


2025 NATDA SPONSORSHIP AND ADVERTISING KIT

Association Sponsorships
Event Exhibiting and Sponsorship
NATDA Magazine™ Advertising



MEET THE TEAM



WE'RE HERE FOR YOU

Our team of experienced sales and marketing professionals are dedicated to your success, and can help you design a marketing strategy to meet the specific needs of your organization.

CALL US! 727-360-0304



Rachel Grundner
Director of Sales, x105
rachel@natda.org

Companies #, A-H



Spencer Hamilton
Sr. Account Executive, x109
spencer@natda.org

Companies I-S



Pat Brady
National Sales Manager, x101
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Companies T-Z

WHAT'S INSIDE

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Interested in learning more? Call 727-360-0304:

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WHO WE ARE



ABOUT NATDA™: YOUR SUCCESS IS OUR MISSION

NATDA™ understands that doing business in the trailer industry is more than just business. It's being part of a community. A community interested in more than making profits, but in building legacies. Owners who do more than just hire employees, but labor alongside their family, friends, and neighbors.

NATDA™ is here to help members of this community form relationships and help to grow their businesses. That is why we strive to create opportunities for you to connect with NATDA's community of dealers in real and meaningful ways.

NATDA™ keeps its members informed through its bi-weekly Trailer News e-newsletters and bi-monthly NATDA Magazine. These publications offer opportunities for both paid and earned media placement.

OUR PROGRAMS

NATDA TRAILER SHOW™	The first and only event specially designed to connect dealers with the resources they need to make their dealerships much more profitable. The show offers everything under one roof for trailer industry professionals - including innovative exhibits, networking opportunities and educational programs.
TRAILER TECH EXPO POWERED BY NATDA™	Make your mark as an industry innovator by participating in this exciting NEW event for 2025! The Trailer Tech Expo Powered by NATDA™ highlights the latest in trailer advancements for the light-to-medium duty trailer industry. The event offers trailer dealers an immersive experience in all things trailer technology, including hands-on workshops and displays highlighting the latest innovations in trailer design and dealership operations.
MEMBER BENEFIT PROGRAMS	NATDA partners with various industry specialists to provide member benefit programs designed to grow and protect their businesses, attract and retain employees, increase profitability and maximize their operations.
EDUCATION AND SPECIAL PROGRAMS	NATDA prides itself on providing opportunities for dealerships to become much more profitable through educational offerings that highlight best practices in marketing, sales, human resources, operations, and trailer service. As the industry continues to grow and change, the association actively works to address issues that impact our members. Committee and council members such as the Manufacturers Council, Dealership Advisory Council and the Women in the Trailer Industry Committee, amongst others, help us lead the charge in developing better communication between the different facets of the industry and programs to benefit all.

ABOUT OUR MEMBERS



14,900+

INDUSTRY PROFESSIONALS

1,340+

TRAILER PARTS & SERVICE PROVIDERS

2,600

TRAILER AND TRUCK BED DEALERSHIPS

10K+

SOCIAL FOLLOWERS

964

TRAILER & TRUCK BED MANUFACTURERS

OUR DEALER MEMBERS



78%

HAVE ATTENDED AN NATDA TRAILER SHOW

3

NEW MEMBERS JOIN PER MONTH AVERAGE

7.8

YEARS PER MEMBERSHIP AVERAGE

80%

HAVE SERVICE CENTERS

81%

HAVE PARTS COUNTERS

31%

PROVIDE A TRAILER RENTAL SERVICE

WHO WE ARE



OUR DEALER MEMBERS

A relationship with NATDA gets your business in front of decision makers. The average NATDA Dealer Member owns a small- to mid-size family run business consisting of one to three locations.

Dealership owners and management encapsulate the enterprising spirit and steadfast values of faith, family and country. Their goal is to create a lasting legacy for their families and within their communities.

While they adapt to new processes and technologies, good, old-fashioned customer service remains paramount to their business. NATDA dealers represent the backbone of North American commerce and demand nothing less than the highest products and services to create lasting impact for the customers they serve.



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NATDA MAGAZINE



NATDA Magazine™ is published six times per year and each issue is circulated to 5,000+ industry professionals. The magazine features new products and services, sales and marketing ideas, tips for parts and service departments and breaking industry-related news. Our online digital issues provide digital enhancements to enable readers to reach out to advertisers with a single click. (Additional enhancements available.)

