



V I A D A CONVENTION

AND 2019 TRADE EXPO

October 4-6 • Hilton Virginia Beach Oceanfront

EXHIBITOR & SPONSOR PACKAGE



Symbol of Quality



JOIN US!



OCEANFRONT HILTON VIRGINIA BEACH

BE ONE OF THE ELITE AT THE 2019 CONVENTION & EXPO: EXHIBITOR & SPONSORSHIPS ARE AVAILABLE!

Convention exhibitors and sponsors are recognized with extensive marketing exposure before, during, and after the Convention & Expo.

EXPOSURE INCLUDES web display, magazines, annual directory, district meetings and emails. Take advantage of this event and expand your customer base with independent dealers in the Commonwealth.

Any of the sponsorships may be co-sponsored!

DEADLINE for Sponsor and Exhibitor information and/or logo for the Convention Program is Friday, September 3, 2019.

THE VIADA ANNUAL CONVENTION & EXPO is the premier education and networking forum for dealers all over the state of Virginia. Showcase your services and products directly to your market segment and show the way your products/services benefit the independent dealer. Your products help the dealers be more successful.

FOR MORE INFORMATION OR FOR QUESTIONS, contact Jamie Davis or Alvin Melendez at (800) 394-1960 (jamie@viada.org or alvin@viada.org).

CHECK IT OUT AT VIADA.ORG/CONVENTION-AND-EXPO

HOTEL RESERVATIONS:

TO MAKE RESERVATIONS, please call the Hilton at (757) 213-3000 or visit viada.org/convention-and-expo.

All guestroom rates are subject to state and local taxes, currently 14% plus \$2 occupancy tax per room per night.

You must request the "VIADA 2019 Conference" room block when making your reservations.

Cut off date is 5:00pm Monday, September 9, 2019.

Check in is 4:00pm. Check out is 11:00am.

GROUP RATES:

Single/Double (city view) – \$149 per night

Single/Double (ocean view) – \$169 per night

Rate is good 3 days before and after based on availability.



The Ladies Auxiliary Charity Auction would love to have

A basket from you!

The Ladies Auxiliary is soliciting vendors to create gift baskets for the annual Charity Auction to be held on Saturday at 2:00pm.

Select a basket or container (cooler, large tote, etc.), and fill it with goodies that pertain to a theme or local flavor.

Questions? Contact alvin@viada.org



CHOOSE YOUR SPONSORSHIP

All sponsors will be recognized on the association website, marketing campaigns, event program, fall magazine and 2020 Membership Directory.

GENERAL SPONSORSHIPS

\$2500 Photo Booth
VIADA will rent the photo booth and have it set up beside your vendor table during the expo lunch (12:00 to 2:30pm). Take this opportunity to have your logo on every picture taken with your customers!

\$1500 Convention Program
Advertise your business on either the front or back of our convention program!

\$250/gift Attendee Gift
Send VIADA 200 personalized items and we will include each one in our attendee's welcome information! It can be anything from pens, stress balls, phone chargers, whatever that will fit in a tote bag!

\$1200 Registration
Your name will be around everyone's neck and visible to everyone! Includes lanyard, name tags, and ribbons!

\$500 Tote Bag
Send VIADA 200 tote bags with your logo and we will give one to every attendee to our convention!

SOLD Hospitality Room

VARIOUS AD PRICES FOR CONVENTION PROGRAM (ALL COLOR):

Full page: \$700
Half page: \$400
Business Card: \$250

FRIDAY SPONSORSHIPS

\$1500 Association Awards Reception
Enjoy a special get to know everyone at the Hilton Rooftop Sky Bar reception before our Association Awards Dinner. VIADA will provide drink tickets with your logo on them!

\$2500 Association Awards Dinner
Enjoy dinner with VIADA leaders on both the state and district level. Membership awards and District awards are presented after dinner.

SOLD Hospitality Room

SATURDAY SPONSORSHIPS

\$1500 Breakfast Buffet w/Keynote Speaker
Breakfast is on you! Fill up our dealers with both food and knowledge with this sponsorship. Our keynote speaker will introduce you and your product.

\$1500 Expo Lunch Buffet
Every dealer loves to eat! Be in front of the dealers during our lunch/expo from 12:00 to 2:30 pm!

\$1000 All Day Beverage Break
At each break on Saturday, you and your product/service will receive recognition to our dealers. If you want to bring drink ware with your logo on it, please do!

\$650/ea Education Track (3 Available)
Each education track will have 4 sessions on Saturday. You will have the opportunity to introduce each speaker for the day during your sponsorship.

\$1500 Quality Dealer Ring
Be a part of the presentation of the VIADA Quality Dealer of the Year ring on Saturday night! You will be on stage during the presentation with pictures!

\$750 Grand Banquet Reception
Rub elbows with VIADA leadership on the state and district level. Meet the district quality dealers before the plated dinner.

