



WOMEN

DRIVING VEHICLE RETAIL

EMPOWERING WOMEN IN THE
VEHICLE RETAIL INDUSTRY



SPONSORSHIP OPPORTUNITIES

Women Driving Vehicle Retail works to amplify the voice of women in the vehicle retail industry, as well as increase female employment in dealerships by providing dealers tools and expertise.

**WOMEN DRIVING VEHICLE RETAIL:
UPCOMING SPONSORSHIP OPPORTUNITIES**

Tuesday, February 3, 2026

8:30am-11:30am

Las Vegas Convention Center • Level 3 - Room 309

NADA Show in Las Vegas:

Women Driving Vehicle Retail 2026

Audience: 300+ dealers and dealership employees



SALES CONTACTS

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WOMEN DRIVING VEHICLE RETAIL 2026

The annual NADA Women Driving Vehicle Retail event at NADA Show is a high-profile networking and education event to share ideas and learn from the men and women who are leading the charge in shaping vehicle retail.

The event, which has been sold out for the past several years, includes a renowned speaker, engaging industry panel, and high-powered networking time for all attendees. The 2024 full-day event was attended by more than 400.

Date: Tuesday, February 3, 2026

Time: 8:30am-11:30am

Location: Las Vegas Convention Center
Level 3 • Room 309

WOMEN DRIVING VEHICLE RETAIL SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR—(1-**SOLD**; 1 Available)

\$25,000 each

- ▶ Opportunity to introduce guest speaker or the industry panel and share company alignment with event mission.
- ▶ Signage onstage and within the event space.
- ▶ Logo prominence on opening and closing “thank you to our sponsors” slides and other slides where applicable.
- ▶ Logo mention in all print and digital marketing materials promoting the event.
- ▶ Mention in post-event e-newsletter to attendees.
- ▶ Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
- ▶ 10 tickets to the event with a reserved table.

GOLD SPONSOR—Awards Sponsor (exclusive)

\$20,000

- ▶ Sponsor will have 2-3 minutes to share company alignment with event mission and will also take part in the actual awards presentation at the NADA Show Live Stage.
- ▶ Sponsor logo on physical award or plaque.
- ▶ Sponsor logo and speaker credentials on stage backdrop.
- ▶ Logo mention in all print and digital marketing materials promoting the event.
- ▶ Mention in post-event e-newsletter to attendees.
- ▶ Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
- ▶ 10 tickets to the event with a reserved table.



WOMEN DRIVING VEHICLE RETAIL SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR—Networking Sponsor (exclusive) \$15,000

- ▶ Sponsor has 2-minutes to present company alignment with event mission and introduce Georgia Munson, long-time NADA Academy instructor, who will moderate the networking activity.
- ▶ Tabletop tent cards with sponsor logo.
- ▶ Logo included on branded materials for the session (notepaper, handout, etc.) or sponsor may provide branded pens and notepads.
- ▶ Logo mention in all print and digital marketing materials promoting the event.
- ▶ Mention in post-event e-newsletter to attendees.
- ▶ Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
- ▶ 5 tickets to the event.

BRONZE SPONSOR—Breakfast Sponsor (exclusive) \$10,000

- ▶ Sponsor has 2-minutes to present company alignment with event mission during breakfast.
- ▶ Tabletop tent cards with sponsor logo on food and beverage buffet tables.
- ▶ Opportunity to place branded edible snack or treat (i.e., cookie with logo, candy box with logo, etc.) at each breakfast place setting (at expense of sponsor).
- ▶ Mention in post-event e-newsletter to attendees.
- ▶ Logo mention in all print and digital marketing materials promoting the event.
- ▶ Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
- ▶ 3 tickets to the event.

ASSOCIATE SPONSOR \$3,500 each

- 10 tickets to the event with a reserved table including sponsor logo on table signage.
- ▶ Opportunity for customized, promotional giveaway item for attendees (per NADA approval).
- ▶ Logo mention in all print and digital marketing materials promoting the event.



WOMEN
DRIVING VEHICLE RETAIL

A Recap of Women Driving Auto Retail 2024

It was a pleasure to be at NADA's Women Driving Auto Retail event in Las Vegas on Thursday, Feb. 11! This year marked the annual event's expansion to a full day of programming, featuring structured and informal networking, inspiring speakers and expanded educational sessions. Nearly 500 dealers, managers and industry allies came together to participate in this dynamic event. Platinum sponsors Ally and CarGurus returned, helping raise the energy and excitement around the day.

Shelley Zalis, founder and CEO of The Female Quotient, ignited the audience with the importance of "breakthrough moments." She urged attendees to break patterns, follow their hearts and be trailblazers. Zalis called the audience to "change the equation ... to close the gap."