OUR DISTRIBUTION

14,600+

AVERAGE DIGITAL DISTRIBUTION

5,000+

AVERAGE PRINT DISTRIBUTION

OUR AUDIENCE

44%

PRESIDENT/CEO/OWNER

56%

DEPARTMENT MANAGEMENT/ASSOCIATE

INSIDE POSITION RATES* (MEMBER RATE**)

	6X	3X	Open
2 Page Spread	\$3,600	\$ 4,200	\$4,900
Full Page	\$ 2,300	\$2,950	\$3,350
1/2 Page	\$1,550	\$2,015	\$2,475
1/3 Page	\$865	\$1,450	\$1,725

PREMIUM POSITION RATES* (AVAILABLE TO NATDA MEMBERS ONLY)

	6X	3X	Open
Back Cover	\$3,395	n/a	n/a
Inside Front Cover	\$3,395	n/a	n/a
Inside Back Cover	\$3,395	n/a	n/a
Front Spread	\$4,025	n/a	n/a
Back Spread	\$4,025	n/a	n/a
Pages 5,7,9,11	\$2,500	n/a	Inquire

NATDA ISSUES	AD DEADLINE
Jan/Feb 2025	11-Nov-24
Mar/Apr 2025	31-Jan-25
May/June 2025	15-Mar-25
July/Aug 2025	9-May-25
Sept/Oct 2025 (NATDA Trailer Show Issue)	11-Jul-25
Nov/Dec 2025	12-Sep-25

Please send artwork to: rachel@natda.org

COVER PAGE PRIMARY PLACEMENT (Includes Three-Page Feature)

Pre-Show Issue: \$12,500
Show Issue: \$15,000

All Others: \$10,000

FEATURES

One-Page Feature: \$2,600

Two-Page Feature: \$5,000

*2025 NATDA Magazine placement rates subject are subject to change.

** For non-member inside position rates, please inquire.



DIGITAL FILES MUST COMPLY WITH OUR PRODUCTION SPECIFICATIONS.

We will not be responsible for improperly prepared files.

AD SPECIFICATIONS

File format: Adobe PDF

Resolution: 300 dpi

Mode: CMYK

Fonts: Rasterized or Outlined

THE DOCUMENT SIZE

Ads not built to exact size will be returned to advertiser for resubmission. Full page bleed ads must include 1/8 in bleed on the head, face and foot dimensions.

Final trim size: 8.5" x 10.875"

Regular placement ad: 8.625" x 11.125"

Back page ad: 8.75" x 11.125"

for a full-page, full-bleed back page ad.

Live area should be an inch from the bleed. This is an area where all important text and images appear and are safe from cropping. Full page live area is 7.5" x 9.875"

Do not include crop or bleed marks on final PDF.

Two-Page Spread: 17.25" x 11.125" (includes 0.125" bleed)

Full Page: 8.625" x 11.125" (includes 0.125" bleed)

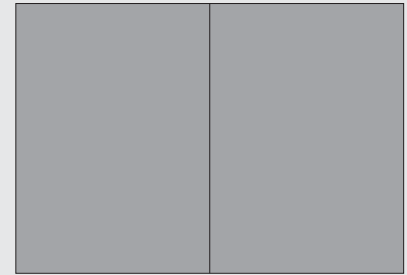
Half page - Horizontal: 7.5" x 4.75" (no bleed needed)

Half page - Vertical: 3.625" x 9.625" (no bleed needed)

Third Page: 2.35" x 9.625" (no bleed needed)

Double page spread (DPS)

Size: 17.25" x 11.125"
size includes .125" bleed
Bleed: 1/2" (.125")
Resolution: 300dpi
Colors: CMYK
Format: PDF/JPEG/TIFF



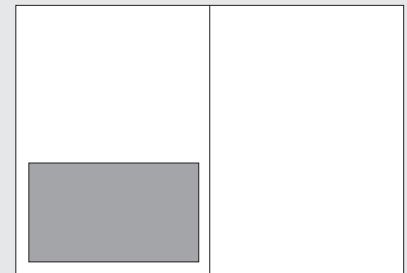
Full page

Size: 8.625" x 11.125"
size includes .125" bleed
Trim: 8.5" x 10.875"
Full Page (Back Page)
Size: 8.75" x 11.125"
size includes .125" bleed
Bleed: (.125")
Live Area: 7.5" x 9.875"
Resolution: 300dpi
Colors: CMYK



