

2016 Trade Show Sponsorships



Trade Show Beverage Sponsor – \$1,200

****3 AVAILABLE****

25 drink tickets included in beverage sponsorship

This sponsorship is sure to attract dealers to your booth! A cash bar (with bartender) will be strategically placed by your booth during the trade show on Friday, September 9, 2016 from 1pm-5pm. By becoming a *Trade Show Beverage Sponsor*, your company will set the tone for a fun and exciting atmosphere that dealers will enjoy!



NEW! Dealer Education Lobby Sponsor – \$1,200

****4 AVAILABLE****

VENDORS ONLY – NATDA will provide a 6 ft. skirted table in the hallways outside of the Dealer Education being held on Thursday, September 8, 2016. Have exclusive one-on-one time with dealers during the hours of 12-4pm. Sponsor will be able to pass flyers, brochures and business cards regarding product(s)/service(s).

Dealer Education Sponsor – \$2,500

Select this sponsorship to demonstrate your company's devotion to educating dealers and providing their tools for success. What a better way to make a bold statement to attendees by supporting Dealer Education throughout General Session on Thursday, September 8, 2016!

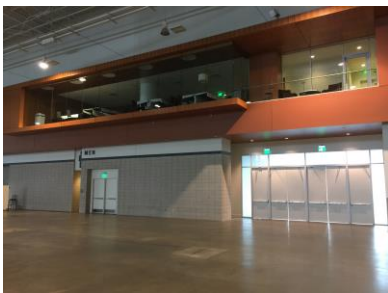
- Logo on projection screen before and during the General Session education programs
- Logo listing on education signage throughout the 2016 NATDA Trade Show & Convention
- Listed as the "Dealer Education Sponsor" in applicable issues of the NATDA Magazine
- Recognition on the "NATDA Dealer Education Page" of the NATDA Website



NEW! Premium Hospitality Sponsor – \$3,000

****3 AVAILABLE****

We have three unique meeting spaces that overlook the exhibit hall. This is a great space to host a dealer meeting, private breakfast and/or a small reception (classroom style 68 MAX, theater style 170 MAX). Since these meeting rooms overlook the exhibit hall, sponsors have the option of also hanging signage that can be seen from the exhibit hall. This is truly a unique sponsorship!



General Supporter Sponsor – \$500

This sponsorship demonstrates your support for NATDA, while promoting your company to hundreds of dealers.

- Recognition on signage at the 2016 NATDA Trade Show & Convention
- Recognition in applicable issues of the NATDA Magazine and NATDA Website



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NEW! NATDA Award Sponsor – \$1,500

****1 AVAILABLE****

MANUFACTURERS ONLY – NATDA presents 3 total winners of the New Product Display (1st, 2nd & 3rd place). Your trailer will be featured on the top of each award. This is a unique way to showcase your trailers, while also showing your support to new products available in the trailer industry for 2016. Plus, the award will be featured in the 16' Nov/Dec issue (including a short feature).



Kiosk Sign Sponsor – \$950

Think big! The 2016 NATDA Trade Show & Convention is here to assist you with promoting your products and/or services. With over 500+ dealers, we will strategically place kiosk signs throughout the halls as you are approaching registration. Get the brand awareness you want by reaching attendees first, with your very own kiosk sign! The size of the kiosk sign is approximately 38" x 93" (one-sided only).



Aisle Sign Sponsor – \$1,000

Imagine having your company logo and booth number on a selected aisle sign! Our attendees depend upon the directional aisle signs at the 2016 NATDA Trade Show & Convention to navigate through the floor effectively. What a unique opportunity to increase your company's brand and remind attendees to come visit your booth! The size of the aisle sign is approximately 72" x 48" (double-sided).



NEW! Carpet/Floor Decal Sponsor – \$1,200

****3 AVAILABLE****

These 4' x 4' directional signs are placed at key intersections throughout the trade show to help dealers find their way to your booth. Put your company front and center every time a dealer looks to see where they are going. Production and labor charges are included for a total of (4) 3.5' x 2' carpet / floor decals. Sponsor must submit artwork.



Window Cling Sponsor – \$950

****3 AVAILABLE****

Increase your exhibit success with these customizable window clings that will be placed on the beautiful entrance hall windows of the Music City Center. Greet attendees as they enter the Music City Center, reminding them to come visit your booth. Your window cling will be displayed throughout the duration of the conference. Sponsor must submit artwork (size of the window cling is approximately 56" x 103.5" and is only one-sided).

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Trade Show Bag Sponsor – \$6,500 **SOLD**** ****1 AVAILABLE******

Catch the eye of attending dealers by becoming a *Trade Show Bag Sponsor*, your company logo will be largely printed on one side of the bag. The attendee bag is filled with literature and the 2016 NATDA Trade Show Guide/Magazine.

