



Symbol of Quality

INDUSTRY PARTNER REGISTRATION

BUILDING A
BETTER BUSINESS
IN 2024

APRIL 26-27 | **VIADA'S 64TH
CONVENTION & EXPO**

RICHMOND MARRIOTT DOWNTOWN
500 E BROAD ST, RICHMOND, VA 23219
(804) 643-3400

SELECT YOUR SPONSORSHIP

All sponsors will be recognized in the Marketing campaigns, Event Program and Spring magazine.

GENERAL SPONSORSHIPS

\$250 Attendee Gifts

Send VIADA 200 personalized items to include in each Welcome Bag! It can be anything from pens to phone chargers to shirts. Be creative! In case you can't make it, you can still be seen!

\$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!

\$1600 VIADA Registration Booth

Advertise your business the second people walk in to register!

\$750 ea Registration Lanyards

We'll buy the lanyards so you can have your name displayed around everyone's neck! (4 available)

\$1500 Registration Badges

Take center stage with your logo prominently displayed on every attendee's badge, making an indelible impression.

\$2500 IT Sponsor

Get more visibility by sponsoring our audio/visual equipment! Get your logo shouted out on the screen between events & speakers.

\$800 Golf Outing

Show that you are the best by par, with your business featured during our golf outing.

\$250 ea Main Stage

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.

PRICES FOR CONVENTION PROGRAM

Full page: \$700

Half page: \$450

FRIDAY SPONSORSHIPS

\$3600 Lunch Buffet for the Dealer Operator Class

Embark on a unique opportunity to connect and dine with the newest graduates from the Dealer Operator class! Showcase your brand's commitment to fostering relationships by sponsoring an exclusive Lunch Buffet, bringing together industry leaders, seasoned professionals, and the fresh talent of the most recent Dealer Operator graduates.

\$3500 Friday Night Reception

What a great way to kickoff the weekend! Sponsoring the open bar for an hour! Your brand will be prominently featured throughout dinner and on our beverage napkins, ensuring maximum visibility and leaving a lasting impression on attendees!

\$5000 Friday Night Dinner Buffet

Elevate your dining experience by securing two coveted seats at the VIP dinner table, where you'll be joined by influential leaders from both the State and District levels of VIADA.

SATURDAY SPONSORSHIPS

\$3500 Breakfast Buffet w/ Keynote Speaker

Fuel the day of success with our Breakfast Buffet. You'll have the unique opportunity to introduce your brand and product to a captive audience, courtesy of our distinguished keynote speaker.

\$3500 Lunch Buffet

Capture the attention of dealers from 12:00 PM to 2:30 PM. Elevate your brand exposure even further by aligning with the Ladies Auxiliary Charity Silent Auction, creating a unique opportunity that combines business with a touch of philanthropy.

\$1500 All Day Beverage Break

Quench your thirst for brand exposure by sponsoring our All Day Beverage Break! Throughout the day, you will receive prominent recognition at every break, connecting your brand directly with our dealers. Take it to the next level by showcasing your logo on napkins!

\$3500 Saturday 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. Includes 2 seats at the VIP dinner tables and have your logo on the drink tickets and big screen!

SOLD Saturday Banquet Dinner

Plated dinner to celebrate the District Quality Dealers, honor the outgoing State President, and welcome the incoming State President.

2024 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)
- Company name and logo in pre- and post-convention marketing campaigns
- 25% discount on advertising in the Convention issue of The Virginia Independent News
- Access to VIADA's convention attendee list after the convention.

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 is March 22, 2024.

COMPANY INFORMATION

Company Name

Contact Name

Address

City, State, Zip

Phone

E-mail

Sponsorship Selection

Exhibitor Booth # preference (Please give 3 choices)

Ladies Auxiliary Silent Auction Donation

Yes ☐

No ☐

Item

☐ \$30 additional for power strip

Please check if you need power to your booth

☐ Table Cover

Please check if you need a table cover for your booth

COMMIT NOW &
PAY LATER

SEND US YOUR
FORM AND WE
WILL INVOICE YOU!

Please list those who will be attending (booth comes with 2 attendees) Additional Representatives are \$300 each.