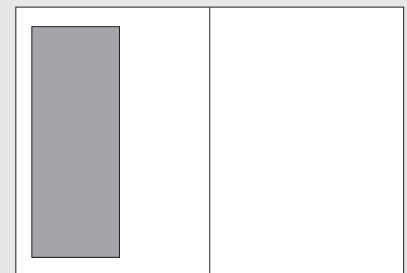
Half page horizontal

Size: 7.5" x 4.75"
Bleed: no bleed needed
Resolution: 300dpi
Colors: CMYK
Format: PDF/JPEG/TIFF



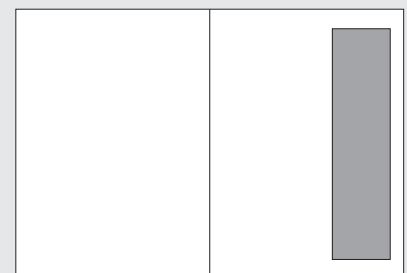
Half page vertical

Size: 3.625" x 9.625"
Bleed: no bleed needed
Resolution: 300dpi
Colors: CMYK
Format: PDF/JPEG/TIFF



Third page

Size: 2.35" x 9.625"
Bleed: no bleed



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THE NATDA TRAILER SHOW



August 26-28, 2025

The 17th season of the NATDA Trailer Show returns to Nashville from Aug 26 – Aug 28, 2025. As the first, and only, industry-specific, business-to-business event, the NATDA Trailer Show caters to dealers, manufacturers, parts and service vendors, distributors and OEM suppliers.

With everything under one roof for light and medium-duty trailer industry professionals, this annual event brings innovative and exciting industry-related products to trailer and truck bed dealership professionals.

Get face to face with owners and other decision makers. Dealers regularly report how much they value the connections they make at the show, and will return year after year to maintain them.

700+

AVERAGE # OF DEALERSHIPS ATTENDING

3

ATTENDEES PER DEALERSHIP

99

AVERAGE # OF EXHIBITING MANUFACTURERS

200

AVERAGE # OF PARTS & SERVICE PROVIDERS

TRAILER SHOW FEATURES:

DEALERSHIP EDUCATION AND TECHNICIAN TRAINING	The NATDA Trailer Show offers a full day of technician training and education tracks in marketing, sales, human resources, operations, service and more, this educational program is an ideal platform to demonstrate your subject matter expertise.
ULTIMATE PRIZE PACKAGE	This annual grand prize raffle raises funds for NATDA's selected annual charity. Gain brand exposure by donating additional prizes to the package.
WEB/APP EXHIBITOR PROFILE	Our exhibitor directory, available online and through our show app. A robust, keyword-optimized exhibitor profile can land you on a dealer's "must visit" list!
NEW VENDOR PROFILES	New exhibiting vendors receive a complimentary listing in our new exhibitor listing in NATDA magazine.
INNOVATION SHOWCASE	Have a new product or service you want to showcase? Be sure to enter it into Innovation Showcase. Innovation Showcase will expose NATDA™ Trailer Show attendees to a wide array of innovative offerings while giving more NATDA™ Trailer Show exhibitors the opportunity to promote their newest products and services. Products entered into the program will be eligible for one of three awards.
DEDICATED MEETING ROOMS	Speak with potential customers, or host a small reception for your dealers, with dedicated meeting rooms at the show.
PRE-SHOW MARKETING OPPORTUNITIES	Each year NATDA offers an array of opportunities to gain visibility with NATDA Dealer Members and Attendees before the show and throughout the year
EXHIBITOR INVITATION PROGRAMS	Exhibitors receive a customized landing page invitation dedicated to promoting their booths at the event by sharing a unique, customized invitation with current and prospective customers on social media and via email.

THE NATDA TRAILER SHOW



BECOME AN EXHIBITOR TODAY!

Space for the show sells out quickly, so act now. Reserve your space for the 2025 NATDA Trailer Show at Music City Center in Nashville, August 26-28, 2025. Scan the QR code on this page to apply.

