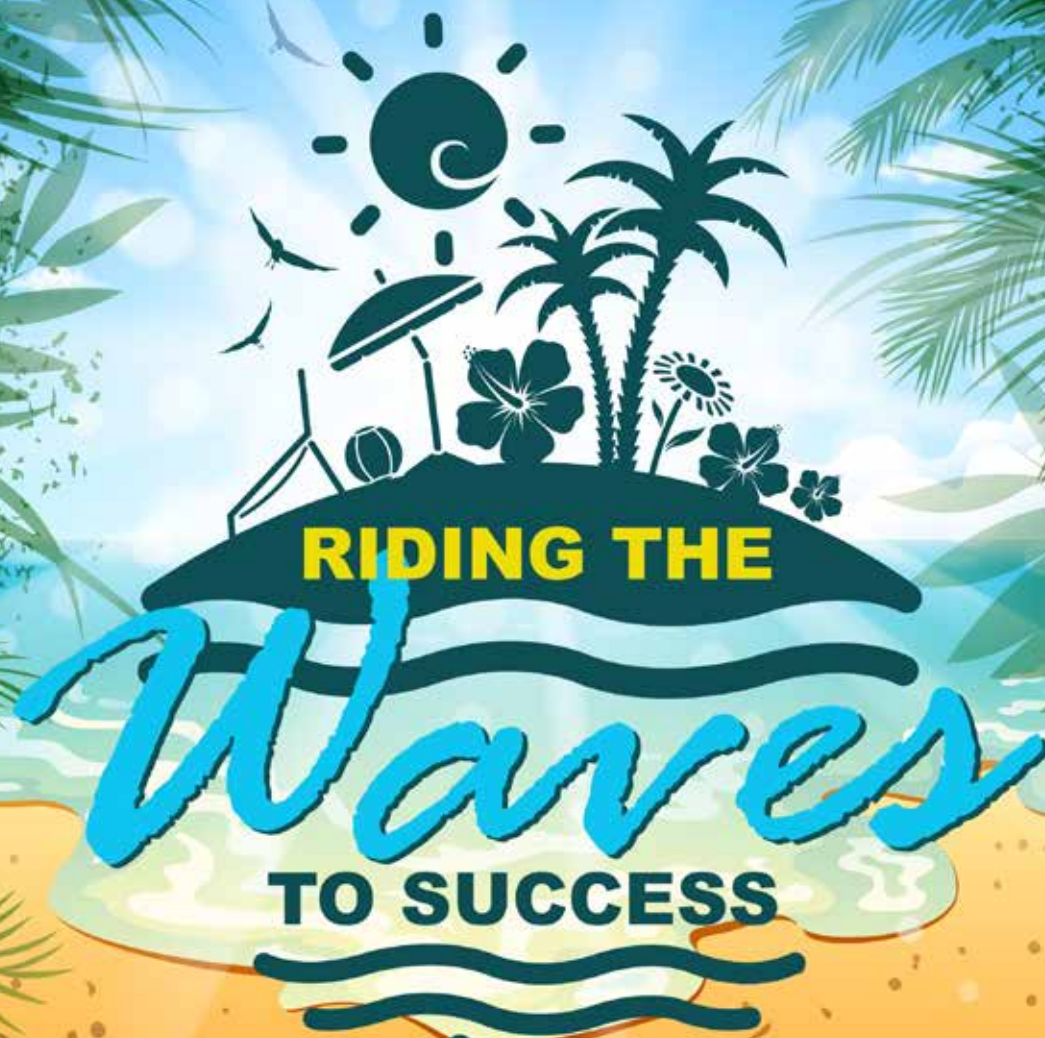


CONVENTION EXHIBITOR & SPONSOR PACKAGE



Symbol of Quality

OCTOBER 11-14, 2018
OCEANFRONT HILTON VIRGINIA BEACH

Virginia Independent Automobile Dealers Association
4700 Thoroughgood Square • Virginia Beach, VA 23455

VIADA.ORG/2018-CONVENTION-AND-EXPO

BE A PART OF THE
Excitement!



OCEANFRONT HILTON VIRGINIA BEACH

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.

**BE ONE OF THE ELITE AT THE
2018 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 14, 2018.

FOR MORE INFORMATION OR FOR QUESTIONS, contact Leigh Dicks or Debbie Russell at (800) 394-1960 (leigh@viada.org or debbie@viada.org).

