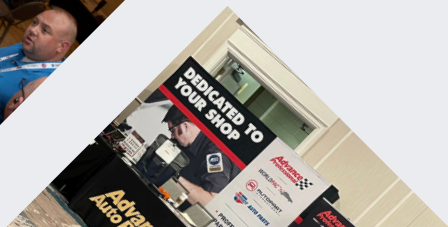


INDUSTRY PARTNER REGISTRATION

CONVENTION & EXPO 2025

MAY 2-4 | RICHMOND MARRIOTT DOWNTOWN
500 E BROAD STREET, RICHMOND, VA 23219



SELECT YOUR SPONSORSHIP

All sponsors will be recognized in marketing, on screen, event program and spring magazine

GENERAL SPONSORSHIPS

Attendee Gifts - **FREE!**

Send VIADA 200 personalized items for our Welcome Bags—anything from pens to shirts. Get creative and showcase your brand; even if you can't attend, you can still make an impact—plus, it's free to send!

Tote Bag - **\$500**

Own the spotlight! Send VIADA 200 tote bags with your logo, and we'll make sure every convention attendee gets one—put your brand in their hands! Please send by April 15th!

Convention Program Cover/Back - **\$500**

Advertise your business on the cover or back of our convention program!

Convention Program Inside - **\$300**

Advertise your business on the inside front cover of our convention program!

Convention Program Advertising

Full Page: **\$225**

Half Page: **\$125**

VIADA Registration Booth - **\$600**

Be the first brand attendees see when they check in—advertise your business right at the registration area!

Registration Lanyards - **\$750 each**

We'll provide the lanyards—you get the exposure! Have your name displayed around every attendee's neck. (4 available)

Registration Badges - **\$500**

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

IT Sponsor - **\$300**

Boost your visibility by sponsoring our audio/visual equipment! Your logo will be featured on screen between events and speakers.

Main Stage - **\$250**

Be the one to introduce the speaker of your choice! During your introduction, take 5 minutes to share your company's product or service. Your logo will be showcased on the big screens!

FRIDAY SPONSORSHIPS

Lunch Buffet for the Dealer Operator Class - **\$3600**

Seize a unique opportunity to connect with the newest Dealer Operator graduates over a private Lunch Buffet! As a sponsor, you'll have time to present your brand's commitment to building relationships while networking with industry leaders, seasoned professionals, and the next generation of independent dealers.

Friday Night Reception - **\$3500**

Kick off the weekend in style by sponsoring the open bar for an hour! Your brand will be prominently displayed throughout dinner and featured on beverage napkins, ensuring maximum visibility and making a lasting impression on attendees.

Friday Night Awards Banquet - **\$5000**

Start the convention in style with two front-row seats at our VIP table. This evening will also honor the 2024 NIADA Eagle Awards, State Service Awards and Charity Auctions to support Virginia's at-risk children and communities.

SATURDAY SPONSORSHIPS

Quality Dealer Ring - **\$1800**

Take the stage for the VIADA Quality Dealer of the Year presentation and be part of the moment when the prestigious Quality Ring is awarded. Your company logo will be displayed on the big screen, ensuring high visibility during this special recognition.

Past President's Pin - **\$500**

Honor Donald Sullivan Jr, VIADA's outgoing President, by sponsoring his Past President's Pin. As a sponsor, you'll receive recognition, screen time, a photo with him, and a mention in the Quality Dealer Booklet!

Incoming President's Gavel/Badge - **\$500**

Celebrate the leadership transition as JoeAnthony Ramon takes the helm as VIADA President. As a sponsor, you'll receive recognition and a photo with the incoming President.

Breakfast Buffet - **\$3500**

Start everyone's day strong by sponsoring our Breakfast Buffet! Gain valuable exposure as you introduce your brand and products to a captive audience before our Keynote speaker takes the stage.

Lunch Buffet - **\$3500**

Engage with dealers from 12:00 PM to 2:00 PM as they refuel between sessions. This sponsorship offers a unique opportunity to connect with industry professionals.

Morning Beverage Break - **\$800**

Sponsor our Morning Beverage Break and enjoy prime visibility as dealers grab their coffee and refreshments. Your brand will be prominently recognized, with your logo featured on napkins for added exposure!

Afternoon Beverage Break - **\$800**

Power Up the Afternoon with Your Brand! Sponsor our Afternoon Beverage Break and keep dealers refreshed as they recharge for the rest of the day. Your brand will be prominently recognized, with your logo featured on napkins for maximum exposure!

Saturday QD Reception - **\$3500**

Kick Off the Evening in Style! Sponsor the open bar for an hour and network with VIADA leadership at all levels. This sponsorship includes two VIP dinner seats and premium brand visibility with your logo on napkins and the big screen!

