

2021

Sponsorships & Advertising



Digital



Print



Video



NADA SHOW

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.

YEAR-ROUND

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



NATIONAL
AUTOMOBILE
DEALERS
ASSOCIATION

NADA SHOW 2020

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SPECIAL NOTICES FOR NADA SHOW SPONSORSHIPS

- NADA 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 Sept. 1, 2020. No extensions.
- Late fees of 25% to 50% will apply to any extensions beyond the published creative deadlines.

SALES CONTACTS

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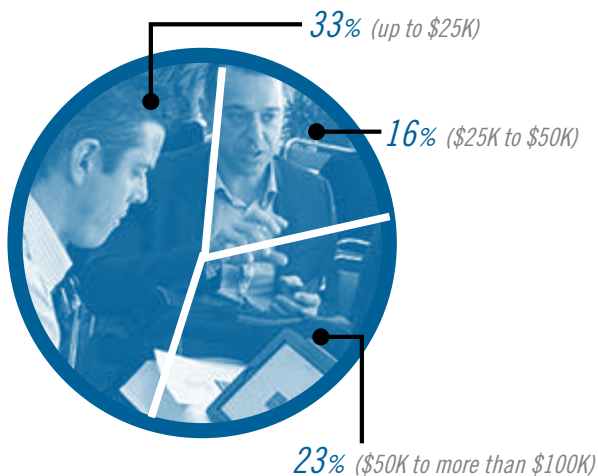


Fast Facts

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.



3 DAYS = 50,530 LEADS

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

22,000 PEOPLE ATTENDED THE NADA SHOW IN 2020.

#1

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



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

67%

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 the "Top 150 Dealership Groups" 3 out of 4 attend the NADA Show

71%

Dealer/manager attendees at the 2020 NADA Show who plan to attend the 2021 NADA Show in New Orleans.

85%

Exhibitors that rated the expo as "good" to "excellent" compared with other shows where they exhibit.

86%

Attendees who are the decision makers when purchasing products and services exhibited at the Expo.

SOCIAL DISTANCING

▶▶▶ NADA SHOW'S ACTION PLAN

Your safety is our top priority! The complete NADA Show 2021 Action Plan can be found at nadashow.org.

◀◀ **SAW THE VENDORS
WE WANTED TO SEE,
AND MET SOME OF
INTEREST THAT WE
DIDN'T KNOW ABOUT.** ▶▶

— NADA Show 2020 attendee



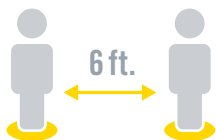
10'x10' inline booths will be separated by 5' spacing to address social distancing concerns.



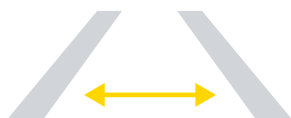
Exhibitors will receive 4 complimentary booth badges per 100 square feet of booth space—up to a maximum of 60 badges.



No-contact registration will be available for attendees and exhibitors.



Social distancing will be encouraged in common areas, through signage and floor decals.



The expo hall will offer 20' wide aisles to help facilitate better traffic flow and social distancing.



To help protect all attendees and exhibitors, NADA will require everyone to wear a face mask upon entry to the convention center. NADA will provide a face mask to any attendee or exhibitor who does not have one, upon entry to the convention center.



ADVERTISING ► **PRINT****NADA SHOW MAGAZINE****Covers: \$10,000 (net)****Full-page ads: \$8,000 (net)****Space deadline: 11/16/20****Creative deadline: 12/1/20**

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 2021 economic forecast, NADA 2021 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: 11/16/20****Creative deadline: 11/17/20**

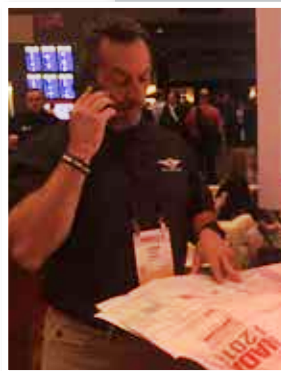
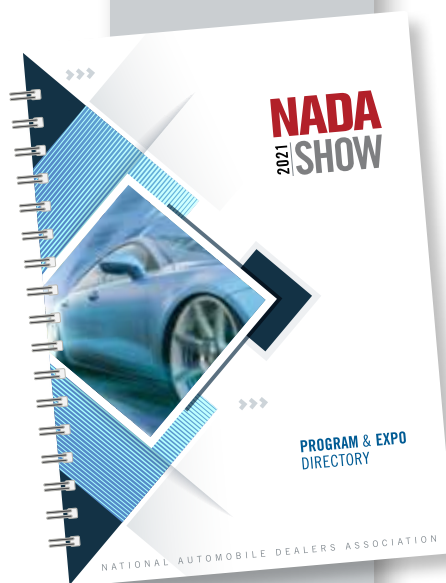
The popular *NADA Show Program Directory*—placed inside all attendee registration bags and distributed throughout the convention center—utilizes a compact, user-friendly format. The directory includes a daily schedule of show events, full details of all workshops, general sessions, and speakers, and 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)****Space deadline: 11/16/20****Creative deadline: 11/16/20**

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 receives two ad spaces and has 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 ► DIGITAL

NADA SHOW MOBILE APP *(exclusive)*

\$25,000 (net)

Right-of-first-refusal deadline: September 1, 2020

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 2021 NADA Show and remains active all year long, which means the sponsor also receives exposure during the major marketing and registration period for the 2022 NADA Show!