SOLD Grand Banquet Dinner
\$750 Quality Dealer Program Booklet
Be front and center for the Quality Dealer Program Booklet for everyone in attendance to see and read! You will receive a full-page color ad for the evening.

\$500 Quality Lady Award
Be a part of the presentation of the VIADA Quality Lady Award on Saturday night! You will be on stage during the presentation with pictures!

\$500 Incoming President's Gavel
With the change of leadership in the association, a new president will take the helm. Sponsor will receive recognition and pictures with incoming president.

\$500 Past President's Pin
Help honor the outgoing president of VIADA with sponsorship of his Past President's Pin. Sponsor will receive recognition and pictures with the outgoing president.

2019 VIADA CONVENTION & EXPO

SPONSORSHIP CONTRACT FORM

Your sponsorship investment will assure you prime exposure to VIADA members and nonmembers before, during, and following the convention. VIADA has 800 members and contact information for 1500 more dealers, so your dollars will be distributed to reach all of them. Sponsors are promoted through a variety of media-related materials and activities including:

- Company name and logo listed in the Convention Program (vector files are preferred for artwork)
- Company name and logo in pre- and post-convention marketing campaigns
- Full sponsorship of select events will introduce speakers of the event
- Exposure through event sponsor listing and link on VIADA Convention webpage (July - Nov 2019)
- 25% discount on advertising in the Convention issue of *The Virginia Independent News* (published September 2019; Deadline for artwork August 16, 2019.)
- Access to VIADA's convention attendee list after the convention.

THANK YOU FOR YOUR SUPPORT!

COMPANY INFORMATION

Company Name

Contact Name

Authorized By

Address

City, State, Zip

Phone

E-mail

Sponsorship Selected: _____

To ensure the accuracy of your logo, please e-mail to alvin@viada.org – deadline for convention program is Friday, September 2, 2019.

Authorizing Signature

Date

Total Amount Enclosed: \$ _____

Check OR Visa Mastercard Discover American Express

Credit Card Number

Exp. Date:

Sec Code:

Billing Zip:

For events that include tickets, please list those who will be attending (add another page if necessary):

Name

Title

Email

Name

Title

Email

Name

Title

Email

FORWARD TO: Virginia Independent Automobile Dealers Association
4700 Thoroughgood Square, Virginia Beach, VA 23455
T (757) 464-3460 / (800) 394-1960 • F (757) 299-6331 • E alvin@viada.org



BE AN EXHIBITOR

This is your opportunity to connect face-to-face with independent auto dealers who are looking for your products or services.

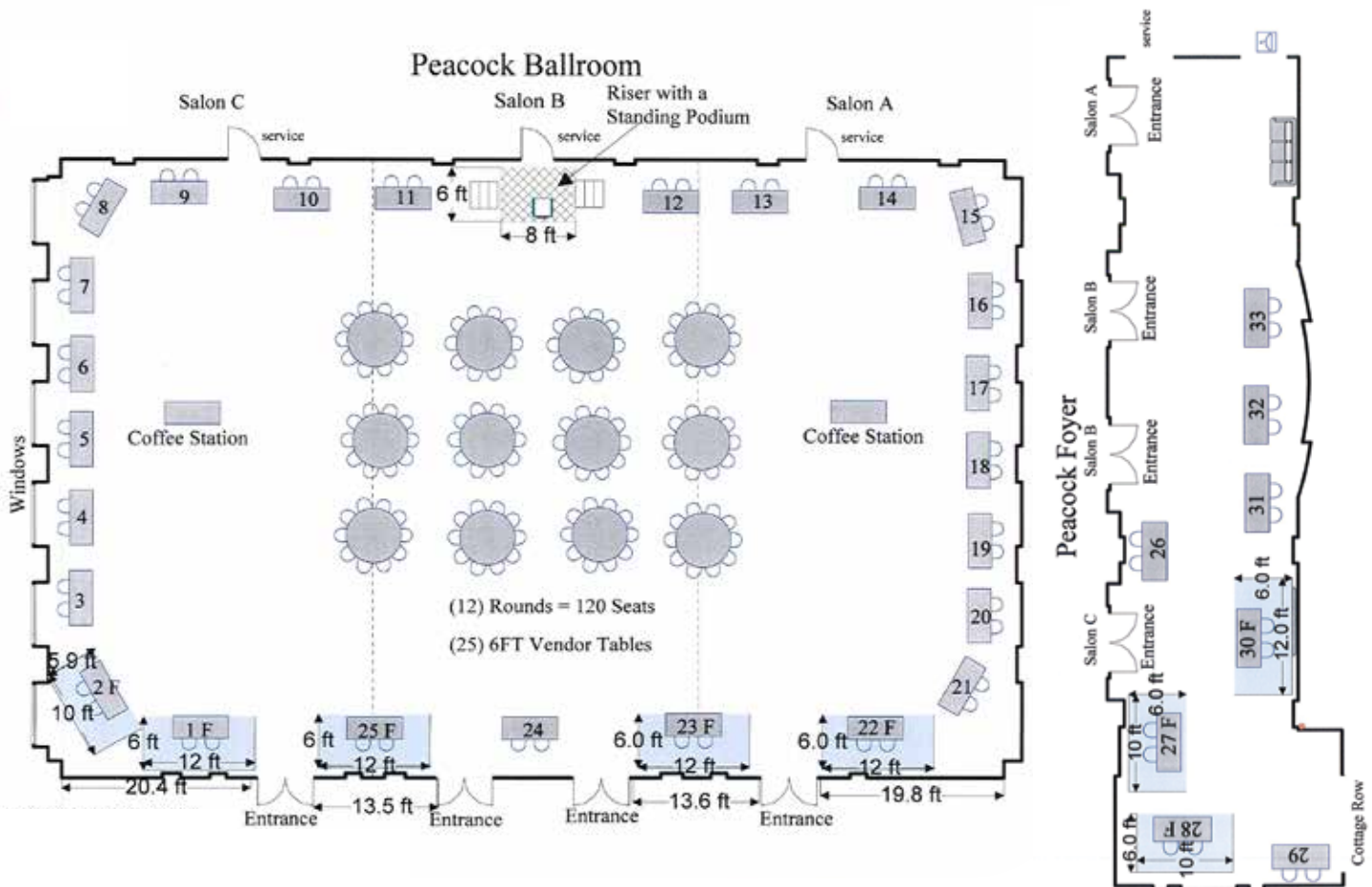
INCLUDED IN EXHIBITOR EXPO PACKAGE:

- Friday plated dinner, Saturday breakfast buffet, education sessions, lunch buffet, plated dinner and Quality Dealer banquet
- Company listing in Convention program (deadline 9/3/19)
- 25% discount on advertising in Convention program

- 25% discount on advertising in September Convention issue of *The Virginia Independent News* magazine (deadline 8/16/19)
- All displays must be contained within the assigned table footprint. Banners must fit your allotted space.
- No announcements can be made by anyone other than a VIADA representative.
- Contests, games, raffles encouraged

PRICING (ELECTRICITY INCLUDED)

- \$1,250 Banner Display (6 available)
Expo registration for 2 reps
One 6'x3' draped table
Two chairs
Floor space 12'w x 6'd
- \$975 Table Top Only
Expo registration for 2 reps
One 6'x3' draped table
Two chairs
Floor space 8'w x 6'd
- \$250 Additional Representative



1F, 2F, 22F, 23F, 25F, 27F, 28F, & 30F are Banner Display Booths (\$1250)

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EXHIBITOR CONTRACT FORM

CHOOSE YOUR CATEGORY (3):

Exhibitors will be listed alphabetically and by product categories in the official program. Please select the category(ies) for products/services.

You may select up to 3 categories:

- Advertising Agency
- Advertising / Marketing / Promo
- Aftermarket Products
- Auto Auctions
- Auto Reconditioning Products
- Banking / Finance
- Chemicals / Lubricants
- Computer Services
- Consumer Credit Information
- Dent Repair
- Environmental Equipment / Services
- Financial Planning / Consulting
- Forms & Supplies
- Follow Up Programs
- Franchise Opportunities
- Import Companies
- Insurance
- Internet Services
- Lot Reconditioning
- Manufacturers
- Market Guides
- Online Vehicle Services
- Parts Suppliers
- Publications / Press
- Recovery Services
- Rental / Leasing Services
- Research Companies
- Security
- Service Department Equipment
- Showroom Activity Centers
- Starter Interrupt Devices
- Tires
- Training Seminars / Education
- Transport Companies
- Vehicle Display Stands
- Warranties / Service Contracts

COMPANY INFORMATION:

- Cancellations must be received no later than 9/13/19 and will incur a \$100 cancellation fee.
- No refunds for no-shows or cancellations after 9/16/19.
- Substitutions allowed at no charge before 9/27/19.
- Additional table Reps need to be registered (see below).

SELECT EXHIBITOR REGISTRATION TYPE:

- Table Top, \$975 Banner Display, \$1,250

Company: _____

Contact Person (if different than Reps): _____

Contact Person Phone: _____ Email: _____

Company Address _____

City _____ State _____ Zip _____

Table Rep #1 Name & Email _____

Table Rep #2 Name & Email _____

Table Choice #1: _____ Table Choice #2: _____

ADDITIONAL REPS

- \$250/person on/before 9/20/18 \$275/person AFTER 9/21/18

Name & email: _____

Name & email: _____

PAYMENT INFORMATION

TOTAL AMOUNT \$ _____

- Check Enclosed (Payable to VIADA)

Mail Checks to: VIADA, 4700 Thoroughgood Square, Virginia Beach, VA 23455

- Credit Card: VISA MasterCard Discover American Express

Credit Card No. _____ Expires: _____

V-Code (3/4 digits on back/front): _____ CC Billing Zip Code: _____

COMPANY DESCRIPTION:

50-word description of your company's products and/or services for inclusion in the Convention Program.

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