



Symbol of Quality

MARKETING PACKAGES

FOR INDUSTRY PARTNERS

2023

Reach Independent Automobile
Dealers and Associates Around
the Commonwealth!

VIADA
1525 Huguenot Road
Suite 102
Midlothian, VA 23113
757-464-3460
800-394-1960
VIADA.org





Be a VIADA Industry Partner

As a VIADA Industry Partner (IP), you will immediately be recognized as a service and product provider who supports independent dealers throughout the Commonwealth of Virginia.

Benefits of a VIADA IP include:

- A listing on our website: viada.org (Business Directory)
- Placement in our annual Membership & Services Directory that is distributed to members, legislators, and subscribers
- Networking opportunities with our dealers at quarterly district meetings
- Opportunities to sponsor and speak at District Dinner Meetings
- Opportunity to contribute content to the VIADA quarterly magazine to share your area of expertise
- Listed in Associate section of the Dealer Operator Class manual given to all students

You get all of these benefits and more with an annual membership that's only \$325!

■ Digital Advertising

Website Banners

Our websites have proven to be valuable resources for used car dealers and anyone looking to get into the business, as they provide access to the procedures and forms necessary to operate in Virginia. Each month hundreds of dealers utilize viada.org and VADealerRecertification.com to sign up for state-mandated compliance courses, order forms, and find out about upcoming events and more.

Pricing:

4 Months: \$400

8 Months: \$700

12 Months: \$1000

Specs: 285px wide x 178px high

Materials: Only .jpg, .gif or .png files are accepted at no less than 72dpi.



Industry Partner Email

Promote your company with a series of three emails plus Facebook and LinkedIn posts highlighting your company's products and services to VIADA members. Email packages require the IP to offer some sort of discount or promotion to VIADA members. The cost is \$500 and availability is limited, so please let us know if you are interested.

Contact alvin@viada.org with questions.

■ NIADA Member Savings App

This is a Mobile App that members may download to see savings offered to them by Industry Partners. With your membership, you may list specials on this app at no additional charge.

■ 2023 Marketing Packages

VIADA has created marketing packages that offer sponsorship and advertising opportunities at discounted rates. This allows you to cut one check, and send us your artwork and material all at once. We manage all the deadlines and keep you in front of our members for the entire year - all at a cost savings to you!

Packages may be customized to your specific needs or special requests. Contact VIADA for more information.

Package contract due no later than January 15 with final payment following on January 31.

PACKAGES:	Platinum	Gold	Silver
PACKAGE PRICE	\$16,000	\$9,000	\$3,500
<i>A la carte pricing</i>	<i>\$18,825</i>	<i>\$11,245</i>	<i>\$3,775</i>
Listing on website in Business Directory	✓	✓	✓
Listing in annual Membership & Services Directory	✓	✓	✓
Membership & Services Directory Advertisement*	Full page color* (a \$1,200 value)	1/2 page color (a \$1,000 value)	1/4 page color (a \$650 value)
Listing in Dealer-Operator Class Manual	✓	✓	✓
<i>The Virginia Independent Magazine Ad* (Quarterly)</i>	Full page color* (a \$5,400 value) <i>IFC, IBC & BC available.</i>	1/2 page color (a \$3,300 value)	1/4 page color (a \$2,100 value)
Dealer Education Day Booth**	Tabletop / 2 attendees (a \$1,000 value)	Tabletop / 2 attendees (a \$1,000 value)	—
Dealer Education Day Program Ad*	Full page color (a \$300 value)	1/2 page color (a \$200 value)	1/4 page color (a \$150 value)
Convention Booth**	\$2,500	\$2,000	—
Convention & Expo Program Ad*	Full page color (a \$1,100 value)	1/2 page color (a \$920 value)	1/4 page color (a \$550 value)
Convention & Expo Sponsorship Credit	\$7,000	\$2,500	—
Dealer Visits with VIADA Member Benefit Rep	5 Days	3 Days	—
Dealer Operator Class Visits***	4 Times	2 Times	—

*First come chooses inside front or back cover; inside price reduced for others

**Platinum & Gold packages receive priority booth selection at the annual Dealer Education Day and Convention events.

***DMS/CRM providers with Gold or Platinum package will have custom visits with Dealer Operator Class

AGREEMENT NOTE: Pricing guaranteed for term of contract. | TERMINATION: Either party may terminate this agreement with cause (failure to perform) with a written notice 60 days prior to termination. Each party agrees to give the other party a reasonable opportunity to resolve any issues related to non-performance prior to exercising the option to terminate the contract. | *Exhibitor floor display, if available, may be reserved in place of a table top. Price difference will be added to package.

Print Advertising

The Virginia Independent News Magazine

Our dealers need your products and services. Help them find you by advertising with us throughout the year. *The Virginia Independent News* is the official publication of the association. It provides current industry information to help their businesses grow and is published four times a year.

Quarterly artwork must be received by:

Q1: Jan 30 | Q2: Apr 28 | Q3: Jul 31 | Q4: Oct 31

All ads are in color.

Contact alvin@viada.org for questions.