NADA SHOW E-BLAST

July-Sept.	\$5,000 per month
Oct.-Nov.	\$5,000 per month
Dec.-Jan.	\$8,000 per month

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 July 2020 and ending in mid-January 2021.

NADA SHOW E-NEWSLETTER

Sept.	\$10,000 per month (minimum of two e-newsletters sent this month)
Oct.	\$10,000 per month (minimum of two e-newsletters sent this month)
Nov.	\$15,000 per month (minimum of three e-newsletters sent this month)
Dec.	\$15,000 per month (minimum of three e-newsletters sent this month)
Jan.	\$15,000 per month (minimum of three e-newsletters sent this month)

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.





ADVERTISING ► DIGITAL

BACK BY POPULAR DEMAND: NADA SHOW RETARGETING

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—which must include the NADA Show logo—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.

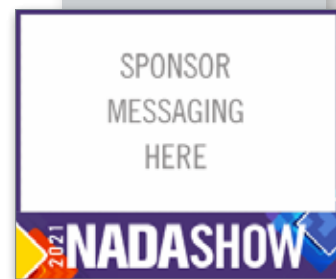
Impressions	Pricing
100,000	\$7,500
50,000	\$5,000



◀ 160 x 600



◀ 728 x 90



◀ 300 x 250



ADVERTISING ► NADA VIDEO

NADA DIGITAL PROGRAMMING *(exclusive)*

Call for pricing and details

Space deadline: 12/14/20

Creative deadline: 12/18/20

Exclusive sponsorship all four days (Jan. 21-24) 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

Space deadline: 12/14/20

Creative deadline: 12/18/20

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, at NADA Show Live Stage in between segments and on various screens throughout the convention center.



EXHIBITOR SPOTLIGHT

\$8,000 (net) per two-minute video

Reserve your video by: 12/14/20

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 five video time slots available.



SPONSORSHIPS ► TRANSPORTATION

SHUTTLE-BUS SIGNAGE

Contact us for pricing and sizes

Creative deadline: 12/18/20

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 bus placements is required.



SHUTTLE-BUS HEADREST COVERS

\$5,000 (net) per bus

Space deadline: 10/30/20

Creative deadline: 11/6/20

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.



SPONSORSHIPS ► CONVENTION CENTER ► SIGNAGE INTERIOR

INTERIOR BANNERS

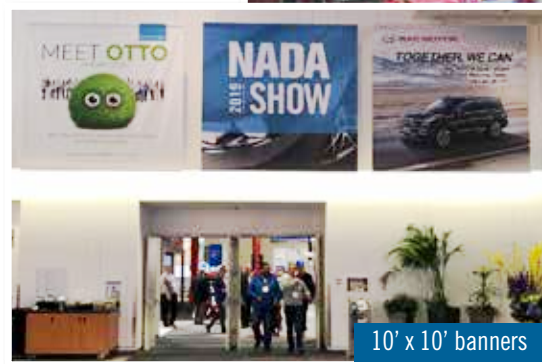
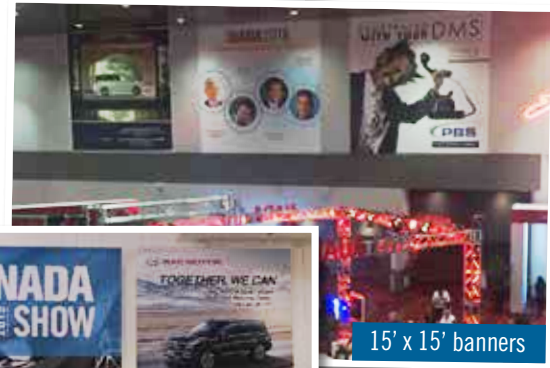
\$10,000-\$23,000 (net) per banner

Creative deadline: 10/23/20

These high-impact banners are strategically placed at various locations throughout the convention center. Banner availability includes:

- 6' x 8'
- 10' x 8'
- 10' x 10'
- 15' x 15'
- 25' x 13'
- ...and more!

[Click here for exact locations and availability.](#)



ESCALATOR HANDRAILS

\$15,000 (net) per escalator (includes 2 handrails)

Purchase deadline: 12/14/20

Creative deadline: 12/18/20

Place your brand message on the escalator handrails for maximum visibility and constant exposure. Statistics show handrail advertising results in 85% initial noticeability, 79% increase in brand interest and 64% increase in unprompted recall. Average-size handrail is 140' long—ample opportunity to have multiple repeat pattern of logo, booth number and message. Pricing includes production, installation and removal.

[Click here for escalator locations and availability.](#)





SPONSORSHIPS ► CONVENTION CENTER ► SIGNAGE INTERIOR

ATRIUM PANELS

\$18,000 (net)

Purchase deadline: 10/16/20

Creative deadline: 10/23/20

Located in the high-traffic atrium food court, these glass panels will have the sponsor's logo and messaging prominently displayed. Price includes graphics printed on glass cling material, installation and removal.

[Click here for dimensions, location and availability.](#)



WINDOW CLING POP-INS

\$12,000 (net)

Purchase deadline: 10/16/20

Creative deadline: 10/23/20

Located above the doors leading into/out-of the high-traffic atrium food court, these glass panels will have the sponsor's logo and messaging prominently displayed on both sides.