EXHIBITOR CATEGORIES & SPACE REQUIREMENTS

Vendor (Parts, Accessories, Services) In line booth space; Maximum Allowable Space 400 sq ft

MFG (Trailer & Truck Bed Manufacturers); Minimum Required Space 400 sq ft

BOOTH SPACE RATES*

	Early Bird - Valid through 9/30/24 ¹	Standard Rate Valid 10/1/24 through 12/2/24 ²	Late Rate Valid 12/3/24
Vendor - Inline**	\$24/ sq ft	\$27/ sq ft	TBA
Manufacturer	\$14/ sq ft	\$17/ sq ft	TBA

Vendor Options:

Corner Fee: **\$350 Additional**

Endcap Fee: **\$650 Additional**

Island Fee: **\$950 Additional**

Lobby Booths (Vendors Only):

\$27/ sq ft (minimum 100 sq ft)

Corner Fee (if applicable): **\$350 Additional**

Lobby booths only become available once the main exhibit floor sells out.

**All exhibitors must be members of NATDA. Space does not include electricity, carpet, furnishings, and other accessories. These items may be rented through our official third-party vendors.*

**Inline booth space includes:

- 8' high background drapery
- 3' high side rail drapery
- 7"x44" Identification Sign

DEPOSITS

100% payment is required for sponsorships and membership.

50% deposit required for booth space. The remaining **50%** is due **February 1, 2025.**

¹Early Bird Rates are only applicable to returning 2024 exhibitors and are only valid through September 30, 2024. By booking during the Early Bird period, this secures your place in line for choosing your exhibit space based on your Priority Point value.

²Standard Rate bookings will take effect starting October 1, 2024, and will be placed in first come, first served order. NEW exhibitors will be placed in line with Standard Rates, after October 1, 2024.

**SCAN HERE
TO APPLY**



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NATDA
A RESOURCE FOR TRAILER DEALERS

THE NATDA TRAILER SHOW



2025 NATDA TRAILER SHOW SPONSORSHIPS

NATDA offers a variety of opportunities to maximize your exposure at the show.

Column Wraps | Custom

Is there a column near your booth? Why not brand it with your logo or product image? Contact us for pricing on this opportunity. Prices are subject to rigging and design/print fees.

Show Bags | \$15,000

Branding of the official attendee show bag. Have your custom image, graphic or logo on the bag that every attendee will be carrying throughout the show! Production is included.

Innovation Showcase | \$15,000

Support the industry's latest and greatest innovations by sponsoring the Innovation Showcase at the NATDA Trailer Show. This is one of the most-visited locations at the show as Dealers vote to award the year's best new product. The Showcase will be located front-and-center in the lobby of the exhibit halls, thus driving even more traffic to see your branding within the feature. Your branding will also be included on all marketing material for the Showcase where applicable. Production included.

Welcome Show Party | \$10,000

Welcome everyone to Nashville and start off Trailer Show week by co-hosting our Welcome Show Event! Sponsorship includes open bar (beer + wine), exhibit table at the event, and inclusion in all related marketing materials.

Registration | Exclusive Sponsorship | \$10,000

Your branding will be the first thing attendees see when they register online via the website and emailed confirmations, onsite at the check in counters and at their favorite stopping point: the Ribbon Wall!

General Session | \$8,500

Sponsor the one and only General Session over lunchtime. A hot topic will be featured during our lunchtime General Session. Exclusivity available. Sponsorship includes: display table at the inside entry to the session room, literature/product drop at each seat (production not included), introduction of speaker on stage (available to exclusive sponsor only), brand recognition as sponsor on signage and presentation, two guest passes to the lunch and one full-page ad in NATDA Magazine.

Move-In Sponsor | \$8,500

Your logo and branding on all items related to exhibitor move in, including branding on all move-in related emails, documents, and staging lot windshield flyers for manufacturer move in; signage recognition at the move in lot, branding on the designated exhibitor registration counter which will be found in the exhibitor service center, branded bag handed out to all exhibitors upon check-in, flyer in attendee bag*. *Sponsor responsible for production and shipping on all inserts per show management's instructions on shipping.

Hotel Keys | \$8,500

Brand every key in our contracted block of rooms at our host hotel property. Contact us for pricing on multiple hotel properties.

Lanyards | \$7,500

See your company's logo around the neck of all attendees who wear it! The lanyard attaches to the official show badge. Production is included.

Outdoor Cut-Out Display | \$6,500

Upgrade your visibility by purchasing an outdoor display in one of the cut-outs outside of Music City Center. Placement will be chosen by Show Management. Outdoor displays can be no wider than 9.5' and 45' long.

