Show e-newsletters, which are sent to registered Show attendees only.

- Sponsor banner is 1200 x 100 pixels (static GIF or JPEG; file size not to exceed 100KB).
- Linked to the URL of your choice.
- High open rates (on average, 30%-40% per e-newsletter) for this targeted audience.
**BACK BY POPULAR DEMAND: NADA SHOW RETARGETING**

Back by popular demand! Targeted banner ads are available exclusively to NADA Show exhibitors to build brand awareness for their products. Cookies track registered attendees and other NADA Show website visitors. The ads are then served on the numerous websites (across 95% of the consumer web) that attendees visit during their regular online browsing. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure. Minimum purchase requirement of 50,000 impressions, with a 100,000-impression cap per sponsor. A limited number of overall impressions is available.

<table>
<thead>
<tr>
<th>Impressions</th>
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<td>$7,500</td>
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<td>50,000</td>
<td>$5,000</td>
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ADVERTISING ➤ PRINT

**NADA SHOW MAGAZINE**

Covers: $10,000 (net)  
Full-page ads: $8,000 (net)  
Space deadline: 1/6/22  
Creative deadline: 1/13/22

Placed in the hands of every NADA Show attendee (and direct-mailed to the full NADA membership the week before the show), the annual NADA Show Magazine offers a complete show overview, including speaker profiles and the latest show highlights that attendees and exhibitors won’t want to miss. NADA’s award-winning editorial coverage also includes the incoming NADA chairman profile, NADA 2022 economic forecast, NADA 2022 objectives and other key articles.

- PDF of the magazine will be archived at NADA Show Magazines as a “flipbook” (Flipsnack) – all ads will have the option of “linking” to a URL of the advertiser’s choice (i.e., video, web site, white paper, etc.)

Don’t miss the opportunity to advertise in NADA’s most anticipated publication of the year.

**NADA SHOW PROGRAM DIRECTORY**

Covers: $13,000 (net)  
Full-page ads and tab dividers: $10,000 (net)  
Space deadline: 12/30/21  
Creative deadline: 1/7/22

The popular NADA Show Program Directory—placed inside all attendee registration bags and distributed throughout the convention center—utilizes a compact, user-friendly format. The directory includes a daily schedule of show events, full details of all workshops, general sessions, and speakers, and hospitality functions; convention center and hotel maps; NADA shuttle-bus schedule; and a list of exhibitors with corresponding booth numbers. Numerous full-page, premium ad placements including covers and glossy tab dividers.

More than 60% of attendees use the directory and the mobile app.

**NADA SHOW POCKET MAP** *(exclusive)*

$25,000 (net)  
Right-of-first-refusal deadline: 10/1/21  
Creative deadline: 1/11/22

Always popular with attendees, this foldout map fits neatly in a shirt or suit pocket. Contains a detailed Expo floor map listing all exhibitors, booth numbers and daily Expo hours. Sponsor receive two ad spaces and get their booth highlighted on the map.

In each year’s NADA Show attendee survey, the pocket map ranks high for ease of use and overall content.
**ADVERTISING ➤ NADA VIDEO**

**NADA DIGITAL PROGRAMMING (exclusive)**

Call for pricing and details
Purchase deadline: 1/28/22  Creative deadline: 2/4/22

Exclusive sponsorship all four days (March 10-13) or daily sponsorship!

NADA Video—the official video news program for the NADA Show—features daily show coverage, reports from the Expo hall, and interviews with top industry executives and NADA leadership. Each day of programming is distributed to NADA dealers—at the Expo or at home in their dealership—via the NADA Headlines daily e-newsletter, NADA blog and social media channels. Programs can be accessed via NADA blog at least one month after the show and also on the NADA YouTube channel throughout the year.

**NADA VIDEO COMMERCIALS**

$15,000 (net) for an up-to-30-second spot
Purchase deadline: 1/28/22  Creative deadline: 2/4/22

NADA Video creates award-winning auto-industry news and interview segments. Four unique programs will air—one each day—on Thursday, Friday, Saturday and Sunday inside attendees’ rooms at participating NADA host hotels, on the all-day NADA-dedicated shuttle buses and at NADA Show Live Stage in between segments.

**EXHIBITOR SPOTLIGHT**

$8,000 (net) per two-minute video
Reserve your video by: 1/28/22

While you are exhibiting at the NADA Show, the award-winning NADA Video production team will visit your booth to shoot a leading-edge video interview with your exec, highlighting how your company helps dealers enhance efficiency and profitability.