MAGAZINE ADVERTISING RATES

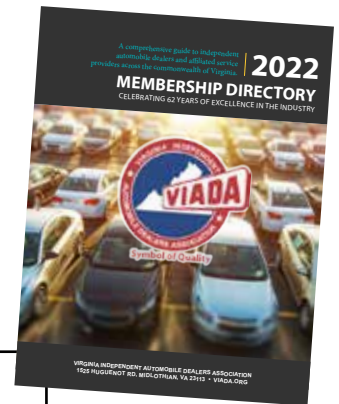
SIZE	1X	4X
Inside Front/Back Cover	\$1,500	\$5,400
Half-page Back Cover	\$1,400	\$5,000
Full Page	\$1,100	\$4,000
Half Page	\$920	\$3,300
Quarter Page	\$550	\$2,100
Business Card	\$300	\$1,150

Membership & Services Directory

In addition to being listed as an Industry Partner, you can also advertise your company for an additional fee. Advertise in the directory and become one of the first dealers contact! Published annually, this VIADA publication is distributed to over 1,000 members, associates and legislators. This is the first resource they choose for industry-related information and products.

Artwork and payment must be received by January 20.

Contact alvin@viada.org for questions.



DIRECTORY ADVERTISING RATES

SIZE	
Inside Front/Back Cover	\$1,600
Full Page	\$1,200
Half Page	\$1,000
Quarter Page	\$650
Business Card	\$300

PUBLICATION SPECS

Publications' Trim:	8.5" x 11"
Ad Dimensions	(All ads are color.)
Full Page	
Bleed	8.75" x 11.25"
Live	7.5" x 10"
1/2 Page Horizontal	7.5" x 5"
1/4 Page	5" x 4"
Business Card	3.5" x 2"

Editor reserves the right to reject any advertising not in keeping with VIADA's mission.

■ Convention Opportunities

Annual Convention Exhibitors & Sponsors October 20-22, 2023 Norfolk Waterside Marriott Norfolk, VA



EXHIBITORS & SPONSORS are recognized with extensive marketing exposure before, during, and after the event. Exposure includes web display, magazines, annual directory, district meetings and emails.

EXHIBITOR SPACE & PRICING:

A) \$2,000 for a 6 x 3 ft Executive Table
(60 available) Includes: Expo registration for 2 reps;
Two chairs; Floor space approx. 8'w x 6'd

B) \$2,500 for a 8 x 3 ft Executive Table
(6 available) Includes: Expo registration for 2 reps;
Two chairs; Floor space approx. 12'w x 6'd

Additional Representatives are \$300 each.

EXHIBITOR PACKAGE INCLUDES:

- Friday plated dinner, Saturday breakfast buffet, education sessions, lunch buffet, plated dinner at the Quality Dealer banquet
- Company listing in Convention program (deadline 9/2/23)
- 25% discount on advertising in Convention program
- 25% discount on advertising in September Convention issue of *The Virginia Independent News* magazine (deadline 8/16/23)
- 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

GENERAL SPONSORSHIPS AVAILABLE

\$250	Attendee Gift
\$1000	Tote Bag
\$1500	Convention Program
\$1500	Registration Lanyards
\$2500	Photo Booth

FRIDAY SPONSORSHIPS AVAILABLE

\$3500	Lunch Buffet for the Dealer Operator Class
\$5000	Association Awards Reception (<i>located on a Roof Top Pool Deck with views of the water and will include Special Welcome Registration Table in the Area where VIADA Registration Booth is located</i>)
\$4500	Association Awards Dinner

SATURDAY SPONSORSHIPS AVAILABLE

\$2500	Breakfast Buffet w/Keynote Speaker
\$3500	Expo Lunch Buffet
\$2000	All Day Beverage Break
\$500/ea	Main Stage
\$2000	Grand Banquet Reception
SOLD	Grand Banquet Dinner
\$1000	Quality Dealer Booklet
\$1800	Quality Dealer Ring
\$500	Quality Lady Award
\$750	Incoming President's Gavel
\$750	Past President's Pin

CONVENTION PROGRAM AD: *(all color)*

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



2023 Marketing Opportunities Commitment Form

CONTACT INFORMATION

Contact Name _____

Company Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

MARKETING PACKAGE (SELECT ONE: Platinum Gold Silver\$ _____

WEB BANNER\$ _____

VIADA.org VADealerRecertification.com | 4 Months 8 Months 12 Months

INDUSTRY PARTNER EMAIL (PREFERRED MONTH: _____)\$ _____

MAGAZINE (SIZE OF AD: _____)\$ _____

Q1 Q2 Q3 Q4

MEMBERSHIP & SERVICES DIRECTORY AD (SIZE OF AD: _____)\$ _____

Inside Front or Back Cover

CONVENTION & EXPO EXHIBITOR SPACE\$ _____

CONVENTION SPONSOR (TYPE: _____)\$ _____

CONVENTION & EXPO PROGRAM AD\$ _____

PAYMENT INFORMATION TOTAL DUE \$ _____

Check Enclosed (Make payable to VIADA) Mail to: VIADA, 1525 Huguenot Road, Suite 102, Midlothian, VA 23113

Credit Card: VISA MasterCard Discover American Express

Credit Card No. _____ Expiration _____ V-Code _____ Billing Zip Code _____

Contact alvin@viada.org with any questions.