TRY YOUR LUCK AT
**CASINO
NIGHT**

**Friday, October 12
7:00pm until 10:00pm
Immediately following
Expo Dinner with Exhibitors**



CHOOSE YOUR Sponsorship!

All sponsors will be recognized on the association website, marketing campaigns, event program, fall magazine and 2019 Membership Directory.

GENERAL SPONSORSHIPS

- \$2500 **Photographer** (or Photo Booth)
- \$2000 **Website Banner:** Banner ad (1200px x 400px) with company link displayed on Convention webpage (July – November 2018)
- \$1200 **Conference Program** (8.5" x 11"): One full-page color ad in program
- \$1500 **Attendee Gift:** TBD w/sponsor
- \$900 **Registration:** Name tags, lanyards, ribbons
- \$800 **Signs:** Company logo displayed on signs
- \$500 **Tote Bag:** Company logo displayed on bag
- SOLD** **Hospitality Room:** Thursday and Saturday evenings [Diamond Warranty Corp.]
- \$300 **Convention Email Announcements:** Company logo/link displayed in promotional email

VARIOUS AD PRICES FOR CONFERENCE PROGRAM (ALL COLOR):

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

THURSDAY SPONSORSHIPS

- \$750 **Title & Registration Workshop:** Exhibit table for sponsor
- \$750 **Expo Welcome Reception:** Recognition at event
- \$1000 **Expo Welcome Dinner Buffet** (2 available):– Recognition at event and 2 tickets to dinner
- FRIDAY SPONSORSHIPS (BEACH ATTIRE ENCOURAGED)**
- \$3000 **Casino Event:** Sponsor gets 4 tickets to event and recognition at the event
- \$2500 **Expo Dinner Buffet** (2 available): Each sponsor gets 1 Expo registration; recognition at dinner
- \$1500 **Expo Breakfast Buffet w/ Keynote Speaker** (2 available): Each sponsor gets 1 Expo registration; recognition at breakfast
- \$1500 **Expo Lunch Buffet** (2 available): Each sponsor gets 1 Expo registration; recognition at lunch
- \$1000 **All Day Beverage Break** (2 available): Sponsor gets recognition at each break
- \$650 **Educational Track** (3 available): Sponsor gets recognition during all-day track
- \$500 **Afternoon Cookie Break**

SATURDAY SPONSORSHIPS

- \$1500 **Breakfast Buffet w/Closing Keynote:** Sponsor gets 2 tickets to breakfast & introduces speaker
- \$1500 **Quality Dealer Ring:** Sponsor assists in presentation to the 2018 State Quality Dealer and gets 2 tickets to dinner
- \$750 **Grand Banquet Reception Sponsor:** Includes 1 ticket to Grand Banquet
- SOLD** **Grand Banquet Dinner:** [Manheim Fredericksburg and Harrisonburg Auto Auctions]
- \$750 **Quality Dealer Program Booklet** (8.5 x 11): Sponsor receives full page color ad
- \$500 **Quality Lady Award:** Sponsor assists in presentation and gets one ticket to Grand Banquet dinner
- \$500 **Incoming President's Gavel:** Sponsor receives recognition and gets one ticket to Grand Banquet dinner
- \$500 **Past President's Pin:** Sponsor receives recognition and gets one ticket to Grand Banquet dinner
- \$500 **Grand Banquet Table Decorations:** Recognition at dinner

HOTEL RESERVATIONS:

TO MAKE RESERVATIONS, please call the Hilton at (757) 213-3000 or visit viada.org/2018-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 "Independent Automobile Dealers Association" room block when making your reservations.

Cut off date is 5:00pm Thursday, September 20, 2018.

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

GROUP RATES:

Single/Double (city view) – \$145 per night
 Single/Double (ocean view)– \$165 per night
 Rate is good 3 days before and after based on availability.

2018 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 2018)
- 25% discount on advertising in the Convention issue of *The Virginia Independent News* (published September 2018; Deadline for artwork August 28, 2018)
- 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 leigh@viada.org – deadline for convention program is Friday, September 14, 2018.

_____ *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) 460-1346 • E leigh@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.