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

[Click here for dimensions, location and availability.](#)



A: 87.25" x 42.25"
B: 42.25" x 42.25"



NADA SHOW LIVE STAGE

The popular 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 central concourse of the convention center, the stage features an engaging host interviewing guests and industry panelists. The 30-minute segments include keynote speakers, OEM execs and other industry experts. Content is live-streamed to the entire NADA membership, then posted on the NADA blog and on NADA digital channels throughout the year.

PLATINUM SPONSORSHIPS : OWN THE STAGE...FOR 30 MINUTES (only three available)

- 30-minute presentation from the Live Stage by the Platinum Sponsor
- Guaranteed 500,000 impressions from the targeted promotion of live video across social media, daily email distribution in the morning and again in late afternoon, and via the NADA blog
- An up-to-15-second daily commercial shown from the Live Stage multiple times each day touting a feature/benefit of the sponsor's product
- First-tier placement of the sponsor's logo on the stage backdrop and on the side and rear panels of the Live Stage structure
- Opportunity for sponsor to supply printed insert in the hotel room drop bag, delivered to participating NADA Show hotels on peak night of Friday, Jan. 22
- Logo and mention during general sessions on Friday and Saturday, and during the NADA highlights video shown at Sunday's general session (as well as on the NADA blog and at state/metro dealer association meetings)
- An up-to-15-second commercial (supplied by the sponsor) placed within all four days of NADA Video programming (pre-produced programming is shown in most NADA Show hotels and on buses)
- Recognition and thanks from the Live Stage host at specific intervals each day
- Promotional interview conducted at the sponsor's booth
- Sponsor's logo on NADA marketing related to Live Stage

Sponsorship investment: \$50,000





NADA SHOW LIVE STAGE (continued)

GOLD SPONSORSHIPS : SUPPORT KEY INDUSTRY INITIATIVES! (only four available)

The Live Stage presents four distinct series of daily programs, panels and speakers focusing on the latest industry trends. Gold Sponsors select the series they want to sponsor.

- Women Driving Auto Retail (increasing dealership diversity)
- Hiring and Retaining Service Techs (bolstering dealership staff)
- The Modern Dealership (energy efficiency, cost-cutting solutions)
- Digital Trends (latest social media and other digital marketing)

Topics from each series will be covered in separate 30-minute segments each day. Sponsorship deliverables include:

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

Sponsorship investment: \$30,000 (net) per series

“Indeed’s Gold Sponsorship of the Live Stage (as presenting sponsors of the Hiring and Retaining Service Technicians track) not only gave Indeed a fantastic platform to share our job seeker data and industry hiring insights in real time, but also provided incredible exposure and brand awareness throughout the entirety of the event. In addition to the live stream coverage of the Live Stage, NADA thoughtfully promoted our ‘Driving your Hiring Goals’ session with near-immediate coverage on their social channels and blog.”

— **Tina Amelchenko**
Marketing Manager, DCA
Indeed





WOMEN DRIVING AUTO RETAIL BRUNCH (Deadline for sponsorships: Sept. 1, 2020)

High-profile networking and education event, with up to 300 of the nation's top thought leaders in the auto industry discussing how they are shaping auto retail and creating opportunities for the next generation. This popular event will feature two main sessions during the three hour event, which kicks off with one hour of networking. Each session will include either a renowned speaker or a panel of top experts. Both sessions will be livestreamed, guaranteeing a large digital audience. The event at NADA Show 2020 in Las Vegas was sold out, and nearly 1,000 people viewed the livestream.

Date: Saturday January 23, 2021 | **Time:** Noon-2:30pm | **Location:** TBD

Sponsorship Opportunities

- **Platinum Sponsor (two available)**
\$25,000 (net) each
 - Two options:
 - Introduce the guest speaker (if single speaker session) and the opportunity to shape the topic
 - Serve as panelist or moderator (if a panel session) and the opportunity to shape the topic
 - Prominent signage on stage
 - Logo mention in all print and digital marketing materials, including *NADA Show Program Directory*, *NADA Show Magazine*, etc.
 - Mention in post-event NADA blog post
 - Opportunity for customized, promotional giveaway item for attendees (per NADA approval)
 - Logo featured on video player for both livestream and YouTube recorded version/archive
 - 10 tickets to event
- **Gold Sponsor—Networking Sponsor (pre-event networking and post-event networking)**
\$15,000 to sponsor both networking sessions
 - Prominent signage in room, including approval to provide napkins with logo
 - Magazine rack display with company information or item at event
 - Logo mention in all print and digital marketing materials, including *NADA Show Program Directory*, *NADA Show Magazine*, etc.
 - Mention in post-event NADA blog post
 - Opportunity for customized, promotional giveaway item for attendees (per NADA approval)
 - 4 tickets to event

Bonus! Sponsors of Women Driving Auto Retail events also receive premium discounts on [other NADA Show sponsorship opportunities](#) at the convention center and NADA-affiliated hotels.





SPONSORSHIPS ► CONVENTION CENTER ► INTERNATIONAL

NADA INTERNATIONAL TRANSLATION ROOM *(exclusive)*

\$5,000 (net)

Sponsor logo submission deadline: 10/23/20

Place your company logo, booth number and messaging in front of every international attendee by sponsoring the NADA International Translation Room. Sponsorship includes multiple signage inside the NADA International Translation Room and at the entrance.



NADA INTERNATIONAL ROUNDTABLE *(exclusive)*

\$8,000 (net)

Sponsor logo submission deadline: 10/23/20

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.



