

2017 Sponsorship Opportunities

An opportunity awaits you.

Hyatt Hill Country Resort | San Antonio, TX | July 23-25

*Why Has This Expo **SOLD OUT** Five Straight Years?* Glad you Asked.

DEALER ATTENDANCE

With 275+ dealer attendees in 2016, we've averaged **46% annual growth** over the last 5 years.

DEALER QUALITY

TIADA members sell **5x more vehicles** than the average Texas dealer. And our conference delivers the best of the best directly to you.*

DECISION MAKERS

Our attendees are overwhelmingly **owners, GM's and senior staff** that directly influence dealership purchasing decisions.

PROFESSIONALISM

TIADA takes great pride in running a tight, professional and efficient conference, and that definitely includes our Expo. Ask around and we think you'll find we have the **best reputation** of any state association conference in the country.

SPONSOR SATISFACTION

Nearly 90% of our sponsors surveyed indicated **YES they would exhibit** at another TIADA Annual Conference & Expo.

RESERVE YOUR SPONSORSHIP TODAY

*Derived from data provided courtesy of Experian AutoCount. Based on independent dealerships reporting 5 or more vehicle transfers per year.

SPONSORSHIP PACKAGES



Platinum Sponsorship - ~~\$9,000~~ (limited to six sponsors) **SOLD OUT**

All Platinum Sponsors receive the following:

- Recognition as a Platinum Sponsor of the Annual Conference & Expo and will be offered a brief moment to address the audience at the Opening General Session.
- Exclusive invitation to a private event with the TIADA Board of Directors and other association leaders
- Four (4) all-inclusive event registration passes
- 25% off all additional registrants
- Complimentary 8' x 20' booth at the Expo, may select Premier booth with no upcharge
- Company logo on conference homepage at www.tiadaannualconference.com
- Two (2) Dealer Scholarships to the event
- Your name and/or logo on all email, direct mail, print advertising and confirmation communications
- Full page color ad in the Onsite Program
- Exclusive digital advertising at the Opening General Session
- Digital advertising in the Exhibit Hall
- Recognition on event signage
- Your logo, name & company description in the Onsite Program
- List of attendees
- Tote bag flyer insert
- Your flyer/seat drop at Opening General Session
- Company name, logo and website hyperlink on www.tiadaannualconference.com
- Company logo banner on mobile app hyperlinked to your website
- Company logo and description on conference mobile app
- Company logo on Passport to prizes



Gold Sponsorship - \$6,000

All Gold Sponsors receive the following:

- Three (3) all-inclusive event registration passes
- 20% off all additional registrants
- Complimentary 8' x 10' booth at the Expo, may select Premier booth with no upcharge
- Two (2) Dealer Scholarships to the event
- Full page color ad in the Onsite Program
- Digital advertising in the Exhibit Hall
- Your logo on all print advertising communications
- Your logo, name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Tote bag flyer insert
- Company name, logo and website hyperlink on www.tiadaannualconference.com
- Company logo and description on conference mobile app
- Company logo on Passport to prizes



Silver Sponsorship - \$4,000

All Silver Sponsors receive the following:

- Two (2) all-inclusive event registration passes
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the event
- Your logo on all print advertising communications
- Your logo, name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Company name & logo on www.tiadaannualconference.com
- Company description on conference mobile app



Bronze Sponsorship - \$2,500 (non-members \$3,000)

Includes one Conference Registration pass

- Complimentary 8' x 10' standard booth at the Expo
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Up to four (4) exhibit hall passes for your booth staff (*valid for exhibit hall activities only*)
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com



Copper Sponsorship - \$2,000 (non-members \$2,500)

Does not include Conference Registration pass

- Complimentary 8' x 10' standard booth at the Expo
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Up to four (4) exhibit hall passes for your booth staff (*valid for exhibit hall activities only*)
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com

*****Premier Booth Upgrade (for Silver; Specialty; Bronze; Copper) - \$750 *****

- Upgrade to a higher visible booth space (*See expo floor plan*)

Annual Conference & Expo Specialty Sponsorships

Lanyard Sponsor - \$6,000 SOLD OUT

Talk about logo wear! When your organization's name and logo is on badge-holder lanyards worn by all registrants, you're never out of sight—or mind.

- Your company name or logo on attendee lanyards
- Two (2) all-inclusive event registration passes
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the event
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com
- Company description on conference mobile app

Specialty Sponsorships cont.

NEW: Welcome Reception Sponsor - \$6,000 (limited to 2)

Sponsor the Welcome Reception, where leaders in the industry will come together to network over light-bites and cocktails.

