

# NATDA

## North American Trailer Dealers Association

### 2021 Association Sponsorships

The North American Trailer Dealers Association (NATDA) offers a wealth of branding opportunities through our print and electronic publications, providing consistent contact year-round to your target market.

While individual sponsorships come with their own additional benefits, all association sponsorships receive the following programs as well:

- Sponsor logo displayed at bottom of electronic newsletter, sent to 14,500+ industry contacts
- Press Release priority on NATDA digital outlets
- 15% OFF any advertisements placed in 2021 issues of NATDA Magazine<sup>4</sup>
- **NEW!** Discounted pricing for digital ad placement and/or participation in any NATDA online education programming or virtual event
- Sponsor logo with direct link at [www.natda.org](http://www.natda.org)
- Sponsor's logo, direct link, contact information and small bio listed at [www.natda.org/site/sponsors](http://www.natda.org/site/sponsors)
- FREE 2021 NATDA Membership for Sponsor
- NATDA Member List (Upon Request)
- Association sponsors receive top priority for 2021 booth selection<sup>6</sup>
- Sponsor Logo displayed on the following:
  - Lobby of dealer host hotel (if applicable)
  - Dealer Education PowerPoint
  - 2021 NATDA Trailer Show signage
  - 2021 Sept/Oct issue ("Trade Show issue") of NATDA Magazine

If you have any questions, please contact us at **727-360-0304 x107**.

Sincerely,  
The NATDA Team

1 Advertisement order will rotate – 2 Sponsor must provide press release and image – 3 Sponsor must provide content – 4 Primary positions (i.e. inside cover, back cover and inside back cover) in NATDA Magazine excluded – 5 Dealers must have never been members of NATDA – 6 Process and order outlined in "NATDA Booth Selection Process" – 7 Based on availability and NATDA approval of requested time/date (first-come, first-served) – 8 Excludes Pre-Trade Show and Trade Show issue

## Diamond Sponsorship (\$37,500)

### Digital Awareness

- (1) Advertisement featured on electronic newsletter<sup>1</sup>
- (1) Feature showcased at top of electronic newsletter<sup>2</sup>
- (1) Advertisement on [www.natda.org](http://www.natda.org)
- **NEW!** NATDA will post to one social media outlet with provided sponsor content monthly<sup>3</sup>
- **NEW!** (1) Digital Conversion email from printed postcard below
- **NEW!** Logo placement on Pre-Trade Show Issue (July/Aug) Magazine Email distribution
- **NEW!** Enhanced upgrade features on the NATDA Digital Magazine
- **NEW!** Sponsor's YouTube Channel featured on NATDA YouTube Channel's Homepage

### Print Branding

- (1) 3-page feature in July/August ("Pre-Trade Show") issue of NATDA Magazine
- **MFG ONLY** – (1) full-page insertion in 2021 NATDA Trailer Buyer's Guide
- **VDR ONLY** – (1) full-page advertisement in 2021 NATDA Trailer Buyer's Guide<sup>4</sup>
- (6) Full-page advertisements in NATDA Magazine<sup>4</sup>
- (2) Super-sized (9"x13"), VIP postcard - invites: Custom design, print and mail up to 250 prospects and/or current dealers.
  - Trade Show Invitation Deadline: March 31, 2021
  - Trade Show Reminder Deadline: June 30, 2021

### Association Benefits

- FREE 1-year, NATDA memberships for up to 25 dealers<sup>5</sup>

### NATDA Trailer Show Perks

- **MFG ONLY** – 15% OFF total booth space for 2021 NATDA Trailer Show (New Sponsors Only)
- **VDR ONLY** – (4) 10x10 booth spaces for 2021 NATDA Trailer Show (New Sponsors Only)
- (2) Sponsor logo floor decals placed near booth in expo hall
- (1) PA announcement during 2021 NATDA Trailer show
- (1) Push notification sent through the 2021 NATDA Trailer Show app (during hours of show)
- Choice of (1) of the following:
  - Meter Board Sign: (1) Meter Board located in the hallway approaching Registration Desk
  - Beverage Bar: cash bar located near your booth on Thursday from 1pm-5pm; includes 40 drink tickets (limited availability)
  - Trade Show App: sponsor of the 2021 NATDA Trailer Show App which includes (1) sponsor banner and (1) sponsored push message per day.
    - *Sponsored Push Messages* - Send (1) real-time message per day to users.