Name

Title

Email

Name

Title

Email

Name

Title

Email

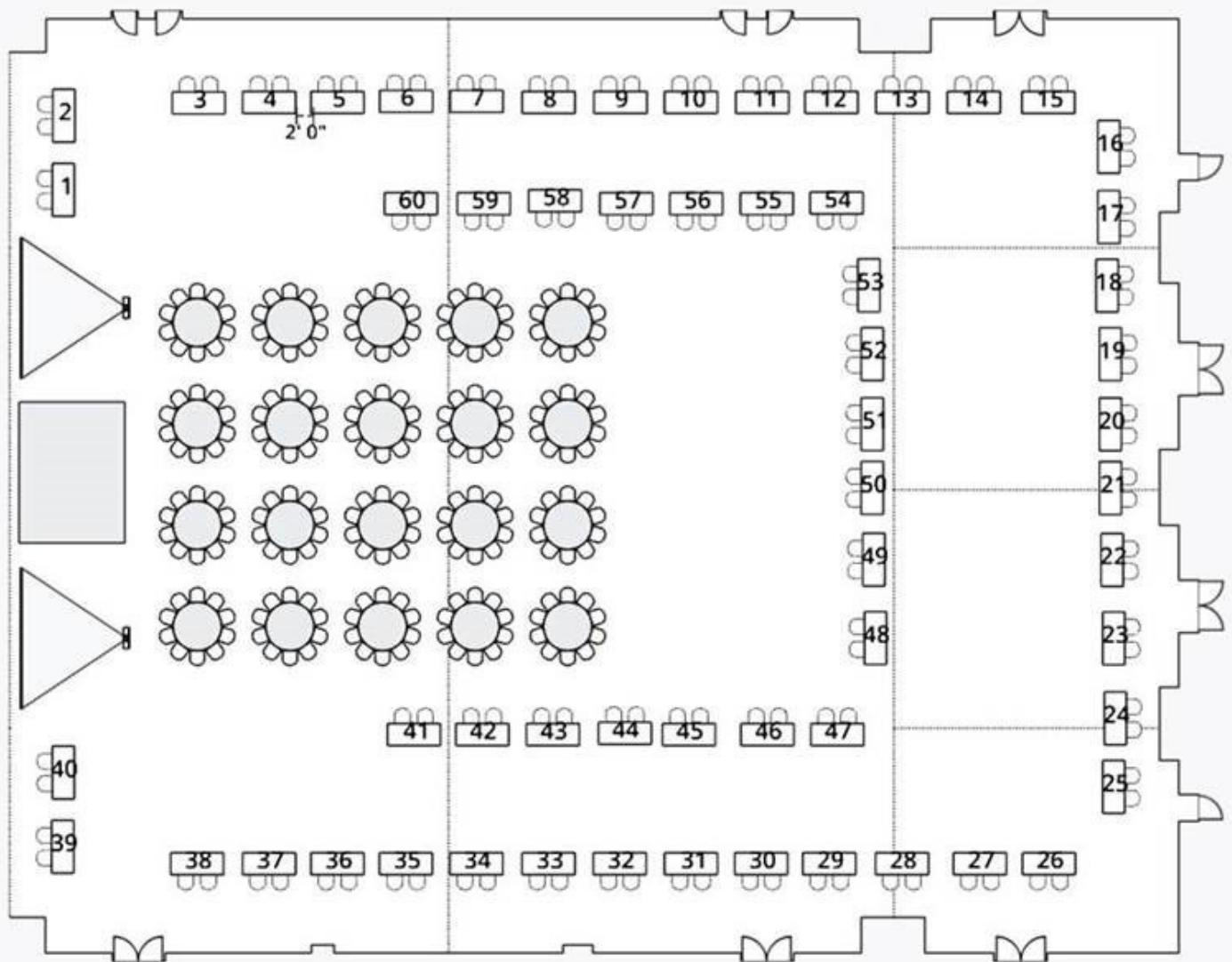
THANK YOU FOR YOUR SUPPORT!



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:

DIAGRAM SUBJECT TO CHANGE, WE WILL NOTIFY YOU PRIOR TO CHANGES.



If you need power at your booth or a table cover; please note on your registration form.

\$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 6 x 3 ft Executive Table .

(4 available) Includes: Expo registration for 2 reps;
Two chairs; Floor space approx. 12'w x 6'd