- NADA Video will deliver the fully edited, two-minute video via Dropbox the following day, so exhibitors can utilize it both during the NADA Show and throughout the year in their ongoing marketing efforts.

Act quickly! Only eight video time slots available.
YEAR-ROUND SPONSORSHIP OPPORTUNITIES
Fast Facts
Advertise with NADA to reach the most influential group of auto-retail decision makers: the dealer-members of NADA.

- **92%** New-car dealers who are NADA members
- **100%** NADA’s membership retention rate
- **56%** Ad dollars new-car dealers spend on internet advertising

- **1 million+** Number of workers employed at new-car dealerships across the country
- **16,753** New-car dealerships
- **17.2 million** New vehicles sold or leased by new-car dealers
- **14.4 million** Used vehicles sold by new-car dealers
- **$1.025 trillion** Total new-car dealership sales
- **$122.7 billion** Service, parts and body shop sales by new-car dealers
- **$9.4 billion** Total advertising expenditures by new-car dealers
NADA Headlines is the “must-read” morning e-newsletter for auto-industry news. The streamlined look includes top stories of the day, lively photos and videos, and compelling editorial (such as featured content, NADA blog posts and a daily fact of the day). Seven ad placements, including sponsored content. NADA Headlines has grown to nearly 60,000 subscribers, including dealers, general managers, automakers, suppliers and the media with an average open rate of 20 percent.

Pricing:

1. 1200 x 100-pixel banner—$10,000 (net) per month
2. 400 x 400-pixel banner—$10,000 (net) per month
   (also used for NADA in-house promotions; email for availability)
3. Sponsored content—$6,000 (net) weekly
   (text/copy only, no images; email for character count/complete specs)
4. 1200 x 100-pixel banner—$8,000 (net) per month
5. NADA blog sponsored content—text/copy and images on both the blog and in NADA Headlines; contact us for character count/complete specs and pricing
6. 1200 x 100-pixel banner—$6,500 (net) per month
7. 1200 x 100-pixel banner—$6,500 (net) per month
NADA HEADLINES PM

NADA Headlines PM—the most recent addition to NADA’s digital offerings—complements the popular NADA Headlines morning e-newsletter. NADA Headlines PM takes the hottest auto-industry news items of the day and condenses them into a few quick, bite-size updates. There’s also an automotive stock ticker—highlighting the daily movers and shakers in auto retail and manufacturing—and an interesting “fact of the day,” perfect for any cocktail conversation. Reach nearly 60,000 subscribers and benefit from an average open rate of 20 percent.

Choice of two banners and pricing:

1. 1200 x 100-pixel banner—$5,000 (net) per month
2. 1200 x 100-pixel banner—$4,000 (net) per month
**ADVERTISING ➤ DIGITAL**

**NADA.ORG**
The official NADA website—nada.org—includes links to all NADA departments, as well as regulatory bulletins, call-to-action updates and the popular NADA Data report on dealership financials. The cutting-edge, responsive website design provides user-friendly access across all digital platforms: PCs, tablets, and smartphones. Choice of three banners, each with a minimum 20% share of voice:

**Pricing:**
1. 970 x 90-pixel banner—$2,500 (net) per month
2. 300 x 250-pixel banner—$2,500 (net) per month
3. 300 x 250-pixel banner—$2,500 (net) per month

**How Dealer-Members Access NADA.ORG**

- **70%** DESKTOP
- **27%** MOBILE
- **3%** TABLET

**NADA.ORG Visitors**

- **87%** NEW
- **13%** RETURNING

**Average Sessions Per Month**

- **89,000+**

**Average Page Views Per Month**

- **177,000+**

Source: Google Analytics Jan. 1-Dec. 31, 2020
NADA BLOG

The NADA blog is the editorial home for all public-facing messaging from NADA, as well as the best resource for news relating to automotive retail. In 2020, the NADA blog generated more than 310,427 page views from 203,115 unique users. If your goal is to get in front of leaders in the automotive retail space, this popular news site is sure to do the trick.

Pricing:

1. Sponsored content—text/copy and images; call for character count/complete specs and pricing
2. 300 x 250-pixel banner—$10,000 (net) per month; 100% SOV
3. 970 x 90-pixel banner—$8,000 (net) per month; 100% SOV
ADVERTISING ➤ DIGITAL

NADA EDUCATION—WEBINARS

$5,000 (net) per webinar

Be the exclusive sponsor and presenter for a weekly webinar—part of NADA’s valuable professional training and educational programs—and reach dealers, dealership staff and other auto industry executives.