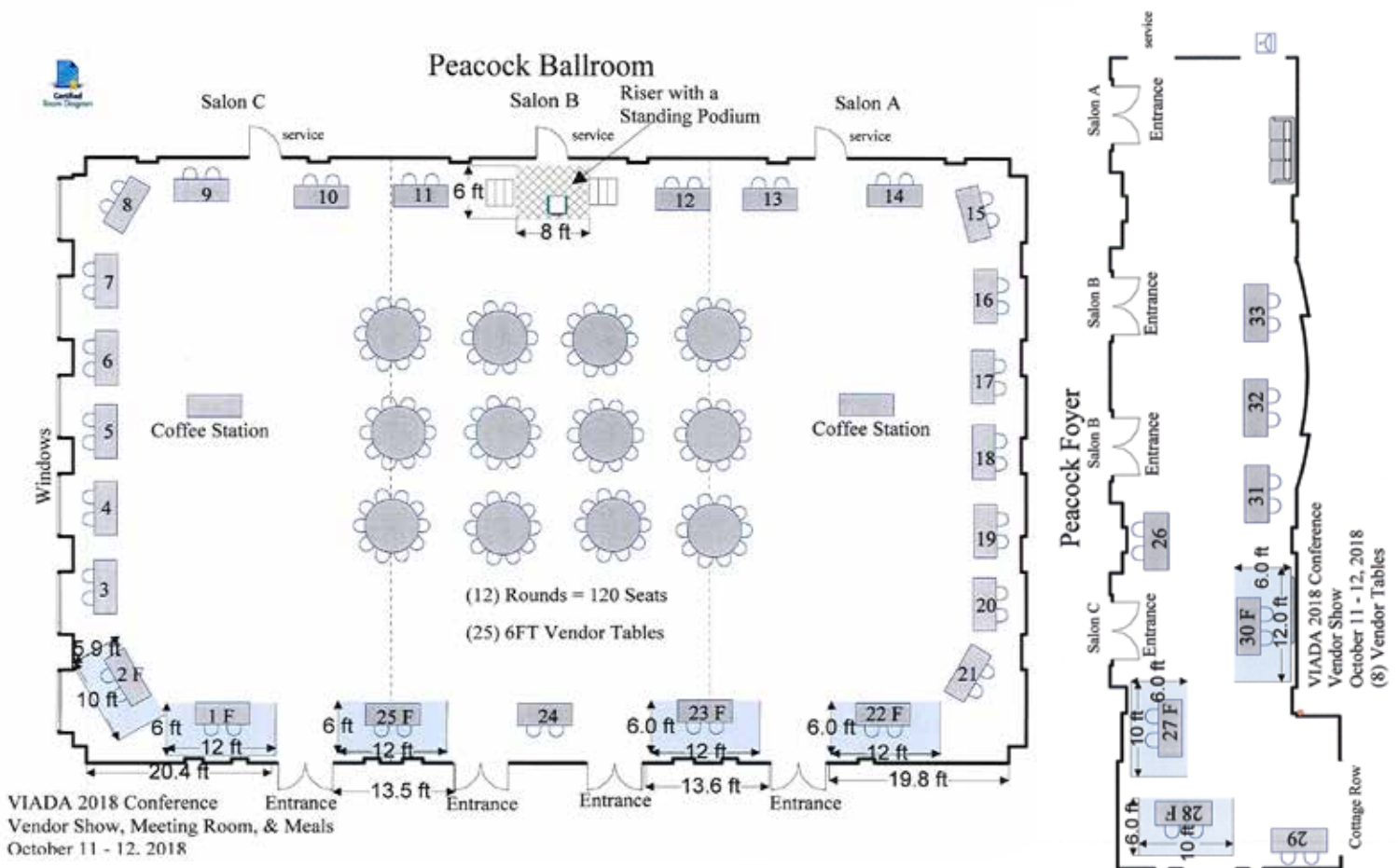
INCLUDED IN EXHIBITOR EXPO PACKAGE:

- Thursday Dinner, Friday full breakfast buffet, education sessions, lunch buffet, dinner buffet, and Casino night.
- Company listing in Convention program (deadline 9/14/18)
- 25% discount on advertising in Convention program

- 25% discount on advertising in September Convention issue of *The Virginia Independent News* magazine (deadline 8/28/18)
- 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



BEACH ATTIRE ENCOURAGED ALL DAY FRIDAY!