NADA INTERNATIONAL VISITORS LOUNGE *(exclusive)*

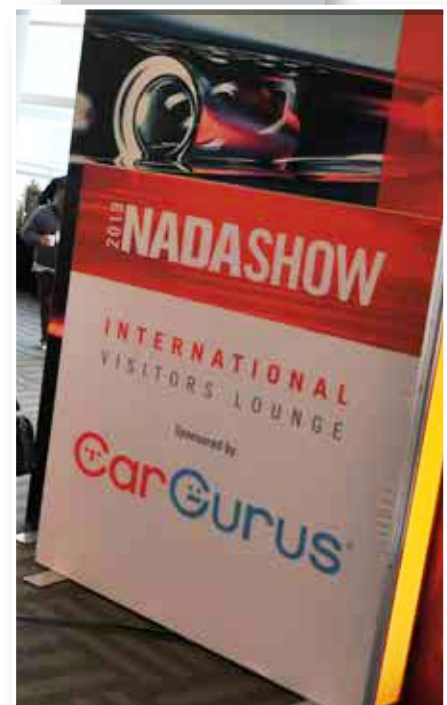
\$15,000 (net)

Sponsor logo submission deadline: 10/23/20

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.

***Discount for bundling all three International offerings.**



**SPONSORSHIPS ► CONVENTION CENTER ► ROOMS****NADA PRESS ROOM** *(exclusive)***\$15,750 (net)****Sponsor logo submission deadline: 10/23/20**

Place your company logo and messaging in front of more than 200 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.



“ We were SO happy with our charging station wall cling at the 2020 NADA Show in Las Vegas. We are definitely planning to exhibit at NADA Show again next year and look forward to—once again—working with the great team at NADA. ”

— **Millie Beetham**
Marketing Manager
Adpearance

SPONSORSHIPS ► CONVENTION CENTER

POWER LOUNGES

\$11,000 (net) per lounge

Sponsor logo submission deadline: 10/23/20

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). Three power lounges available to sponsor.

[Click here for exact locations and availability.](#)



ROTATING KIOSKS

\$6,000 (net) per panel

Creative deadline: 10/23/20

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.

Panel size: 42.5"width x 68.5"height

[Click here to view kiosk availability and locations.](#)

**CLICK ON THE IMAGE
TO SEE THE NEW
KIOSKS IN ACTION!**



LANYARDS *(exclusive)*

\$40,000 (net)

Right-of-first-refusal deadline: 9/1/20 Sponsor logo submission deadline: 9/25/20

Your company logo co-branded with the NADA Show logo on every attendee lanyard. Lanyards are 1/2" wide, and both logos alternate around the entire length of the lanyard. Total quantity: 30,000.





SPONSORSHIPS ► CONVENTION CENTER

BADGE CARDS *(exclusive)*

\$15,000 (net)

Purchase deadline: 9/1/20

Creative deadline: 9/8/20

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 approximately 22,000 badge cards.



WI-FI *(exclusive)*

\$25,000 (net)

Sponsor logo submission deadline: 11/20/20

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.





SPONSORSHIPS ► HOTELS

HOTEL ROOM KEY CARDS *(exclusive)*

Call for pricing and details

Right-of-first-refusal deadline: 9/1/20

Creative deadline: 12/4/20

A hotel room key card places the sponsor's messaging directly in the hands of dealers. Show attendees view their credit card-sized room keys an average of seven times a day. NADA has negotiated a 30% discount with participating show hotels and that discount is passed along to the sponsor.

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



HOTEL ROOM DOOR HANGERS *(exclusive)*

Call for pricing and details

Right-of-first-refusal deadline: 9/1/20

Creative deadline: 12/4/20

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





SPONSORSHIPS ► HOTELS ► IN-ROOM

HOTEL ROOM-DROP INSERTS

Call for pricing and deadlines

Inserts can include a brochure, one-sheet promo, customized pen or other giveaway. NADA has negotiated a 35% discount on all room-drop deliveries with participating show hotels and that discount is passed along to the sponsors.



HOTEL ROOM-DROP BAGS *(exclusive)*

Call for pricing and details

Right-of-first-refusal deadline: 9/1/20

Creative deadline: 10/19/20

The sponsor's company logo, booth number and marketing slogan are printed on the bag and branded alongside the NADA Show logo. Bags are delivered the peak night of Friday, Jan. 22. NADA has negotiated a 35% discount on all room-drop deliveries with participating show hotels, and that discount is passed along to the bag sponsor.

Plus Two Inserts—Free!



“PBS Systems has been purchasing official NADA Show sponsorships for the past three years, and by utilizing sponsorships across multiple touch points—print, on-site, at the hotel—we've increased booth traffic by 32%, increased our brand recognition, and product awareness. We're looking forward to another great NADA Show in 2021.”