Saturday QD Banquet - **\$5000**

Dine with Industry Leaders & Celebrate Excellence! Secure two exclusive seats at the VIP dinner table, where you'll connect with influential leaders from both the State and the NIADA. Enjoy a front-row seat as we honor a distinguished member for their outstanding contributions to the industry.

2025 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, 2025.

COMPANY INFORMATION

Company Name

Contact Name

Address

City, State, Zip

Phone

E-mail

Sponsorship Selection

Exhibitor Booth # preference (Please give 3 choices)

VIAD CF Auction Donation

Yes No Item _____

\$30 additional for power strip

Please check if you need power to your booth

Black Linen Table Cover (No charge)

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

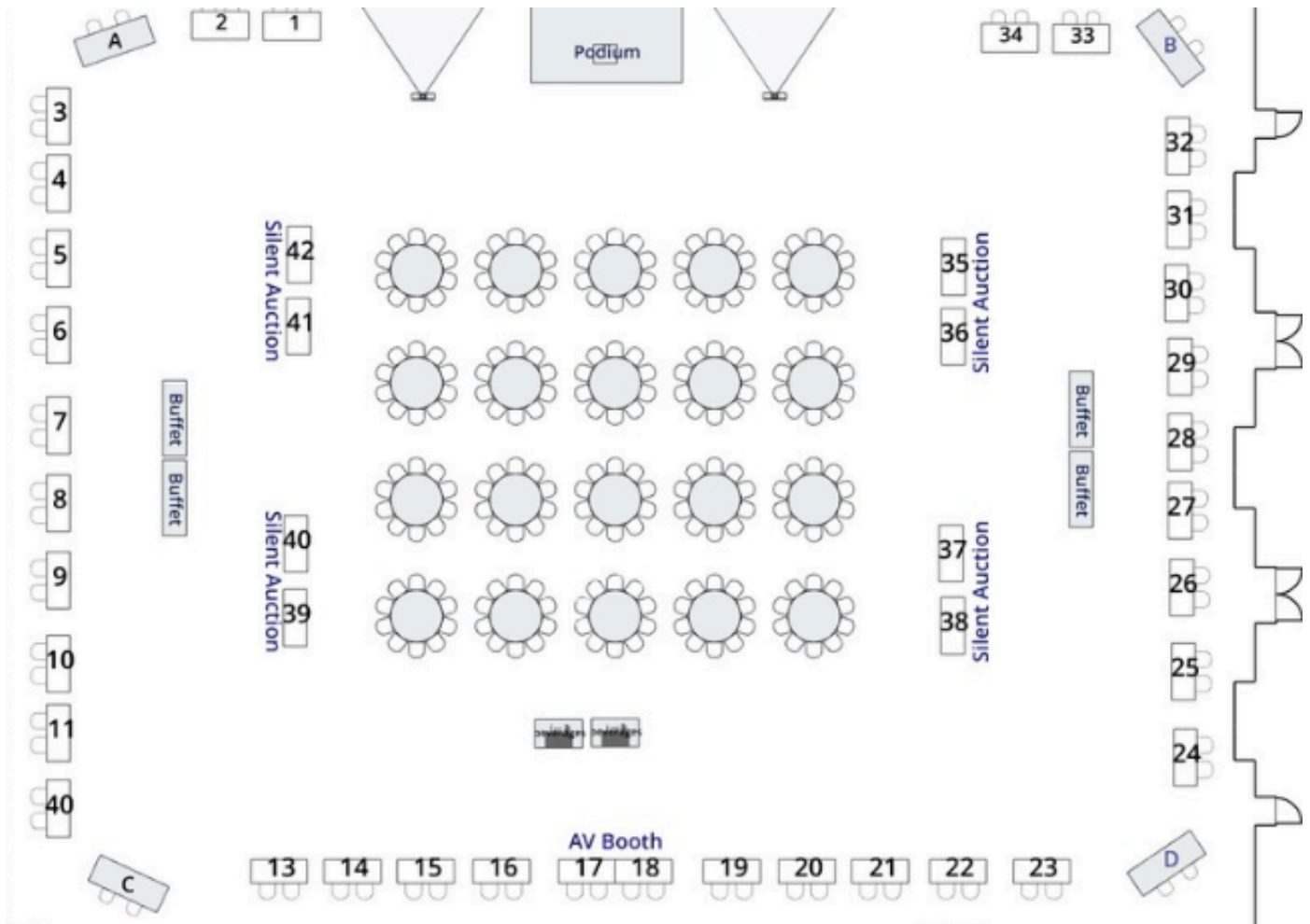
Email

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

THANK YOU FOR YOUR SUPPORT!

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 Standard Table

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