



Symbol of Quality

# CONVENTION

## AND 2021 TRADE EXPO

October 8-10 • LANSDOWNE RESORT & SPA, LEESBURG, VA

**WELCOME**  
*Back!*  
LET'S CELEBRATE TOGETHER

## EXHIBITOR & SPONSOR PACKAGE

Virginia Independent Automobile Dealers Association  
1525 Huguenot Road, Suite 102, Midlothian, VA 23113  
T (757) 464-3460 / (800) 394-1960 • F (757) 299-6331 • [tommie@viada.org](mailto:tommie@viada.org)

# JOIN US!



**LANSLOWNE RESORT & SPA, LEESBURG, VA**

**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 target market: Dealers! Demonstrate how your company's product/service will benefit them and help them to be more successful.

## **2021 CONVENTION & EXPO EXHIBITOR & SPONSORSHIPS:**

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.
- **2-DAY EXHIBITOR EXPO:** Bonus Vendor time on Friday after the Dealer Operator Class with brand new dealers (3:30 - 5:30 p.m.)!
- **AND MORE EXPOSURE** all day on Saturday, 7:30 a.m. to 5:00 p.m.
- **DEADLINE** for Sponsor and Exhibitor information and/or logo for the Convention Program is Friday, September 3, 2021.
- **SPONSORSHIPS MAY BE CO-SPONSORED!**

**QUESTIONS?** Contact Tommie at (800) 394-1960 or [tommie@viada.org](mailto:tommie@viada.org).

CHECK IT OUT AT [VIADA.ORG/CONVENTION-AND-EXPO](http://VIADA.ORG/CONVENTION-AND-EXPO)

### **HOTEL RESERVATIONS:**

The VIADA 2021 Annual Convention Room Block has secured a special rate of \$249/night from 10/8/21 - 10/10/21. This rate is inclusive of the resort fee. All rooms will be subject to an 8% occupancy tax and 6% sales tax.

Any reserved room cancelled less than 72 hours prior to arrival will be charged one night's room and tax. These rates are for single/double occupancy. Each additional adult will be \$25 per person per night.

The Lansdowne Resort will obtain an authorization on your credit card at the time of check-in equal to your total nights' stay plus \$50.00 per night for incidental charges.

### **TO BOOK YOUR ROOM:**

[viada.org/convention-and-expo](http://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 during the luncheon.

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

Questions? Contact [leslie@viada.org](mailto:leslie@viada.org)



# CHOOSE YOUR SPONSORSHIP

All sponsors will be recognized on the association website, marketing campaigns, event program, fall magazine and 2022 Membership Directory.

## GENERAL SPONSORSHIPS

- \$250 Attendee Gift**  
Send VIADA 200 personalized items and we will include one in each attendee's Welcome Bag! It can be anything from pens to stress balls to phone chargers, whatever will fit in a tote bag!
- \$300 Tote Bag**  
Send VIADA 200 tote bags with your logo and we will give one to every convention attendee!
- \$1500 Convention Program**  
Advertise your business on either the front or back of our convention program!
- \$1500 Registration Lanyards**  
Your name will be very visible around everyone's neck! Includes lanyards, name tags and ribbons.
- \$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 dealers!
- BYOG Hospitality Room**  
Sponsor the After-Hours Party Friday and/or Saturday Night 9:00 p.m. to 12 midnight.

- pre-dinner event as well as featured in lights on the big screen.
- SOLD Association Awards Dinner**  
Enjoy dinner with VIADA leaders on both on both the State and District levels. Membership awards and District awards are presented after dinner.

## SATURDAY SPONSORSHIPS

- \$2000 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.
- \$2000 Expo Lunch Buffet**  
Be in front of the dealers during our lunch/expo from noon to 2:30pm! Get extra exposure during the Ladies Auxiliary Charity Auction.
- \$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 napkins or drinkware with your logo on it, please do!
- \$250/ea Main Stage**  
There will be 6 educational tracks. You will have the opportunity to introduce the speaker of your choice! (First Come, First Pick) During your introduction time your product, company and logo will be featured on the huge screens.