Show Badges | \$6,500

Create your own branding printed on the back of every Dealer attendee badge! Invite Dealers to your booth with a show special, advertise your new product or simply place your logo for maximum exposure.

Press Room | \$5,500

NATDA will be providing a Press Room for media personnel to review press kits, write stories and conduct interviews. Sponsorship includes: branding of the press room, the opportunity for a private press conference and branded water bottles to distribute upon media personnel's arrival (NATDA to provide production, sponsor to provide graphics).

Exclusive water station + water bottles | \$5,500

Includes 4 water stations + water bottle production (1500) to go into attendee bags.

"Hangry" Stations | \$5,500

Give attendees a quick snack to revitalize their pep while walking the show floor. The station will consist of grab & go snacks for up to 500 people, and can be located near your booth during a designated time within show hours.

Mid-morning Education Break | \$5,000

Sponsor the pick-me-up in the middle of our education morning. Coffee and snacks provided to education attendees.

Prize Giveaway Sponsor | \$5,000

Support NATDA's official charity by sponsoring the prize gift baskets given away throughout the event. Your branding will be seen anywhere the gift baskets are mentioned including signage at the show and in all general trade show sponsorship marketing.

Mobile App | \$4,500

Sponsor the official show mobile app. Branded with your logo and URLs, upon downloading and entering the app, attendees will see your branding first.

Escalator Cling | \$4,000

Have your branding seen on one of the most popular escalators that leads attendees right to the exhibit halls!

Concession Seating | \$4,000

Sponsor the concession seating areas; includes custom signage and you may decorate tables with your own literature, giveaways, décor, etc.

Mobile App Rotating Banner | \$2,500

Rotating banner ads are a cost-effective way to build brand awareness and reach users using the mobile app. You can link the ad to a customized landing page or your website.

Charging Station: Premium | \$2,500

Located throughout the show floor, these high-tech charging stations will surely catch the eyes of attendees looking for a little more power for their cell phones!

Step Sponsor | \$1,500

Showcase your branding on a highly visible staircase that leads from the conference area/Omni entrance to the exhibit halls!

Know Before You Go Email | \$1,500

Promote your presence at the show with the most important email that goes out to all attendees right before the show. The 'Know Before You Go' email blast informs all attendees of everything needed as they are packing to come to the show. It includes all pertinent schedule updates, links to education content, the mobile app and more. This is the last email to leave the NATDA office prior to arriving in Nashville! Graphics provided by sponsor; to be distributed through NATDA's email platform within the week before the show.

Charging Station: Standard | \$1,500

Catch the eyes of anyone that needs a charge by branding a standard facility charging station located in the exhibit hall lobby.

THE NATDA TRAILER SHOW



Bar Napkins | \$1,500

Be the official provider of the bar napkins for the show floor bars during show days. 2500 napkins included; to be distributed with all drinks ordered from show floor bars.

Floor Decals | \$1,500 (pkg of 4)

Brand your own 4'x4' floor decals to be placed throughout the aisles. (Artwork provided by sponsor)

Dedicated Email Blast | \$1,250

Promote your presence at the show with this one-time email blast to over 15k industry contacts. Content provided by sponsor; to be distributed through NATDA's email platform based around NATDA marketing schedule within 60 days of the show dates.

Bag Inserts: Product | \$1,250

Your product included in the attendee bag distributed to all dealer attendees. Production not included. Product inserts must be no larger than 4"x4" and weigh no more than 2lbs. Materials must be shipped by show deadlines.

Aisle Signs | \$1,200 per sign

Attendees refer to the hanging aisle signs to find your booth - help them find you by sponsoring your aisle or multiple aisles!

Window/Door Clings | \$850

Place your branding on key door windows around the facility. Various placements available. Placement will be confirmed on a first-come, first-served basis. Price is per cling - must purchase multiple clings to brand an entire entrance. Larger clings are available for larger windows throughout the facility. See your sales representative for more options.

Road Sign Sponsors | \$850

Sponsor a portion of the road stripe roadway throughout the show with a custom road sign with your company name or branding.

Postcards | \$750

Invite prospect or registered dealers to the Trailer Show and directly to your booth with your own custom postcard mailing. 250 4"x6" postcards included with this sponsorship. Sponsor responsible for artwork/design. Postage and mailing services included.