Social psychologist Dr. Amy Cuddy, presenter of the second-most-viewed TED talk of all time, shared insights on approaching challenges with excitement, executing with calm confidence and leaving with satisfaction. She emphasized the power of personal presence and offered practical tips to reverse engineer feeling powerful.

The networking at WDAR, sponsored by Scion, went beyond the usual mix-and-meet, challenging attendees to tackle tough questions around gender parity. Discussions revolved around identifying departments lagging in hiring and retaining women, as well as finding ways to welcome working parents with flexible hours.

[Read more about the event here.](#)

identically We drive the value and drive the value you reach your dealership goals.

Women Driving Auto Retail Announces Inaugural Awards

This year's Women Driving Auto Retail event included the announcements of the initiative's three inaugural awards. NADA's Women Driving Auto Retail initiative aims to empower women working in the auto retail industry and encourage more women to join the industry by highlighting the many unique career paths of women before them.

The awards, sponsored by RouteOne, were developed to recognize the women and men pushing gender diversity forward. Help us in congratulating these amazing leaders driving women in auto retail forward!

- Rising Star Award: Lily Jimenez, General Manager of Classic Chevrolet CMC in Oklahoma City
- Accelerator Award: Samantha Martin, Assistant Service Director of Pohanka Hyundai of Sanitury
- Ally Award: Karl Schmidt, President of Helt Auto Group in Los Angeles, Calif.

[Read more about the awards and the winners here.](#)

Source, market, and sell more cars

In the News

[Shelley Zalis, More Women in Auto Retail is Good for Business](#)
Automotive News
Feb. 1, 2024
Car dealers looking to boost dealership profits might want to consider more inclusive hiring strategies. "If you want to add more revenue to your dealership, do the right thing. It's good for business," said Shelley Zalis, CEO of The Female Quotient, which seeks to advance equality in the workplace and raise the visibility of women across industries, including automotive.

[Women Driving Auto Retail Announces Inaugural Awards](#)
Auto Success
Feb. 13, 2024
"Our winner today embodies resilience, dedication and the pursuit of dreams against many odds," said Amber Haseley, director of national business development at RouteOne, who presented the awards at the event. "Her story is one of extraordinary courage and determination."

Proud sponsor of Women Driving Auto Retail

Thank You to Our Sponsors!

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GOLD SPONSOR

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AUTOMOTIVE

SILVER SPONSOR

ROUTEONE

BRONZE SPONSOR

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Stay Up-to-Date

[Check back](#) for more WDAR content throughout the year including a special series of ways to close the gender diversity gap directly from attendees and dealership leaders at this year's Women Driving Auto Retail event.

SPONSORSHIP & ADVERTISING ► TERMS & CONDITIONS

All contents of sponsorships or advertisements are subject to NADA's approval, which may be withheld if the content is determined at NADA's sole discretion to be obscene, offensive, illegal, used without permission or otherwise inappropriate for the requested mode of presentation, whether print, electronic or other, at the convention center or otherwise associated with the NADA Show. NADA reserves the absolute right to reject or cancel any sponsorship, advertisement, insertion order or position commitment at any time.

DETAILS

- All Women Driving Vehicle Retail event sponsorships must be prepaid. No exceptions.
- Insertion orders are considered binding contracts.
- Insertion orders and cancellations must be received in writing at least thirty days prior to event start date to avoid penalty. Some orders noncancelable.

NOTICES

- NADA reserves the right to add the words "Advertisement" or "Sponsored Content" to any presentation that resembles editorial matter.
- Positioning of advertisements is at the discretion of NADA.
- NADA shall have no liability for errors in key numbers, advertisers' index or booth number information.
- No conditions shall be binding on NADA unless specifically agreed to in writing by NADA. Rates are subject to change on notice from NADA.
- Liability for content of any ads (text, representation, illustration, video or other presentation) is assumed by sponsors, advertisers and advertising agencies for any claims arising therefrom against NADA.
- NADA is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, labor or material shortage, transportation interruption of any kind, work slowdown or any condition beyond the control of NADA affecting production or delivery in any manner.
- NADA will not supply proof of purchase for any advertisement or sponsorship other than print.
- The NADA logo is a federally registered trademark and may not be displayed in any marketing or promotional communications without a valid license agreement. Confirmed exhibitors for the annual NADA Show may be permitted to use the NADA Show logo, which includes the dates and location of the NADA Show for which they are exhibiting. Confirmed Women Driving Vehicle Retail sponsors may use the approved WDVR logo and branding when promoting their sponsorship and presence at this event.

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