2016 NATDA Trade Show APP – \$1,500 **3 AVAILABLE******

It's official! We have re-launched the 2016 NATDA Trade Show & Convention App. Attendees will be able to download the app from Android, iPhone and Blackberry 10 devices, and we also have a mobile web version of our app. This is the third year NATDA has an official app for our annual trade show, and we anticipate it to be a huge success for all attending the trade show this year. Our app has been designed for attendees and exhibitors to easily network, connect and share information at their fingertips.

- **Sponsor Banner** - interactive sponsor banner is located at the bottom of the main menu screen. Clicking on the banner ad directs users to a sponsor page with a customizable image, name, description and *More Info* link to additional information on the web or in a PDF format.
- **Sponsored Push Messages** - you will have the opportunity to send real-time messages to users. NATDA will limit to 1 (one) message per day.



Bag Insert Sponsor – \$1,200 per insert

Would you like to promote a new product or invite attendees to come to your booth? Take advantage of this opportunity to distribute your advertising to each and every attendee through this unique marketing vehicle! *Sponsor must provide desired insert (can be double sided) prior to the event.*

Dealer Lounge Sponsor – \$5,500

Enhance your presence by helping increase attendees' networking experience! The networking lounge is open to all attendees during exhibit hall hours over the course of the event and is the home of our New Product Display. Sponsorship includes: tables, chairs, snacks, cash bar (with bartender), 20' banner plus additional signage inside the 20' x 50' lounge. This is a favorite spot for dealers to sit, relax, enjoy some snacks, as well as network and conduct business!

- Tables, chairs, snacks & cash bar (w/ bartender up to 4 hrs.)
- 20' banner plus additional signage in the 20' x 50' lounge
- Listed as the "Dealer Lounge Sponsor" in applicable issues of the NATDA Magazine
- Logo listed on the back of all New Product Display entry cards with opportunity to announce the 2016 New Product Display winner
- Logo listed on e-mail correspondence regarding the New Product Display





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Lanyard Sponsor – \$5,500

****1 AVAILABLE****

This high-visibility sponsorship puts your company on lanyards used for the official show badges. Every attendee will be given a lanyard and name badge to wear the entire weekend. Your company's name will be featured on each lanyard.



Your Idea

Do you have a great sponsorship idea of your own that you would like to present to NATDA? If so, please contact us directly at heathers@natda.org with your idea!



Website: www.natda.org/tradeshow

Phone: 727-360-0304 | Fax: 727-231-1717

111 2nd Avenue NE, Suite 1405, St. Petersburg, FL 33701



"Strive not to be a success, but rather to be of value" –Albert Einstein



2016 Trade Show Sponsorships

Contact Name _____ Title _____

Company Name _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

SPONSORSHIP LEVELS

<input type="checkbox"/>	Trade Show Beverage Sponsor	_____	\$1,200.00
<input type="checkbox"/>	Dealer Education Lobby Sponsor	_____	\$1,200.00
<input type="checkbox"/>	Dealer Education Sponsor	_____	\$2,500.00
<input type="checkbox"/>	Premium Hospitality Sponsor	_____	\$3,000.00
<input type="checkbox"/>	General Supporter Sponsor	_____	\$500.00
<input type="checkbox"/>	NATDA Award Sponsor	_____	\$1,500.00
<input type="checkbox"/>	Kiosk Sign Sponsor	_____	\$950.00
<input type="checkbox"/>	Aisle Sign Sponsor	_____	\$1,000.00
<input type="checkbox"/>	Carpet/Floor Decal Sponsor	_____	\$1,200.00
<input type="checkbox"/>	Window Cling Sponsor	_____	\$950.00
<input type="checkbox"/>	2016 NATDA Trade Show APP	_____	\$1,500.00
<input type="checkbox"/>	Bag Insert Sponsor	_____	\$1,200.00
<input type="checkbox"/>	Dealer Lounge Sponsor	_____	\$5,500.00
<input type="checkbox"/>	Lanyard Sponsor	_____	\$5,500.00
TOTAL:			\$ _____

PAYMENT INFORMATION

Total amount is enclosed with this contract or can be charged to credit card listed below.

Terms and Conditions

Sponsor agrees to pay amount indicated on previous page for sponsorship as published in NATDA's sponsorship opportunities packet or determined by NATDA staff.

Authorized Signature** _____ **Date** _____

** Indicates that sponsor has read and agreed to Terms and Conditions above.

Make check payable:

NATDA, 111 2nd Ave.
 NE, Suite 1405
 St. Petersburg, FL
 33701

- Check Enclosed
- Visa
- Discover
- MasterCard
- American Express

Please enter credit card info here:

C/C Number: _____
 Expiration: _____
 Security Code: _____

PLEASE NOTE: Trade Show Sponsorships are only available to 2016 exhibiting companies!