Bag Inserts: Flyer | \$750

Your flyer included in the attendee bag distributed to all dealer attendees. Production not included. Flyers must be no larger than 8.5"x11" and can be double-sided. Materials must be shipped by show deadlines.

BOOSTED MARKETING EXPOSURE PACKAGES

2025 Trailer Tech Expo Powered by NATDA

February 25-27, 2025

\$4,950

Three (3) Half Page Ads in NATDA* Magazine:

- o Nov/Dec 2024
- o Jan/Feb 2025
- o Mar/Apr 2025

Bag Insert - Flyer included in the attendee bag distributed to all dealer attendees (printing not included).

2025 NATDA Trailer Show

August 26-28, 2025

\$5,100

Three (3) Half Page Ads in NATDA* Magazine:

- o May/Jun 2025 Issue
- o Jul/Aug 2025 Issue
- o Sep/Oct 2025 (Show) Issue

Bag Insert - Flyer included in the attendee bag distributed to all dealer attendees (printing not included).

BASIC MARKETING EXPOSURE PACKAGES

2025 Trailer Tech Expo Powered by NATDA

February 25-27, 2025

\$2,350

One (1) Half Page Ads in NATDA** Magazine's Jan/Feb 2025 Issue)

Bag Insert - Flyer included in the attendee bag distributed to all dealer attendees (printing not included).

2025 NATDA Trailer Show

August 26-28, 2025

\$2,500

One (1) Half Page Ads in NATDA** Magazine's Sept/Oct 2025 (Show) Issue

Bag Insert - Flyer included in the attendee bag distributed to all dealer attendees (printing not included).

*Option to upgrade to full page or 6x placement

** Option to upgrade to full page, 3x, or 6x placement

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PAST EXHIBITORS



Action Spring Co.
Advantage Sales & Supply
Adventure Coast Manufacturing
Affiliated Resources, Inc
Aftermarket Websites
AGRI-COVER, INC.
AGS Company
Air Hitch Technology
Air-Flo Manufacturing
Air-Tow Trailers
Alcom, LLC
Allegiance Merchant Services
AllPro Distributing
Altor Locks
Aluma Trailers
Anderson Manufacturing
Anthony Wood Treating
Anvil Lock
Anvil Trailer, LLC.
AP Products
Apex Trailers
ArrowTrail
ASA Electronics
Asquare Parts Inc.
ATC
ATW
Automotive International, Inc
Autowbrake
Avery Dennison | Reflective Solutions
B&W Trailer Hitches
Bailey
Bear Track Trailers
Bearing Buddy, Inc
Bedrock Truck Beds
Behnke Trailers
Belmont Trailers, LLC
Bennett DriveAway
Besler Industries, Inc.
Big Tex Trailers
Black Rhino Manufacturing Inc.
Blackpurl
Blaylock American Metal
Blue Ox
Blue Ridge Manufacturing, LLC
(Freedom Truck Beds)
BND Trailers, LLC
Boeckmann Fahrzeugwerke GmbH
BOS Jockey wheels
Bostail
Botkin Lumber Company
Brandt Industries USA Limited
Bravo Trailers, LLC
Brok Products
Bucher Hydraulics, Inc.
Buckshot Trailers
Bulldog Mfg, LLC
Bulldog Winch Co LLC
BulletProof Hitches
Butler Products
Buyers Products Company
B Wise Trailers
C.R. Brophy Machine Works
C3 Rentals
Caliber Inc.
Caliber Trailers
Cargo Equipment Corporation
Cast Products Inc.
CatTongue Grips
CellTech Trailers
Champion Hoist & Equipment
Chekkit
Choice Trailer Products
Clicklease
CM Truck Beds
Coastal Trailers Rent to Own
COMEUP USA, Inc.
Connected Correctly, LLC
Continental Battery Systems
Counteract Balancing Beads
Covered Wagon Trailers