— Sophia Ear
Events Coordinator
PBS Systems

Fast Facts

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



16,753
New-car dealerships



New-car dealers who are NADA members

100%

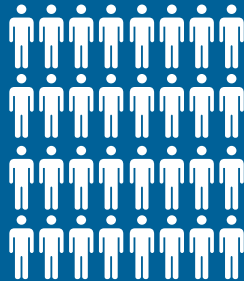
NADA's membership retention rate



\$122.7 billion

Service, parts and body shop sales by new-car dealers

1 million+



Number of workers employed at new-car dealerships across the country

56%

Ad dollars new-car dealers spend on internet advertising



17.2 million

New vehicles sold or leased by new-car dealers

14.4 million

Used vehicles sold by new-car dealers

\$9.4 billion

Total advertising expenditures by new-car dealers

\$1.025 trillion

Total new-car dealership sales



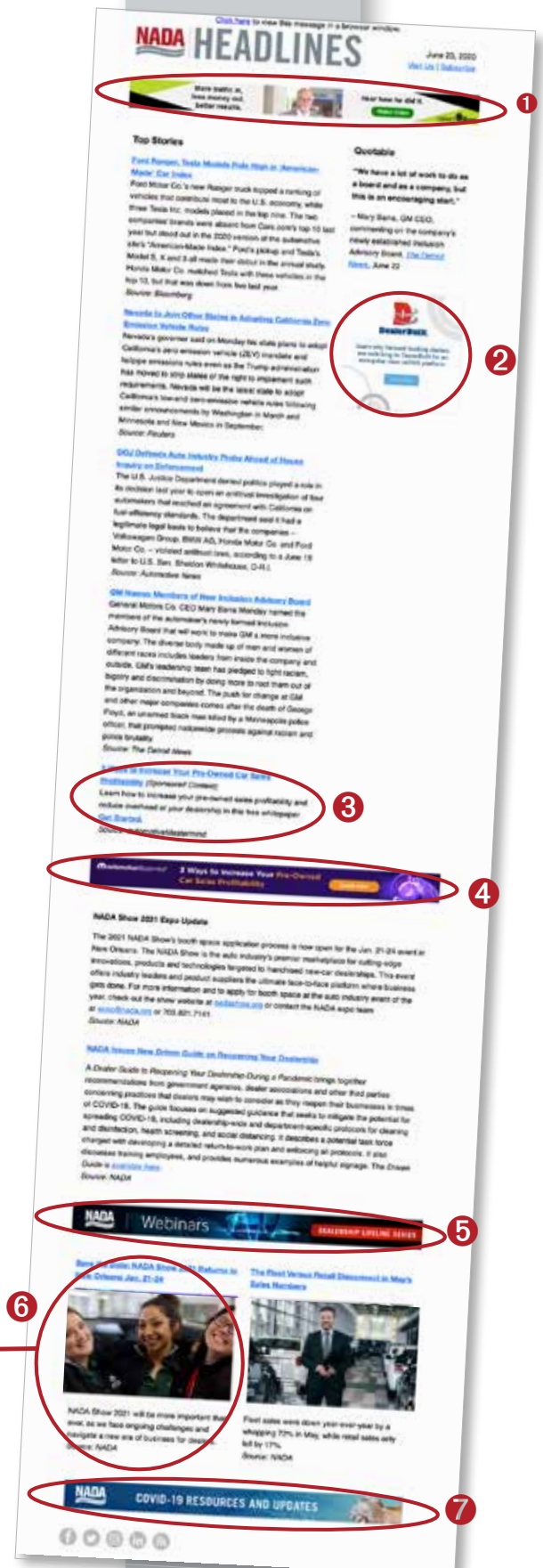
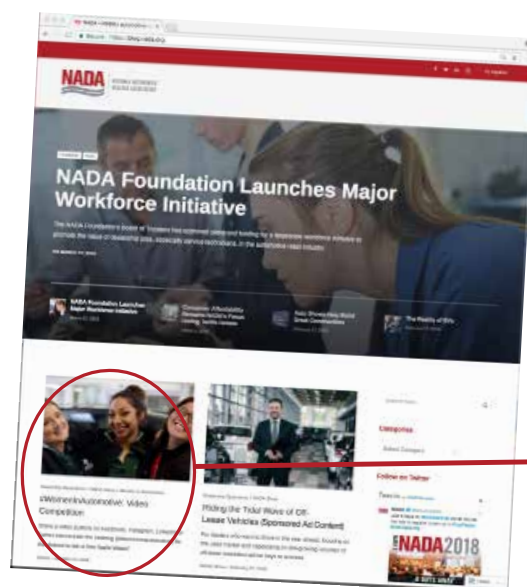
ADVERTISING ► E-NEWSLETTERS

NADA HEADLINES

NADA Headlines is the “must-read” morning e-newsletter for auto-industry news. The streamlined look includes top stories of the day, 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 70,000+ subscribers, including dealers, general managers, automakers, suppliers and the media with an average open rate of 18 percent.

Pricing:

- ❶ 1200 x 100-pixel banner—\$10,000 (net) per month
- ❷ 400 x 400-pixel banner—\$10,000 (net) per month
(also used for NADA in-house promotions; email for availability)
- ❸ Sponsored content—\$6,000 (net) weekly
(text/copy only, no images; email for character count/complete specs)
- ❹ 1200 x 100-pixel banner—\$8,000 (net) per month
- ❺ 1200 x 100-pixel banner—\$6,500 (net) per month
- ❻ 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
- ❼ 1200 x 100-pixel banner—\$6,500 (net) per month