- Webinars are every Wednesday, Noon-12:30 ET
- Free to NADA members and non-members
- Recorded and available “on-demand” through nada.org for two years
- Up to 1,500 attendees (no minimum guaranteed)
- Deadlines and presentation requirements available on request
- Suggested topics:
  - Dealership Operations
  - Fixed operations
  - Variable operations
  - Business development
  - Digital
  - Financial
  - Human resources
  - Marketing
  - Succession planning
1. CHARACTER OF SPONSORSHIP

The purpose of the NADA Show 2022 is to promote the highest standards of efficient management, ethical and business-like practices, and knowledge useful to the improvement and efficiency of dealership operations. Sponsorships and Advertising are intended to complement and enhance the NADA Expo and Education Program and are designed to educate NADA members and industry participants about industry products or services and to stimulate interest in and demand for these items. Each Sponsor/Advertiser agrees to advertise only its products or services used in the business of the automobile dealer.

NADA reserves the right to reject, eject, prohibit, or decline any sponsorship/advertisement in whole or in part, or any sponsor/Advertiser or its representatives, with or without giving cause, including, but not limited to any failure to comply with terms and conditions, rules and regulations, or creation of an unreasonable disruption or disturbance.

2. ACCEPTANCE

2.1 NADA reserves the right to unilaterally determine the eligibility of any company or product for inclusion as a participant in the NADA Sponsorships and Advertising Program.

2.2 Acceptance of this Contract by NADA should in no way be construed as, and does not constitute or represent, an endorsement, evaluation, review, approval, or recommendation of any kind by NADA of either a sponsoring/advertising company or its products or services.

2.3 This Contract shall be binding upon NADA’s final acceptance and approval of Sponsor/Advertiser’s sponsorship/advertisement.

2.4 Sponsor/Advertiser represents that any goods, services, or other products displayed or advertising, described or otherwise presented at the NADA Show comply with all applicable federal, state, and local laws, ordinances, and regulations.

3. FAILURE TO MAKE PAYMENT

If Sponsor/Advertiser fails to make any scheduled payment by the date specified, for either sponsorship/advertisement or exhibit booth, NADA reserves the right, at its sole option, to cancel this Contract. Under such circumstances, NADA will have the absolute right to sell, utilize, or otherwise dispose of the sponsorship/advertisement that had been reserved for Sponsor/Advertiser, in any manner NADA deems appropriate, with no liability or obligation whatsoever to Sponsor/Advertiser. In event of cancellation due to Sponsor/Advertiser’s failure to make payment, NADA will also be entitled to recover liquidated damages.

4. CANCELLATIONS

Sponsor/Advertiser understands that commitments have been, or will be made by NADA in reliance upon Sponsor/Advertiser’s agreement to perform its obligations under this Contract, and therefore Sponsor/Advertiser understands and agrees that it has no right to cancel this Contract except as provided in Section 5 herein. Sponsor/Advertiser also understands and agrees that because of the nature of the enterprise undertaken by NADA, which is dependent upon its securing a suitable facility for the Show, if NADA determines, in its sole opinion, that it is not practical to carry out the terms of this Contract for any reason, including but not limited to the unavailability or unsuitability of the facility for any reason including without limitation, Act of God, fire, flood, pandemic, storm or threatened storm, earthquake, riot, strike, lockout, civil disturbance, actual or threatened terrorist attack or act of war, or restraint of government, or for any other reason beyond NADA’s reasonable control, NADA shall have the right to cancel this Contract, with no obligation or liability to Sponsor/Advertiser. In event of such cancellation or if NADA cancels the Show after it opens, Sponsor/Advertiser hereby expressly waives any and all claims against NADA of every kind or nature. Nonetheless, in the event of a cancellation, NADA may, at its sole option, elect to provide Sponsor/Advertiser with a full or partial refund of fees Sponsor/Advertiser has paid to NADA for sponsorship/advertisement at the NADA Show 2022.

5. REFUNDS

5.1 If NADA does not accept Sponsor/Advertiser’s sponsorship/advertisement request for a reason other than non-payment or cancellation by Sponsor/Advertiser, NADA will refund any deposit paid to NADA by Sponsor/Advertiser for the 2022 Show.