- SOLD Grand Banquet Dinner**  
Plated dinner where we celebrate the District Quality Dealers, honor the outgoing State President, and welcome the incoming State President.
- \$750 Quality Dealer Booklet**  
Be front and center for the Quality Dealer Booklet for everyone in attendance to see and read! You will receive a full-page color ad for the evening and be featured on screen during the meal.
- \$1500 Quality Dealer Ring**  
Be on stage for presentation and photos when the VIADA Quality Dealer of the Year is presented the coveted Quality Ring. Your company logo will be up on the big screen during the presentation as well.
- \$250 Quality Lady Award**  
Be a part of the coveted VIADA State Quality Dealer Ring ceremony. You will be on stage during the presentation with pictures on the screen!
- \$250 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.

## FRIDAY SPONSORSHIPS

- SOLD Lunch Buffet for the Dealer Operator Class**  
Meet the most recent graduates from the Dealer Operator Class.
- \$1500 Association Awards Reception** (before dinner)  
Sponsor the first drink or two for all dinner attendees. Tickets with your logo will be given to each attendee during registration. A sign with your logo will be on display at this

- \$750 Grand Banquet Reception**  
Sponsor the drinks and rub elbows with VIADA leadership on all levels. Meet the district quality dealers before the plated dinner. Have your logo on the drink tickets and on the big screen.

## VARIOUS AD PRICES FOR CONVENTION PROGRAM

### (ALL COLOR):

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

# 2021 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 over 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 and have name and logo on the big screen
- Exposure through event sponsor listing and link on VIADA Convention webpage (July - Nov 2021)
- 25% discount on advertising in the Convention issue of *The Virginia Independent News* (published September 2021; Deadline for artwork August 16, 2021.)
- 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 [tommie@viada.org](mailto:tommie@viada.org) – deadline for convention program is September 3, 2021.*

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

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# 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 at the Quality Dealer banquet
- Company listing in Convention program (deadline 9/3/21)
- 25% discount on advertising in Convention program

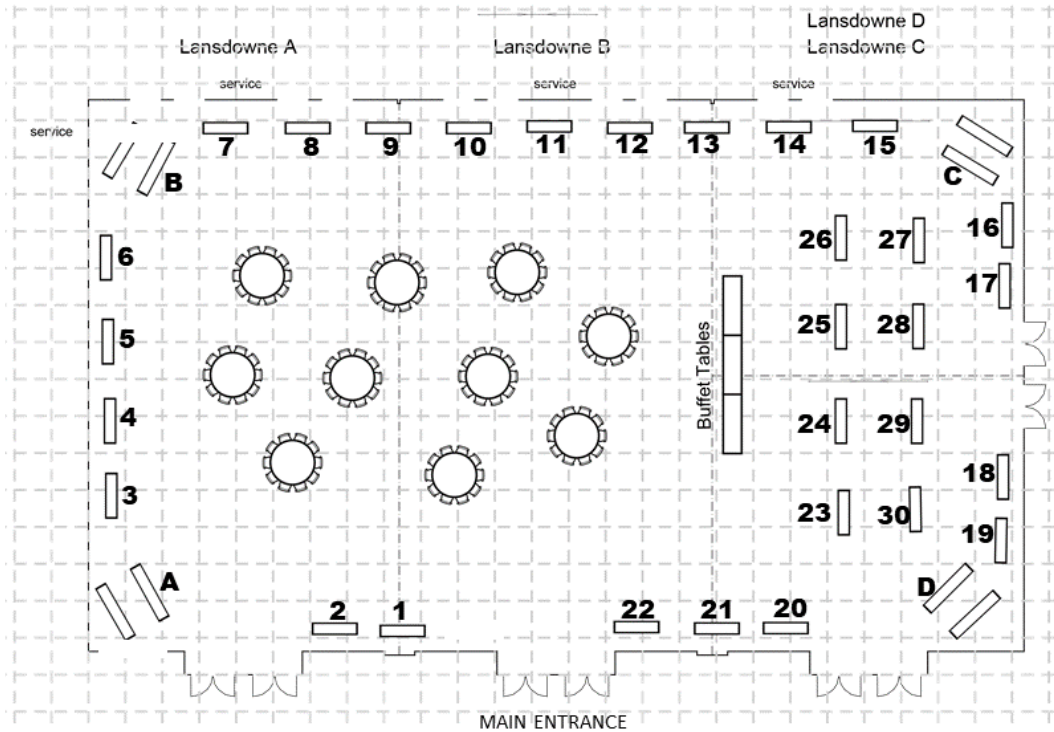
- 25% discount on advertising in September Convention issue of *The Virginia Independent News* magazine (deadline 8/16/19)
- All displays must be contained within the assigned table footprint. Banners must fit your allotted space.
- No announcements can be made by anyone other than a VIADA representative.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

