

**66<sup>th</sup>** CONVENTION, TRADE EXPO & CHARITY AUCTION

VIADA INDUSTRY PARTNER

# EXHIBITOR & SPONSORSHIP REGISTRATION

COMMIT  
NOW,  
PAY LATER



## #VIADA2026

### APRIL 16–19, 2026

The Greenbrier, America's Resort  
White Sulphur Springs, WV



FOR MORE INFORMATION, CONTACT:  
Tommie Melendez  
[info@viada.org](mailto:info@viada.org) • 800-394-1960





# EXHIBITOR SPACE SELECTION

Diagram is subject to change. Exhibitors will be notified prior to any changes.

## STANDARD TABLE - \$2,000

Floor space approx. 8'w x 6'd

Includes: Expo registration for 2 attendees; 1 table, 2 chairs & WiFi

## EXECUTIVE TABLE - \$2,500 (4 available)

Floor space approx. 16'w x 6'd

Includes: Expo registration for 2 attendees; 2 tables, 2 chairs & WiFi

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

**THE 2026 VIADA 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.

CHECK IT OUT AT  
[VIADA.ORG/  
CONVENTION-AND-EXPO](https://viada.org/convention-and-expo)

## HOTEL RESERVATIONS:

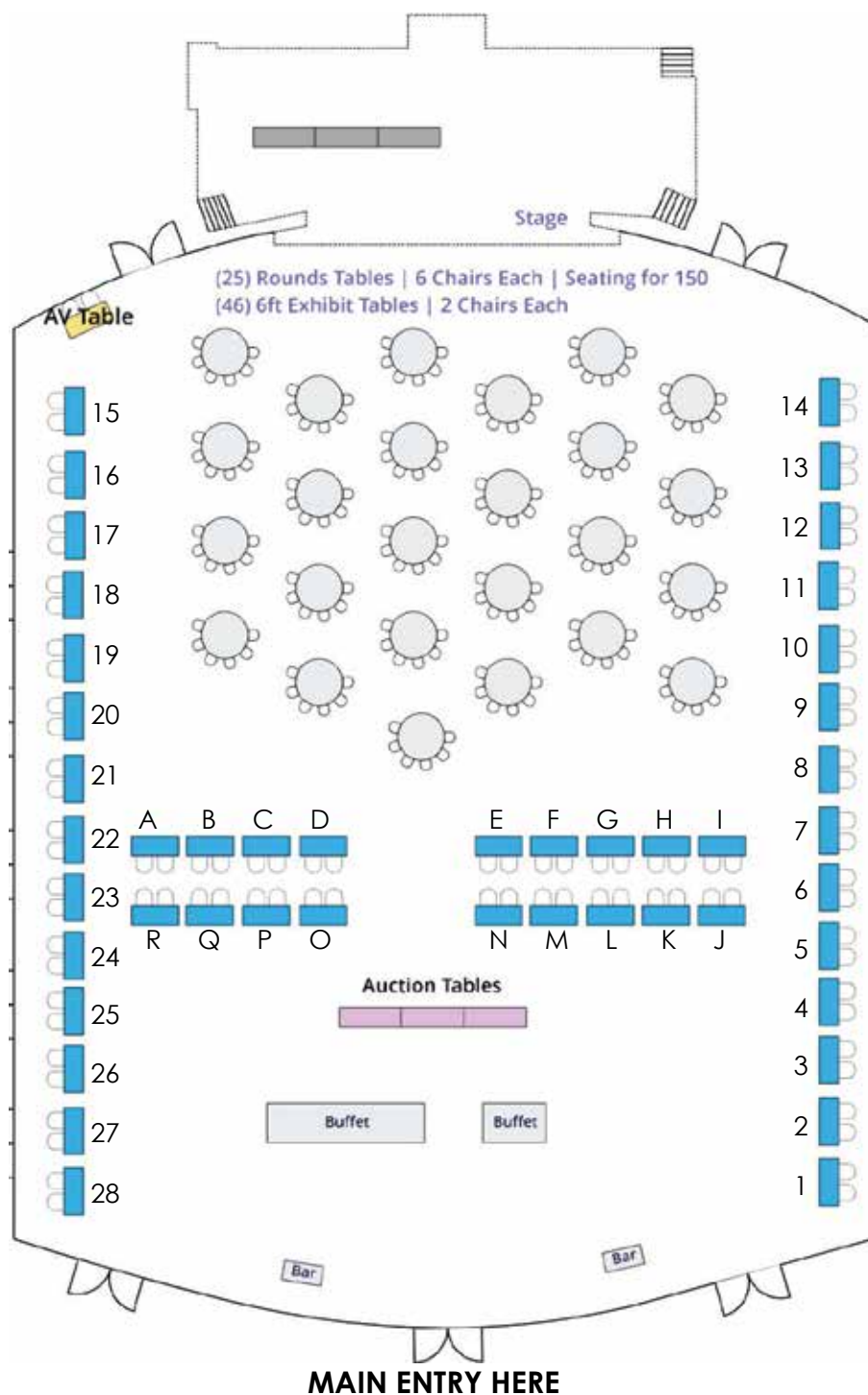
The VIADA Annual Convention Room Block has secured a special rate of \$249 per night (daily resort fee: \$49 per room, per night plus 6% state sales tax and 9.75% historic preservation fund). Check in 4 p.m. Check out 11 a.m. Parking fees are not included.