5.2 Cancellation of Sponsorship/Advertisement. If at any time Sponsor/Advertiser cancels sponsorship/advertisement, 100% of the sponsorship/advertisement payment is due. If payment has already been made, no refunds will be issued and any unpaid balances will be due upon cancellation. Sponsorship/advertisement is non-refundable, and non-transferable. Any cancellation notices by Sponsor/advertiser must be submitted to NADA in writing and will be effective when received by NADA.

5.3 Cancellation of Booth Space. In the event that a Sponsor/Advertiser’s booth space is cancelled for any reason after an order for a sponsorship/advertisement has been placed, the sponsorship/advertisement will automatically be cancelled and 100% of the payment will be due upon cancellation. If payment has already been made, no refunds will be issued and any unpaid balances will be due upon cancellation. All sponsorship/advertisement sales are final, non-refundable, - and non-transferable. Cancellation notices by Sponsor/advertiser must be submitted in writing and will be effective when received by NADA.

6. TRAFFIC

NADA makes no representations or guarantees regarding the number of individuals attending the Show or the number of visitors to a particular area of the Show. Sponsor/Advertiser understands and agrees that NADA has no control over traffic and hereby waives any and all claims for refund, discount, damages, or any other relief related to the nature, quality, or location of the Convention facilities or the Sponsor/Advertiser’s space location.

7. SUBLETTING — PRIOR APPROVAL REQUIRED FOR CO-SPONSORS/ADVERTISERS

Sponsor/Advertiser agrees that the sponsorship/advertisement purchased is intended for Sponsor/Advertiser’s sole use to promote only their goods or services. Sponsor/Advertiser agrees that it will not share, assign, sublet, subdivide, apportion, or otherwise allow any persons, parties, or entities other than Sponsor/Advertiser to use in any manner, the sponsorship/advertisement purchased.
8. NAME CHANGES
Sponsor/Advertiser represents that the name of the sponsoring/advertising company is correct. NADA reserves the right to cancel this Contract in the event of any change (a) in the name of the sponsoring/advertising company, (b) in the products or services to be promoted, or (c) in the ownership of the sponsoring/advertising company. Sponsor/Advertiser agrees to notify NADA in writing within ten (10) business days of the occurrence of any of the events listed in the preceding sentence. If NADA cancels this Contract under this Section 8, NADA will refund any sponsorship/advertising fees Sponsor/Advertiser has previously paid to NADA for the NADA Show 2022.

9. COPYRIGHT INFRINGEMENT
Sponsor/Advertiser is responsible for (a) securing any and all necessary intellectual property licenses, trademarks, and copyrights for any products, performances, displays, or other uses of copyrighted works or patented inventions; or, (b) obtaining any and all consents necessary for the use of any name, likeness or signature, voice, or other impression, or other intellectual property owned by any third party which is used directly or indirectly by Sponsor/Advertiser. Sponsor/Advertiser represents and warrants that it has the legal right to use any and all intellectual property related in any way to their sponsorship/advertisement.

Sponsor/Advertiser agrees that NADA is not responsible or liable for any claimed or recognized violations of the Sponsor/Advertiser’s intellectual property rights or proprietary claims, including any claims for trade-mark, copyright or patent infringement or any claims of counterfeiting or other violations of proprietary rights. Sponsor/Advertiser further releases, waives, and covenants not to sue, file, or maintain any action in law or equity against NADA and its respective members, officers, directors, agents, and employees, from all liability for any and all loss or damage or any claim for such violations of the Sponsor/Advertiser’s intellectual property rights or proprietary claims.

10. SPONSOR/ADVERTISER PROMOTIONAL MATERIAL
NADA reserves the right to remove or require a sponsor/Advertiser to remove any advertising or promotional material displayed or available at the convention that, in NADA’s sole judgment, is inappropriate, inaccurate or offensive, or fails to comply with the Contract Terms and Conditions.

11. PRINT INSERTS/OUTSERTS
11.1 Ad copy and stock weight for inserts must be approved by NADA in advance of publication.
11.2 A final copy of the insert must be approved in advance of issue by NADA.
11.3 All inserts must meet U.S. Postal Service requirements.
11.4 All outserts polybagged with a NADA publication must read “Supplement to NADA’s (name of publication).”