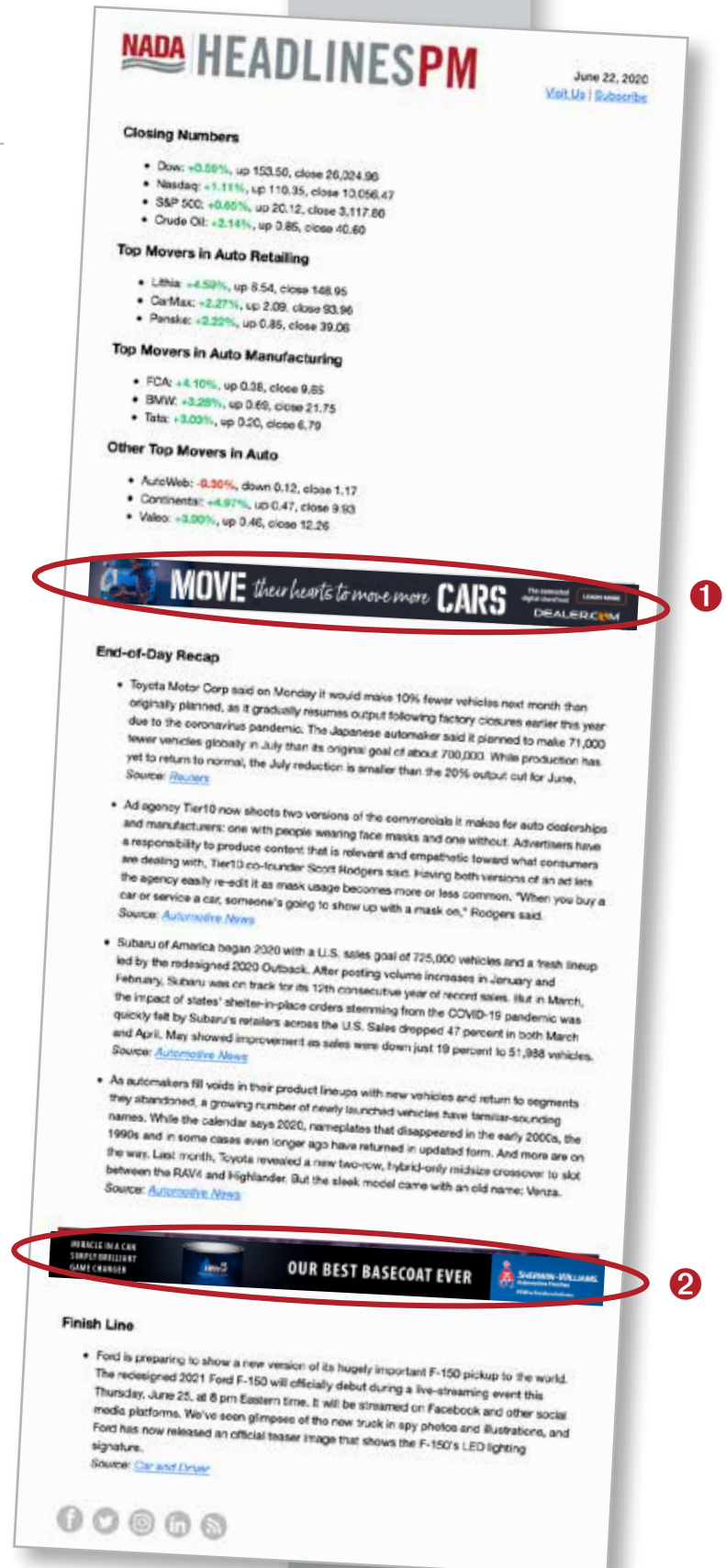
ADVERTISING ► E-NEWSLETTERS

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 70,000+ 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:

- ❶ 970 x 90-pixel banner—\$2,500 (net) per month
- ❷ 300 x 250-pixel banner—\$2,500 (net) per month
- ❸ 300 x 250-pixel banner—\$2,500 (net) per month

