

NATDA TRAILER SHOW

SPONSORSHIP OPPORTUNITIES

NATDA is excited to announce our 2021 sponsorship opportunities including some new and different ways to make your brand stand out! Custom packages can be created upon request. All Show sponsors will receive recognition on designated sponsor signage onsite and pre-show marketing when applicable.



Trade Show Bags: Exclusive **\$6500**

Promote your presence at the Show in the hands of every dealer that attends. Trade Show Bags are distributed at Registration to every attendee. Your branding will be seen throughout the entire Show!

Bag Inserts **\$500 (flyer); \$1000 (product)**

Promote your presence at the show by including a flyer or product in the attendee bag distributed to all dealer attendees. Production not included, sponsor must provide insert. Flyers must be no larger than 8.5"x11" and can be double-sided. Product inserts must be no larger than 4"x4" and weigh no more than 2lbs.

Registration: Exclusive **SOLD OUT**

Your branding will be the first thing attendees will see when they check in at Registration. Your artwork will be on display at the registration counters in the check-in area. Artwork must be provided by sponsor.

Lanyards: Exclusive **SOLD OUT**

Promote your presence at the Show around the neck of every dealer that attends. Lanyards are distributed at Registration to every attendee to display their name badge with. Your branding will be seen throughout the entire Show, training sessions and networking events!

Directional Signage **\$950**

Custom made panel signs placed strategically on the way to your booth. Signs are single sided and are 38"x93". Artwork must be provided by sponsor.

Aisle Signs **\$1200 per sign or 2 for \$2000**

Have your brand stand out when attendees look up! Aisle signs are key in navigating the show floor. Sponsor the aisle you are in and/or select multiple aisles for maximum exposure.

Decals **\$1500**

Choose to magnify your branding by strategically placing decals around the Show. Location selection will be based off of designated areas on the floor, doors or applicable wall space. Decals are 4'x4' and sponsorship includes production of 4 decals. Artwork must be provided by sponsor.

Beverage Bar: Limited Availability **\$1500**

Attract dealers to your booth with this strategically placed cash bar. Provide your VIP customers with free drinks courtesy of the 25 drink tickets included with this package. Set the tone with a fun and exciting atmosphere around your booth!

Dealer Happy Hour: (3 of 4 Available) **\$5500**

Dealers just want to have fun! And at the end of a day of training, that is what Happy Hour is meant for! Have a presence at Dealer Happy Hour on Wednesday, after dealership training, with a tabletop display and take advantage of this incredible networking opportunity.

Mobile App: Limited Availability **\$1500**

The mobile app is designed for attendees and exhibitors to easily navigate the Show floor and training sessions. Brand the official Show app by purchasing a sponsor banner that includes one push message per day to all attendees.

Show Supporter **\$750**

An affordable way to receive additional branding opportunities. Be recognized as a Show Supporter on the Show website, in the NATDA magazine applicable Show advertising and on onsite signage.

Hotel Sponsorship Packages: Limited Availability

Expand your branding beyond the Show floor with opportunities in the Dealer Headquarter property. These packages include branding on all marketing where sponsors are mentioned, dedicated sponsor call out for hotel sponsors only in the NATDA Magazine and recognition on hotel signage during the event.

Package 1 – This package includes your choice of one of the following options: Branded Hotel Key Card, Valet Tag or a nightly room drop (Wednesday or Thursday) **\$5500**

Package 2 – This package includes your choice of one of the following options: In-Room TV Channel, Custom Gobo Display, Guestroom Mirror Clings or Guestroom Remote Covers **\$8500**



2021 TRAILER SHOW SPONSORSHIP CONTRACT

Contact Name _____ Title _____

Company Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

SPONSORSHIP SELECTION

- | | | |
|--|---|--|
| <input type="checkbox"/> Trade Show Bags \$6500 | <input type="checkbox"/> Aisle Signs: Choose one | <input type="checkbox"/> Hotel Package: <i>Choose one</i> |
| <input type="checkbox"/> Bag Inserts: Choose one | <input type="checkbox"/> 1 Sign. \$1200 | <input type="checkbox"/> Package 1 \$5500 |
| <input type="checkbox"/> Flyer. \$500 | <input type="checkbox"/> 2 Signs. \$2000 | <input type="checkbox"/> Key Card <input type="checkbox"/> Room Drop |
| <input type="checkbox"/> Product \$2500 | <input type="checkbox"/> Beverage Bar. \$1500 | <input type="checkbox"/> Valet Tag |
| <input type="checkbox"/> Registration S.O. | <input type="checkbox"/> Dealer Happy Hour \$5500 | <input type="checkbox"/> Package 2 \$8500 |
| <input type="checkbox"/> Lanyards S.O. | <input type="checkbox"/> Mobile App \$1500 | <input type="checkbox"/> In-Room TV Channel |
| <input type="checkbox"/> Directional Signage \$950 | <input type="checkbox"/> Show Supporter. \$750 | <input type="checkbox"/> Custom Gobo Display |
| | | <input type="checkbox"/> Guestroom Mirror Clings |
| | | <input type="checkbox"/> Guestroom Remote Covers |
| | | <input type="checkbox"/> Decals \$1500 |

Total: \$ _____

PAYMENT INFORMATION

Total amount is enclosed with this contract or can be charged to credit card listed below.

Terms and Conditions

Sponsor agrees to pay amount indicated for sponsorship as published in NATDA's sponsorship opportunities packet or determined by NATDA staff. 100% of payment is due upon signing.

Authorized Signature** _____ Date _____

** Indicates that sponsor has read and agreed to Terms and Conditions above.

**This agreement serves as a written commitment and sponsor is unable to cancel.

Make check payable: NATDA, 111 2nd Ave. NE, Suite 1405 | St. Petersburg, FL 33701

Check Enclosed Visa Discover MasterCard American Express

Please enter credit card info here: C/C Number: _____

Expiration: _____ Security Code: _____