12. VIOLATIONS OF CONTRACT
If Sponsor/Advertiser defaults in the performance of any term of this Contract (including, but not limited to payment of fees, compliance with the terms of this Contract or any related agreement, or compliance with any and all rules and requirements concerning displays, or use of the Convention facilities), NADA, at its option, may immediately terminate this Contract. Upon such termination, Sponsor/Advertiser’s rights and privileges under this Contract shall terminate. NADA shall have the right to take possession of the sponsorship/advertisement occupied by the Sponsor/Advertiser and to remove all persons and goods, with no liability whatsoever to Sponsor/Advertiser. In addition, NADA shall be entitled to recover any and all damages caused, in whole or in part, by such default, including liquidated damages. The remedies provided to NADA under this Contract shall be cumulative. If NADA commences legal action against the Sponsor/Advertiser to enforce the provisions of this Contract, NADA shall be entitled to pursue any and all appropriate remedies and to recover attorney’s fees and costs.

13. AMENDMENT TO TERMS AND CONDITIONS
Any and all matters or questions not specifically covered by these Terms and Conditions shall be subject to the sole discretion of NADA. NADA may, at any time, in its sole discretion, make reasonable changes, amendments, or additions to these Terms and Conditions. Any such changes, amendments, or additions shall be binding on Sponsor/Advertiser equally with the other terms and conditions contained herein.
14. MISCELLANEOUS

14.1 Only NADA Show exhibiting companies are eligible to purchase NADA Show sponsorships.

14.2 NADA reserves the right to add the word “Advertisement” to any presentation that resembles editorial matter.

14.3 Positioning of sponsorships or advertisements is at the sole discretion of NADA.

14.4 NADA shall have no liability for errors in key numbers, advertisers' index or booth number information.

14.5 No condition shall be binding on NADA unless specifically agreed to in writing by NADA. Rates are subject to change on notice from NADA.

14.6 NADA will not supply proof of purchase for any sponsorship other than print.

14.7 Neither party shall be liable for failure to perform its obligations if prevented from doing so by any cause beyond its reasonable control, including but not limited to fire, flood, riot, earthquake, civil commotion, insurrection, Act of God, labor disputes, strikes, war, actual or threatened terrorist attacks, shortage of or inability to obtain materials, supplies or utilities, or any law or governmental action that becomes effective after the date of execution of this Contract.

14.8 If any provision of this Contract is held invalid or unenforceable under applicable law, such provision shall be ineffective, without invalidating the remaining provisions hereof.

14.9 The headings in this Contract are intended for convenience of reference and shall not affect its interpretation.

14.10 This Contract contains the entire understanding of the parties relating to the subject matter hereof, and supersedes any prior or contemporaneous understanding or representation, whether written or oral.

14.11 This Contract shall be deemed to be made under and shall be construed in accordance with the laws of the Commonwealth of Virginia without giving effect to any conflict-of-laws provisions. Each of the parties to this Contract irrevocably and unconditionally (a) agrees that any suit, action or other legal proceeding (collectively “Suit”) arising out of or in any manner related to this Contract, whether directly or indirectly, shall be brought and adjudicated in the U.S. District Court for the Eastern District of Virginia, Alexandria Division, or the Fairfax County Circuit Court, Fairfax, Va., (b) submits to the exclusive jurisdiction of such court for the purpose of any such Suit, (c) waives and agrees not to assert by way of motion, as a defense or otherwise in any such Suit, any claim that such party is not subject to the jurisdiction of any of the courts referred to above, that such Suit is brought in an inconvenient forum or that the venue of such Suit is improper, and (d) hereby irrevocably waives any right to trial by jury in any such Suit for the adjudication of any claim or dispute between the parties arising under or relating to this Contract.

14.12 Sponsor/Advertiser is solely responsible for, and agrees to pay when due, any and all sales, use, property, excise or other taxes imposed by any governmental authority upon or arising from Sponsor/Advertiser’s activities in conjunction with the Show, including, but not limited to, Sponsor/Advertiser’s sale of goods or services. Sponsor/Advertiser agrees, represents and warrants that it will file any tax returns or similar documents required by any governmental authority.

SPECIAL NOTICES

- NADA Show will allocate one exhibit space priority point for exhibitors that purchase an official NADA Show sponsorship. No minimum purchase required.
- Due to safety protocols and Las Vegas Convention Center scheduling requirements, deadlines for receiving creative materials for all sponsorships and advertising must be strictly enforced.
- Late fees of 25% to 50% will apply to any extensions beyond the published creative deadlines and/or by failure of sponsor or advertiser to abide by the deadlines may result in NADA Show branding/messaging being supplied in lieu of sponsor or advertiser creative materials. Sponsor/advertiser also may be liable for additional production/cancellation fees.

SALES CONTACTS

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