HOW DEALER-MEMBERS ACCESS NADA.ORG

68%
DESKTOP



28%
MOBILE



4%
TABLET



NADA.ORG VISITORS

85.5%
NEW



14.5%
RETURNING



AVERAGE SESSIONS PER MONTH

88,000+

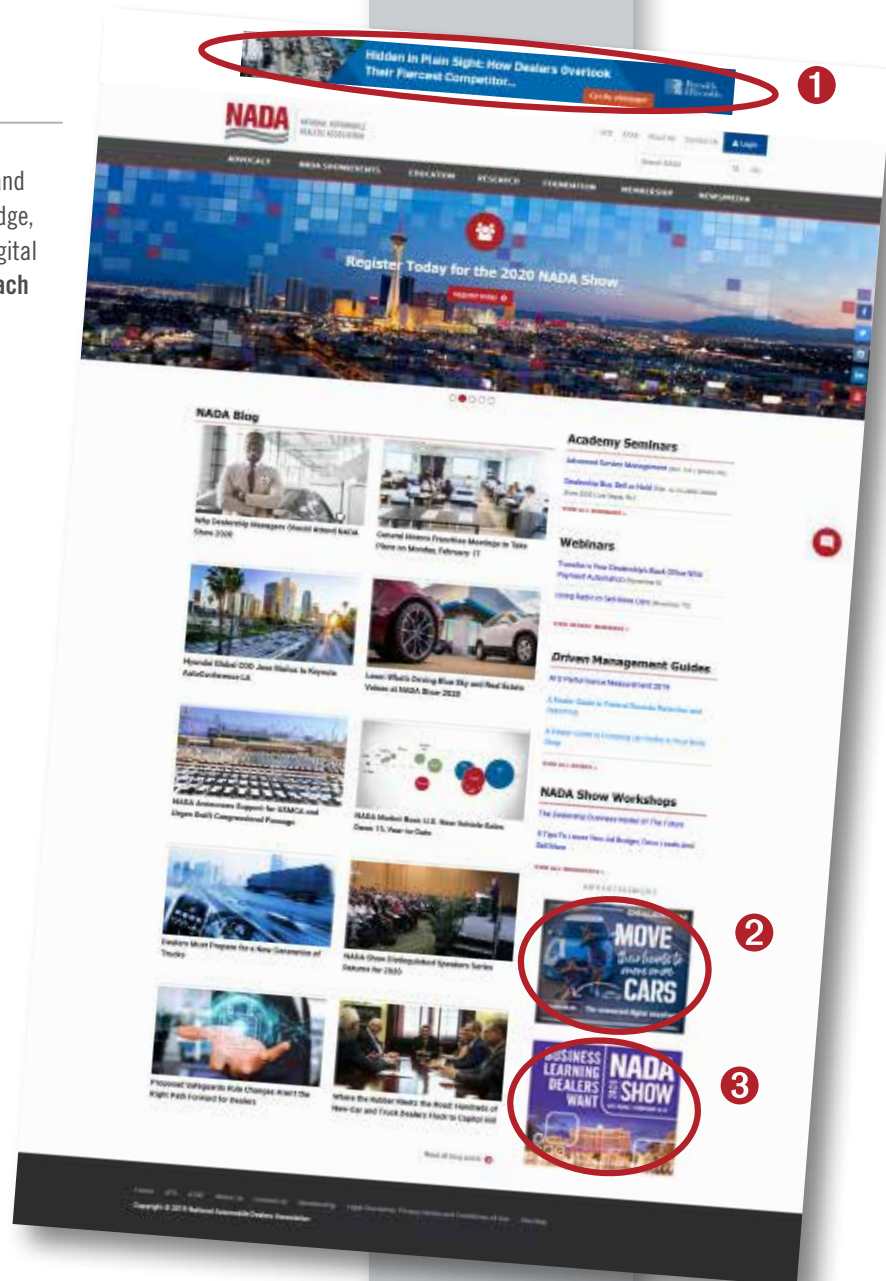


AVERAGE PAGE VIEWS PER MONTH

430,500+



Source: Google Analytics Jan. 1–Dec. 31, 2019



ADVERTISING ► DIGITAL

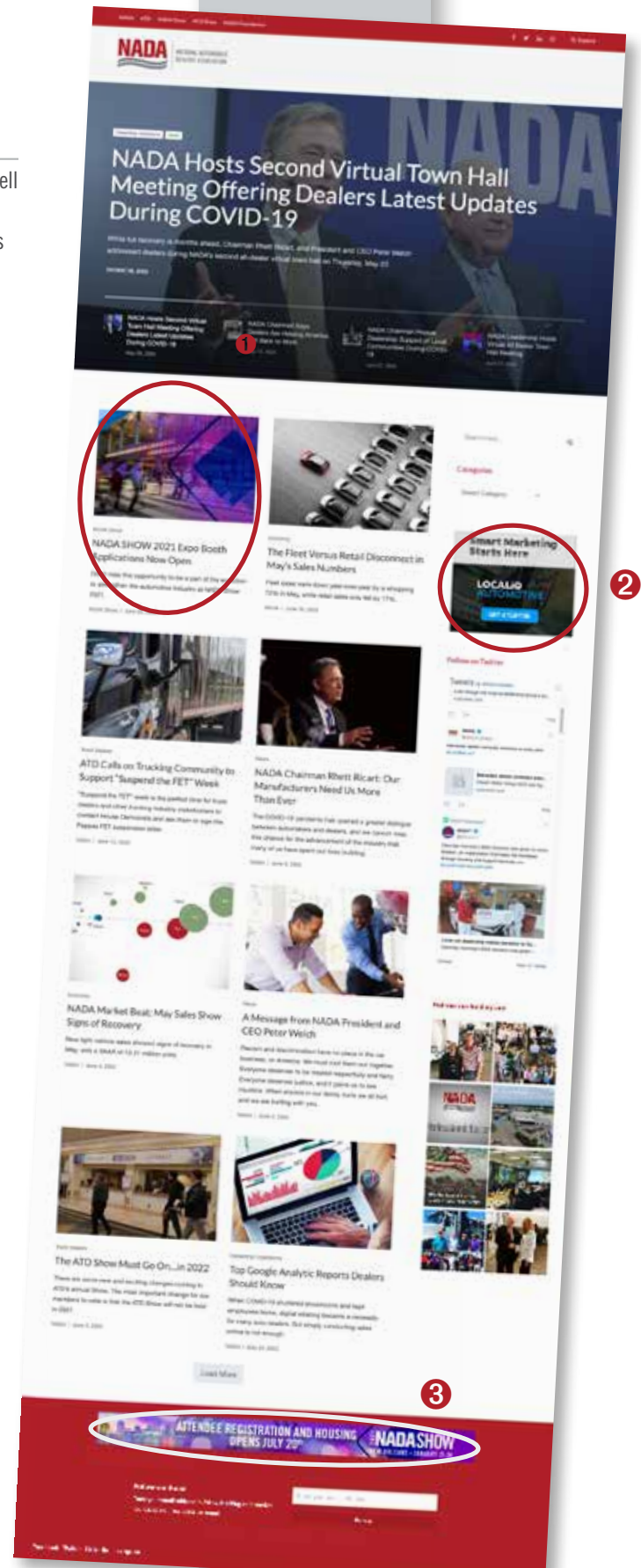
NADA BLOG

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 2019, the NADA blog generated more than 188,000 page views from 111,800 unique users. These numbers are currently on track to triple in 2020. 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:

- ❶ **Sponsored content**—text/copy and images; call for character count/complete specs and pricing
- ❷ **300 x 250-pixel banner**—\$10,000 (net) per month; 100% SOV
- ❸ **970 x 90-pixel banner**—\$8,000 (net) per month; 100% SOV

Blog Post Page



ADVERTISING ► DIGITAL

NADA EDUCATION—WEBINARS

\$1,495 (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 managers 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



ADVERTISING ► *TERMS & CONDITIONS*

1. CHARACTER OF SPONSORSHIP

The purpose of NADA Show is to promote the highest standards of efficient management, ethical and businesslike practices, and knowledge useful to the improvement and efficiency of dealership operations. Sponsorships and Advertising are intended to complement and enhance the NADA Show and Education Program and are designed to educate NADA and ATD 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/truck 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/ATD 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

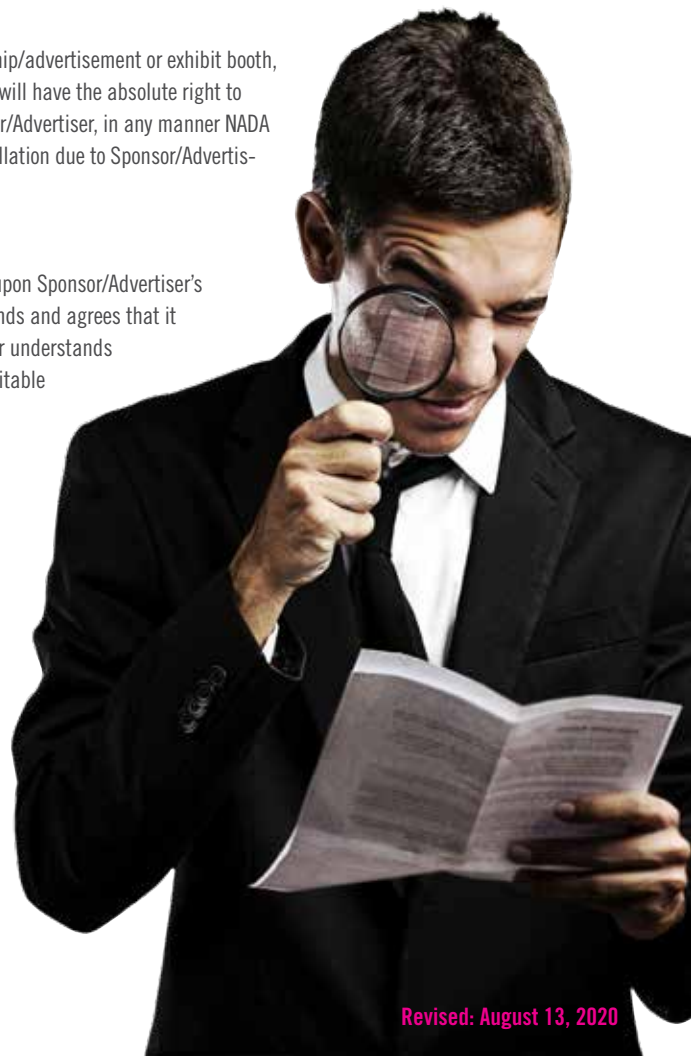
If Sponsor/Advertiser fails to make any scheduled payment by the date specified, for either sponsorship/advertisement or exhibit booth, NADA reserves the right, at its sole option, to cancel this Contract. Under such circumstances, NADA will have the absolute right to sell, utilize or otherwise dispose 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 further understands and agrees that NADA's ability to hold the 2021 NADA Show is dependent upon both its securing a suitable facility and its ability to hold an in-person event involving large gatherings of people. Accordingly, NADA shall have the right to cancel this Contract with no obligation or liability to Sponsor/Advertiser if NADA determines, in its sole discretion, that it is not practicable to hold the 2021 NADA show as scheduled, or that its ability to hold the 2021 NADA Show as scheduled is substantially impaired, for any reason beyond NADA's reasonable control including, but not limited to, restraint of government; pandemic, epidemic or other widespread occurrence of infectious disease (including, but not limited to, COVID-19); Act of God; fire; flood; storm or threatened storm; earthquake; riot; strike; lockout; civil disturbance; actual or threatened terrorist attack; or act of war. 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 NADA Show.

5. REFUNDS

5.1 If NADA does not accept Sponsor/Advertiser's sponsorship/advertisement request for a reason other than nonpayment or cancellation by Sponsor/Advertiser, NADA will refund any deposit paid to NADA by Sponsor/Advertiser for the 2021 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 nontransferable. Any cancellation notices by Advertiser/Sponsor 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, nonrefundable and nontransferable. 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

- 7.1** Sponsor/Advertiser agrees that the sponsorship/advertisement purchased is intended for Sponsor/Advertiser's sole use to promote only its 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 NADA Show 2021.

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 that 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 its sponsorship/advertisement.

Sponsor/Advertiser agrees that NADA is not responsible or liable for any claimed or recognized violations of the Exhibitor's intellectual property rights or proprietary claims, including any claims for trademark, 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 Show that, in NADA's sole judgment, is inappropriate, inaccurate or offensive, or fails to comply with the Contract Terms and Conditions or the Exhibit Rules and Regulations.

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 Center 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 conditions 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 court in any 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.