EXHIBITOR & SPONSOR PACKAGE

VIADA CONVENTION AND 2019 TRADE EXPO
October 4-6 • Hilton Virginia Beach Oceanfront
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 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.

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

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.

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

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

**GENERAL SPONSORSHIPS**

<table>
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<th>Amount</th>
<th>Description</th>
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| $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    | Convention Program  
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! |

**FRIDAY SPONSORSHIPS**

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| $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. |
| $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. |

**SATURDAY SPONSORSHIPS**

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| $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. |
| $750    | Grand Banquet Dinner  
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. |

**VARIOUS AD PRICES FOR CONVENTION PROGRAM (ALL COLOR):**

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

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<th>Company Name</th>
<th>Authorized By</th>
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<tr>
<th>Contact Name</th>
<th>Phone</th>
<th>City, State, Zip</th>
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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.

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<th>Authorizing Signature</th>
<th>Date</th>
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Total Amount Enclosed: $ ______________________________________________________________________________________

- [ ] Check
- [ ] Visa
- [ ] Mastercard
- [ ] Discover
- [ ] American Express

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<th>Credit Card Number</th>
<th>Exp. Date:</th>
<th>Sec Code:</th>
<th>Billing Zip:</th>
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For events that include tickets, please list those who will be attending (add another page if necessary):

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<tr>
<th>Name</th>
<th>Title</th>
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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 alvin@viada.org
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, 25F, 27F, 28F, & 30F are Banner Display Booths ($1250)
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

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| Contact Person (if different than Reps): |
| 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.