- Signature drink
- Your company name or logo on beverage napkins at the Welcome Reception
- Your company name or logo displayed on a banner at the Welcome Reception
- Two (2) all-inclusive event registration passes
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the event
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com
- Company description on conference mobile app

Happy Hour Expo Sponsor - \$6,000 (limited to 3)

Receive excellent exposure in the exhibit hall at the last two hours of the first day of the show.

- Your company name or logo on beverage napkins – Happy Hour is on Monday, July 24th in the Expo Hall from 5:00 p.m. -7:00 p.m.
- Two beverage tickets with your company name or logo will be placed in each dealers' conference packet
- Two (2) all-inclusive event registration passes
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the event
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com
- Company description on conference mobile app

Wi-Fi Sponsor - \$4,000 (two available – Monday or Tuesday)

Wi-Fi NETWORKS FOUND! Help attendees connect in the conference meeting areas while giving your company high-profile brand exposure. The event will feature Wi-Fi access on Monday and Tuesday (excludes exhibit hall), where guests can log in on their electronic devices.

- Your company name or logo on Wi-Fi log in page
- Placecard with your WiFi credentials available at the Dealer Registration Counter
- Two (2) all-inclusive event registration passes
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the event
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com
- Company description on conference mobile app

Specialty Sponsorships cont.

Guest Room Mirror Decal Sponsor - \$4,000

Take mirror decals to the next level. Place your logo on the mirror in every guest room. Incentivize attendees to visit your booth by placing a fun question related to your products or services and offer a prize if people stop by with the correct answer!

- Your company name or logo on guest room mirror decal (sponsor to provide artwork)
- Two (2) all-inclusive event registration passes
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the event
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com
- Company description on conference mobile app

Re-Charge Station Sponsor - \$4,000 (two stations available)

Give your mobile device a boost at the recharging station! Your company logo will be prominently displayed on the re-charge station panels.

- Your company name or logo on re-charge station which includes up to 6 outlets for most portable electronic devices
- Two (2) all-inclusive event registration passes
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the event
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com
- Company description on conference mobile app

~~Hotel Key Card Sponsor - \$4,000~~ **SOLD OUT**

Every time they use their keys, they'll see your name. Put your company's product name or logo on all hotel keys and into the hands of TIADA conference attendees over the course of the two-day meeting.

- Your company name or logo (your design) on host hotel key card
- Two (2) all-inclusive event registration passes
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the event
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com
- Company description on conference mobile app

~~Meeting Directional Signage Sponsor - \$4,000~~ **SOLD OUT**

Lead the way—all the way through the conference events. Your company will maintain a consistent presence with its logo prominently featured on directional signs.

- Your logo will be placed on all physical directional signage, includes floor decals to Welcome Reception, Education and Exhibit Hall; excluding sponsor signage
- Two (2) all-inclusive event registration passes
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the event
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Recognition on event signage

- List of attendees
- Company name on www.tiadaannualconference.com
- Company description on conference mobile app

NEW: Meeting Digital Signage Sponsor - \$4,000 SOLD OUT

Your company will maintain a consistent presence with its logo prominently featured on the digital main lobby e-reader and meeting room e-readers.

- Your logo will be placed on all digital directional signage, e Reader board in Lobby area and education meeting rooms; excluding Exhibit Hall ballroom
- Two (2) all-inclusive event registration passes
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the event
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com
- Company description on conference mobile app

Do Not Disturb Hotel Door Hanger Sponsor - \$4,000

Remind attendees/guests to visit your Exhibit Hall booth or to build corporate or product awareness with a branded, "Do Not Disturb" hotel door hangers.

- Your company name or logo (your design) on host hotel Do Not Disturb door hanger
- Two (2) all-inclusive event registration pass
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the Event
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com

Dealer Networking Excursion - \$6,000 (up to four available)

These excursions provide an opportunity for dealer attendees to network outside of the conference meeting rooms! Please contact us if you would like more information on this sponsorship.

Tuesday Excursions will be from 230p-5p.

- In transit, the sponsor has the ability to address your audience for 3-5 minutes, welcoming remarks are encouraged on the way to the excursion as well as concluding remarks on the way back to the hotel
- Two (2) all-inclusive event registration pass
- Complimentary 8' x 10' standard booth at the Expo
- One (1) Dealer Scholarship to the Event
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Recognition on event signage
- List of attendees
- Company name on www.tiadaannualconference.com

Add on A la Carte (For event sponsors only)

NEW: Turndown Gift – \$1,500 per night (plus cost of delivery and gift) SOLD OUT

- What could be a better way to capture the attention of our conference attendees than to provide a special gift on their beds before they doze off at night? Two opportunities (Sunday or Monday night) are available. Sponsor is responsible for cost and selection of gifts, as well as hotel delivery cost. Sponsor must deliver items to the hotel within one week of the event.