## TO BOOK YOUR ROOM:

[viada.org/convention-and-expo](https://viada.org/convention-and-expo)

## VIAD CHARITY FUND AUCTION

In 2024, the Ladies Auxiliary became the VIAD Charity Fund, a 501(c)(3) charitable organization. The mission is to uplift children and families across Virginia through education, wishes, and community support. Our charity auction at this event, will support the Fill-A-Wish program for special-needs children and a Scholarship Fund for VIADA families. For more information, please visit [viadcharityfund.org](https://viadcharityfund.org).



# SPONSORSHIP SELECTION

*Sponsors are recognized in marketing campaigns, event programs, spring association magazine and on event screens.*

## GENERAL SPONSORSHIPS

### ATTENDEE GIFTS - \$200

We'll include 200 personalized items for our Welcome Bags. A simple, high-impact way to showcase your brand—even if you can't attend.

### TOTE BAG - \$500

Send VIADA 200 tote bags with your logo, and we'll make sure every convention attendee gets one—put your brand in their hands! **Send by March 30th.**

### PROGRAM COVER/BACK - \$750

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

### PROGRAM INSIDE COVER - \$500

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

### PROGRAM ADVERTISING *(inside)*

Full Page: \$400 | Half Page: \$225

### REGISTRATION BOOTH - \$1500

Be the first brand attendees see at check-in with prominent exposure at the registration area.

### REGISTRATION LANYARDS - \$750 EACH (4 spots)

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

### REGISTRATION BADGES - \$1000

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

### IT SPONSOR - \$500

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

### 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 NIADA Eagle Awards, State Service Awards and Charity Auctions to support Virginia's at-risk children and communities.

### LUNCH BUFFET FOR THE DEALER OPERATOR CLASS - \$2000 (2 spots)

Exclusive opportunity to connect with new Dealer Operator graduates during a private lunch. Includes time to present your brand and network with emerging and established leaders.

### FRIDAY NIGHT RECEPTION - \$2000

(2 spots)

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, making a lasting impression on attendees.

## SATURDAY SPONSORSHIPS

### QD RECEPTION - \$2000 (2 spots)

Sponsor the Quality Dealer 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!

### QD BANQUET - \$5000

Secure two exclusive seats at the VIP dinner table for the Quality Dealer Banquet where you'll connect with influential leaders from both the State and the NIADA. Enjoy a front row seat as we honor a distinguished members for their outstanding contributions.

### BREAKFAST BUFFET - \$2000 (2 spots)

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 - \$2000 (2 spots)

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 - \$1200

Sponsor this 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 - \$1200

Power up the afternoon! 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!

### QUALITY DEALER RING - \$2000

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 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 our new president takes the helm as VIADA President. As a sponsor, you'll receive recognition and a photo with the incoming President.

# 2026 VIADA CONVENTION & EXPO EXHIBITOR & SPONSOR REGISTRATION

*Commit now. Pay later.*

**COMPLETE THE FORM. SEND TO TOMMIE. VIADA WILL INVOICE YOU.**

## COMPANY / ATTENDEE INFORMATION

Company Name

Contact Name 1

Title

Email

Phone

Contact Name 2

Title

Email

Phone

Address

City, State, Zip

Company description for program material (approx. 50 words)

**SPONSORSHIP SELECTION:** (See page 3 and write the name of the sponsorship(s) you have selected below.)

Sponsorship Selection

**EXHIBITOR BOOTH SPACE:** (Refer to the diagram on page 2 and note your three preferred booth spaces here:

first	second	third

**Please add to my booth space:**

- ☐ Power strip, +\$40
- ☐ Black Linen Table Cover. +\$40

☐ **YES, I WANT TO DONATE AN ITEM TO THE VIAD CHARITY FUND AUCTION!**

List your item(s) for auction here: \_\_\_\_\_

**ADDITIONAL ATTENDEES:** (Each booth space includes 2 attendees. Additional attendees are \$350 each.)

Attendee

Title

Email

Attendee

Title

Email

Attendee

Title

Email

☐ **YES, I WILL EMAIL OUR COMPANY LOGO TO TOMMIE BY FRIDAY, MARCH 20, 2026.** (Vector files only.)

**COMPLETE THE FORM. SEND TO TOMMIE. VIADA WILL INVOICE YOU.**

**Attention: Tommie Melendez, [tommie@viada.org](mailto:tommie@viada.org)**

**To ensure inclusion of your logo, e-mail a vector graphic to [tommie@viada.org](mailto:tommie@viada.org) no later than Friday, March 20, 2026.**