**VENDOR SET-UP FRIDAY AT 12:30 P.M.**

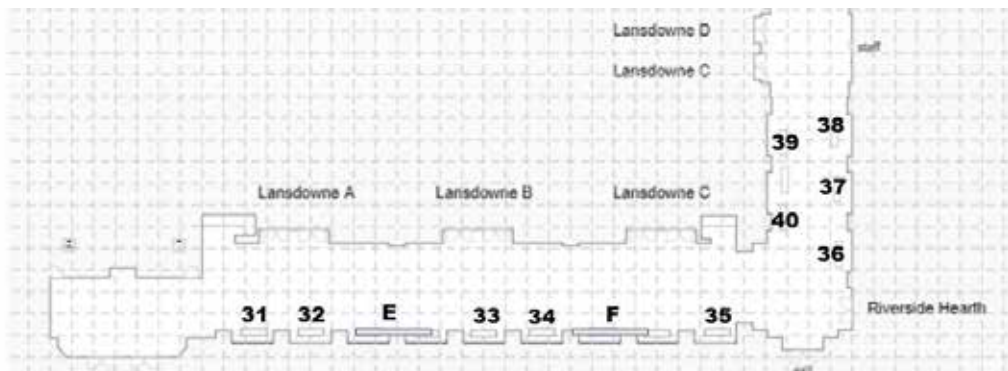
**PRICING (ELECTRICITY INCLUDED)**

\$1,700	6 x 3 ft Executive Table (40 available) Expo registration for 2 reps Two chairs Floor space approx. 12'w x 6'd
\$2,000	8 x 3 ft Executive Table (6 available) Expo registration for 2 reps Two chairs Floor space approx. 8'w x 6'd
\$225	Additional Representative

## LANSDOWNE BALLROOM



## LANSDOWNE BALLROOM FOYER



# 2021 VIADA CONVENTION & EXPO

## EXHIBITOR BOOTH CONTRACT FORM

### CHOOSE YOUR CATEGORY (2):

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 2 categories:

- Advertising / Marketing / Promo
- Aftermarket Products
- Auto Auctions
- Auto Reconditioning Products
- Banking / Finance
- Computer Services
- Consumer Credit Information
- Dent Repair
- Forms & Supplies
- Follow Up Programs
- Insurance
- Internet Services
- Lot Reconditioning
- Manufacturers
- Online Vehicle Services
- Parts Suppliers
- Publications / Press
- Recovery Services
- Rental / Leasing Services
- Service Department Equipment
- Showroom Activity Centers
- Starter Interrupt Devices
- Tires
- Training Seminars / Education
- Transport Companies
- Vehicle Display Stands
- Warranties / Service Contracts
- Other

### COMPANY INFORMATION:

- Cancellations must be received no later than 9/13/21 and will incur a \$100 cancellation fee.
- No refunds for no-shows or cancellations after 9/16/21.
- Substitutions allowed at no charge before 9/27/21.
- Additional table Reps need to be registered (see below).

### SELECT EXHIBITOR REGISTRATION TYPE:

- 6x3 Table, \$1700     8x3 Table, \$2,000

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

- \$225/person on/before 9/20/21     \$275/person AFTER 9/21/21

Name & email: \_\_\_\_\_

Name & email: \_\_\_\_\_

### PAYMENT INFORMATION

TOTAL AMOUNT \$ \_\_\_\_\_

- Check Enclosed (Payable to VIADA)

Mail Checks to: VIADA, 1525 Huguenot Road, Suite 102, Midlothian, VA 23113

Credit Card:  VISA     MasterCard     American Express

Credit Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

V-Code (3/4 digits on back/front) \_\_\_\_\_ CC Billing Address \_\_\_\_\_

### COMPANY DESCRIPTION:

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

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