NEW: Elevator Clings Sponsor - \$1,500 (two available)

- Going up? Down? Position your brand on the inside of the elevators. Elevators are located on each side of the hotel, going up to guest rooms. Total elevators: 4.

NEW: Interactive Booth Giveaways - \$1,500 (4 available)

- Expo Hall booth games are a great way to drive attendees to your booth and engage with attendees. Provide an interactive booth activity such as hole-in-one golf game; unlock the safe for a prize; dart board game, Jenga – the activities are endless. You provide us the golf ball, key, dart, Jenga or the missing part to your game and our Registration staff will hand them out at the dealer registration counter onsite. GET READY FOR SOME BOOTH ACTION!

NEW: Banner Signage – Hallway Leading up to Events - \$1,250 (up to 10 available)

- These highly visible banner signs are big – how big?? 17' wide, 39" in height will surely have you singing, "Come on and ease on down, ease on down the road...the road that leads up to our conference events! Purchase one or make them all yours! Check 'em out [here!](#)

NEW: Resort Entrance Lamp Post Signage - \$1,000 (up to 8 available)

- Have your brand be visible from the outside of the hotel. Situated at the front of the hotel, these 3-ft high banners will surely make a splash when attendees drive up to the hotel

General Session Luncheon Seat Drop (2nd day) - \$ 500 (limited to six)

One piece of promotional material is included on every seat in the general session (Tuesday)

- Provide 450 seat drops for 2nd day General Session

Digital Advertising in the Exhibit Hall - \$400

Digital Advertising will be available during exhibit hall hours, same message on all both screens. The screens are 16x9 widescreen. Your advertisement can be a static image ad or flash, no audio; roughly 3-4 seconds.

- Your digital ad displayed in rotation on 2 large flat screens during exhibiting hours

Advertising in the Annual Conference & Expo Onsite Program - \$400

" Advertising improves show brand awareness up to 46% and on-site promotional opportunities increase brand awareness up to 104%!"

Source: Center for Exhibition Research (CEIR)

- Full Page Color Ad; Must have artwork submitted by June 23

Tote Bag Flyers - \$250

Would you like to get something into the hands of every attendee? Then a bag insert is for you. Just send us your item and we will take care of the rest.

- Sponsor to provide 400 inserts; promo item; etc. (for event sponsors only)

Annual Conference Inclusions/Exclusions

Booth Inclusions

- Standard 8' back drape & 3' side drape in show colors
- One 6' draped table, two chairs
- Small wastebasket
- One 7" x 44" identification sign
- Pre-registration dealer list two weeks prior to conference, one week post conference
- Company name at www.tiadaannualconference.com
- Welcome Reception, Sunday 8p-10p (all vendors are invited)
Add \$100 for corner booth location
Add \$750 for Premier booth (Silver; Specialty; Bronze; Copper)
8 x 20 & island booths available, call to inquire
Maximum purchase of one conference registration pass per Bronze/Copper exhibiting company
See Exhibitor Application Terms & Conditions for additional information

Booth Exclusions

The order forms for the below items will be included in the Freeman Exhibitor Service Kit given to you after you have signed up to participate.

- Conference Registration*
- Utilities
- Internet
- Phone lines
- Services for assembly, dismantling or rigging
- Floral
- Signs
- Furniture Rental
- Material handling
- Carpet/padding (the ballroom is carpeted)
- Cleaning of exhibit space (during expo hall hours)

Move-in/Move-out; Expo Hours, etc.

Sunday, July 23rd

7:00 a.m. – 12:00 p.m. Decorator Move-in
12:00 p.m. – 7:00 p.m. Exhibitor Move-in

Monday, July 24th

7:00 a.m. – 12:00 p.m. Exhibitor Move-in
12:20 p.m. – 3:00 p.m. Exhibit Hall Grand Opening / Lunch with the Exhibitors
5:00 p.m. – 7:00 p.m. Exhibit Hall / Happy Hour

Tuesday, July 25th

8:00 a.m. – 10:00 a.m. Breakfast with the Exhibitors – Booth Prize Giveaways / Passport Giveaways
10:00 a.m. – 11:00 a.m. Appointments & Demos
11:00 a.m. – 1:00 p.m. Exhibitor Move-out / Tear Down

***Conference Registration available with some sponsorship levels; please review all sponsorships for more information.**

For more exhibit information or specialized sponsorship opportunities at the conference, please visit us at www.tiadaannualconference.com or contact Patty Huber at patty.huber@tiada.org or call 512.310.9795.