

OCTOBER 20 - 22, 2023

INDUSTRY PARTNER REGISTRATION

THE NORFOLK WATERSIDE MARRIOTT ~ NORFOLK, VA



VIRGINIA INDEPENDENT AUTOMOBILE DEALERS ASSOCIATION **ANNUAL CONVENTION**

SELECT YOUR SPONSORSHIP

All sponsors will be recognized in the Marketing campaigns, Event program and Fall magazine.

PRICES FOR CONVENTION PROGRAM (ALL COLOR):

Full page: \$700
Half page: \$450
Business Card: \$250

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.
- \$1000 Tote Bag**
Send VIADA 200 tote bags with your logo and we will give one to every convention attendee!
- \$1200 Convention Program**
Advertise your business on either the inside front or back cover of our convention program!
- \$1500 Registration Lanyards**
Send VIADA 300 lanyards. Your name will be very visible around everyone's neck! We will supply the name tag and holders.
- \$2500 IT Sponsor**
Get more visibility by sponsoring our audio/visual equipment! Get your logo shouted out on the screen between events and speakers.
- \$1500 VIADA Registration Booth**
Advertise your business the second people walk in to register. Have your name and swag be the first thing they see!
- \$1500 Hospitality Suite Room**
Keep the party going and sponsor the after hours party! We supply the Friday and Saturday night room for sleeping.. you supply the drinks, snacks and games!
- \$800 Golf Outing**
Share a special moment by presenting the trophies from our golf outing. Show that you are the best, by par, with your business featured during the presentation.

FRIDAY SPONSORSHIPS

- \$3500 Lunch Buffet for the Dealer Operator Class**
Meet and eat with the most recent graduates from the Dealer Operator Class.
- \$3250 Association Awards Reception**
Martinis and cigars on the rooftop with water views will be the kick off event to a great weekend! Sponsoring the cash bar includes 50 free cash bar tickets for you to hand out to dealers. A sign with your logo will be on display at this pre-dinner event as well as featured in lights on the big screen during dinner.
- \$5000 Association Awards Dinner**
Enjoy 2 seats at the VIP dinner table with VIADA leaders on both the State and District levels. Membership awards and District awards are presented at the plated dinner.

SATURDAY SPONSORSHIPS

- \$3500 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.
- \$3500 Lunch Buffet**
Be in front of the dealers during our lunch/expo from 12 noon to 2:30 pm! Get extra exposure during the Ladies Auxiliary Charity Auction.
- \$1500 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**
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.

- \$3500 Grand Banquet Reception**
Sponsor the first round of drinks and rub elbows with VIADA leadership on all levels. Meet the district quality dealers before the plated dinner. This sponsorship includes 2 seats at the VIP dinner tables, and you have your logo on the drink tickets and on the big screen!
- SOLD Grand Banquet Dinner**
Plated dinner where we celebrate the District Quality Dealers, honor the outgoing State President, and welcome the incoming State President.
- \$1000 Quality Dealer Booklet**
Be front and center on the inside cover of 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.
- \$2000 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.
- \$500 Quality Lady Award**
Be on stage for photos and the Quality Lady presentation!
- \$800 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, Donald Sullivan, Jr.
- \$1000 Past President's Pin**
Help honor Craig Amelung, the outgoing president of VIADA with sponsorship of his Past President's Pin. Sponsor will receive recognition and pictures with the outgoing President, as well as screen time and mentioned in the Quality Dealer Booklet!

2023 VIADA CONVENTION & EXPO

EXHIBITOR/SPONSOR CONTRACT FORM

Your participation will assure you prime exposure to VIADA members and nonmembers before, during, and following the convention. Industry Partners 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**)
 - **Please include your company write up on a separate page (Approx. 50 words)**
 - **To ensure the accuracy of your logo, please e-mail to maria@viada.org – deadline for convention program is September 15, 2023**
- Company name and logo in pre- and post-convention marketing campaigns
 - 25% discount on advertising in the Convention issue of *The Virginia Independent News* (published September 2023; Deadline for artwork August 16, 2023.)
- Access to VIADA's convention attendee list after the convention.

COMPANY INFORMATION

Company Name

Contact Name

_____ *Address* _____ *City, State, Zip*

_____ *Phone* _____ *E-mail*

\$ _____
Sponsorship Selection

\$ _____
Exhibitor Booth # preference (Please give 3 choices)

\$30 additional for power strip
Please check if you need power to your booth

\$ _____
Total Amount Enclosed

Visa MC Discover AMEX Check made payable to VIADA

_____ *Credit Card Number* _____ *Exp. Date:* _____ *Sec Code:* _____ *Billing Address:*

_____ *Authorizing Signature* _____ *Date*

Please list those who will be attending (add another page if necessary):

_____ *Name* _____ *Title* _____ *Email*

_____ *Name* _____ *Title* _____ *Email*

_____ *Name* _____ *Title* _____ *Email*

THANK YOU FOR YOUR SUPPORT!

FORWARD TO: Virginia Independent Automobile Dealers Association
1525 Huguenot Road, Suite 102, Midlothian, VA 23113
(757) 464-3460 • Attn: maria@viada.org

EXHIBITOR SPACE & PRICING:

\$2,000 for a 6 x 3 ft Executive Table

◆ (47 available) Includes: Expo registration for 2 reps;

Two chairs; Floor space approx. 8'w x 6'd

\$2,500 for a 8 x 3 ft Executive Table.

◆ (4 available) Includes: Expo registration for 2 reps;

Two chairs; Floor space approx. 12'w x 6'd

If you need power at your booth; please note on your registration form.

Additional Representatives are \$300 each.