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- *Sponsor Button* – Interactive button directing users to page with customizable image, name, description and link to Sponsor’s website or PDF
  - *Option*: if desired option is unavailable, NATDA will negotiate an equivalent option
- Meeting room for 2-hour dealer/staff event at host convention center<sup>7</sup>
- Top priority for discounted rates at 2021 host hotels over the Trailer Show dates

## Platinum Sponsorship (\$25,000)

### Print Branding

- **MFG ONLY** – (1) full-page insertion in 2021 NATDA Trailer Buyer’s Guide
- **VDR ONLY** – (1) full-page advertisement in 2021 NATDA Trailer Buyer’s Guide<sup>4</sup>
- (4) Full-page advertisements in NATDA Magazine<sup>4</sup>
- **VDR ONLY** – (1) Full-page feature in NATDA Magazine<sup>8</sup>
- (2) Super-sized (9”x13”), VIP postcard - invites: Custom design, print and mail up to 250 prospects and/or current dealers.
  - Trade Show Invitation Deadline: March 31, 2021
  - Trade Show Reminder Deadline: June 30, 2021

### Digital Branding

- **NEW!** (1) Digital Conversion email from printed postcard below
- **NEW!** Enhanced upgrade features on the NATDA Digital Magazine
- **NEW!** NATDA will post provided sponsor content one social media outlet monthly<sup>3</sup>
- **NEW!** Sponsor’s YouTube Channel featured on NATDA YouTube Channels’ Homepage

### Association Benefits

- FREE 1-year, NATDA memberships for up to 25 dealers<sup>5</sup>

### NATDA Trailer Show Perks

- **MFG ONLY** – 10% OFF total booth space for 2021 NATDA Trailer Show (New Sponsors Only)
- **VDR ONLY** – (2) 10x10 booth spaces for 2021 NATDA Trailer Show (New Sponsors Only)
- Meeting room for 2-hour dealer/staff event at host convention center<sup>7</sup>

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## Gold Sponsorship (\$15,000)

### Print Branding

- (6) Half-page advertisements in NATDA Magazine<sup>4</sup>
- **VDR ONLY** – (1) Full-page feature in NATDA Magazine<sup>8</sup>
- (1) Super-sized (9"x13"), VIP postcard - invites: Custom design, print and mail up to 250 prospects and/or current dealers.
  - Trade Show Invitation Deadline: March 31, 2021
  - Trade Show Reminder Deadline: June 30, 2021

### Digital Branding

- **NEW!** Enhanced upgrade features on the NATDA Digital Magazine
- **NEW!** NATDA will post to one social media outlet with provided sponsor content monthly<sup>3</sup>
- **NEW!** Sponsor's YouTube Channel featured on NATDA YouTube Channels' Homepage

### NATDA Trailer Show Perks

- **MFG ONLY** - 5% OFF total booth space for 2021 NATDA Trailer Show (New Sponsors Only)
  - **VDR ONLY** – (1) 10x10 booth spaces for 2021 NATDA Trailer Show (New Sponsors Only)
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## Silver Sponsorship (\$7,500)

### Print Branding

- (6) Half-page advertisements in NATDA Magazine<sup>4</sup>
- **VDR ONLY** – (1) Full-page feature in NATDA Magazine<sup>8</sup>
- (1) (4"x6"), VIP postcard - invite: Custom design, print and mail up to 250 prospects and/or current dealers.
  - Trade Show Invitation Deadline: March 31, 2021
  - Trade Show Reminder Deadline: June 30, 2021

### Digital Branding

- **NEW!** Enhanced upgrade features on the NATDA Digital Magazine
  - **NEW!** Sponsor's YouTube Channel featured on NATDA YouTube Channels' Homepage
  - **NEW!** NATDA will post to one social media outlet with provided sponsor content bi-monthly<sup>3</sup>
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## Bronze Sponsorship (\$5,000)

### Print Branding

- (2) Half-page advertisements in NATDA Magazine<sup>4</sup>
- **VDR ONLY** – (1) Full-page feature in NATDA Magazine<sup>8</sup>
- (1) (4"x6"), VIP postcard - invite: Custom design, print and mail up to 250 prospects and/or current dealers.
  - Trade Show Invitation Deadline: March 31, 2021
  - Trade Show Reminder Deadline: June 30, 2021

### Digital Branding

- **NEW!** Enhanced upgrade features on the NATDA Digital Magazine.
- **NEW!** Sponsor's YouTube Channel featured on NATDA YouTube Channels' Homepage
- **NEW!** NATDA will post to one social media outlet with provided sponsor content quarterly<sup>3</sup>

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