Creative Business Solutions
Currahee Trailers, LLC.
CURT
Dalton Hydraulics
Darkhorse Cargo, Inc.
Davis Village Solutions, LLC
DC CARGO
Deal Sector
Dealer Attract
DealerPRO Training
Dealership Performance 360 CRM
Delco Trailers
Delta Trailers
Demco
Deutsche Hydrapro
Dexstar Wheel a division of Kenda
Dexter
Diamond C Trailers
Diamond T Trailer Mfg
DK2 Warrior Winches
DLH Fluid Power Inc.
DLL
Doolittle Trailer Mfg., Inc.
Down 2 Earth Trailers
Dura-Haul Trailers LLC
Eagle Hydraulic
ELEASE Funding, Inc.
Elkhart Trailer Company
EMPIRE CARGO TRAILERS
EQ Systems
ESCO
FAB Parts USA
Fill-Rite
FIRMAN Power Equipment
FLCC FINANCING
FLOE International
Franklin Trailer Parts
Freedom Trailers, LLC
GEN-Y Hitch
Geoforce
GoodGuys Trailers LLC
GR Trailers LLC
Green Touch Ind./ TrailerRacks.com
Gridiron Custom Tool Storage
Hapn
Harp's Tarps
HAUL-ABOUT LLC
Heskins LLC
Highlands Financial, Inc.
Hillcrest Trailers
Hillsboro Industries
HITCHCOIL
Homesteader llc
Hometowne Capital
Hoof Grip Livestock Flooring
Hopkins Manufacturing
Horizon Global
Horizon Trailers LLC
HorseTrailerTrader.com
HSI/Duratek
Husky Towing Products
Hydrastar
Ideal Cargo, Inc.
Ideal Computer Systems &
c-Systems Software
Industrial Wood Technology
Innovative Products of America
Insperity
Iowa Spring MFG.
Iron Ox Products, LLC
Iron Star Manufacturing
Jammy Inc
JKD Products Inc.
K-Trail Inc
Karavan Trailers
Kenda Americana Tire & Wheel
Kenny & Gyl Company
KTI Hydraulics, Inc.
KYCS Global Inc.
Lamar Trailers Inc.

LandAirSea Asset Protection
Larchmont & Transamerica /
Hilb Group
LaVanture Products Company
Legend Manufacturing, Inc
Liberty Trailers
Lightspeed
LINK Trailer
Lionshead Specialty Tire & Wheel, LLC
Load Trail
Lotus Preferred Funding
M. H. Eby, Inc.
Magnum Lift Systems
Mahindra
Mankiewicz Coatings, LLC
Marvel Industrial Coatings
Master Tow, Inc
Maven Rentals
MAXX-D Trailers
MAZO Capital Solutions
MBA Insurance
McGriff Insurance
Mile Marker Industries
Miller Auto Technology
Motility Software Solutions
MTE Hydraulics, Inc
N&N Trailers Inc
Norstar
Northpoint Commercial Finance
Novae LLC
Ormandy Software
Orrco International
PassTime
PCR TIRES LTD CO
Phoenix USA, Inc.
Piedmont Plastics Inc.
PJ Trailers
Podium
Polar King Mobile
Polar Temp, A Division of Southeast
Cooler Corp
Pollak
PopUp Towing Products
PPG Commercial Coatings
Priefert Steel
Primo Corporations
Primo Corporations
Pro-Series Batteries
Proform Group Inc.
Proven Industries, Inc
PullRite Towing Systems
QAI Laboratories Ltd.
Quadra Bigfoot
RacingJunk.com
Radius Recycling
Rainman Digital
RAM Trailer Products / Pacific Rim
International
The Ratchet Depot
RawMaxx Trailers
RC INDUSTRIES
Record360
RecovR
Red Oak Inventory Finance - a Triad
Financial Services Company
REDARC Corporation
Rhino Tire USA
Rice Trailers
Ridewell Suspensions
Riechers Truck Bodies
RoadActive Suspension
Rock Solid Cargo
Rock Solid Funding
RS Supply LLC
Rumber Materials LLC
S & B Custom Innovation
S&S Trailers
SH Distributing Inc
Sheffield Financial
Shelby Trailer Service, LLC

Sherwin-Williams
Shocker Hitch
Shur-Co
Side Kick Attachments by Iron Bull Mfg
SilverMountain Trailers
Snappin Turtle Tie Down Products
Solectrac Electric Tractors
Southern Utility Trailers LLC
Southland Trailer Corp.
Southwire
Specialty Product Technologies
Spring Creek Products
Stallion Manufacturing
StateWide Windows
Statistical Surveys, Commercial Truck
Trader, and Equipment Trader
Stealth Trailers
Stehl Tow
Stillwell, Inc.
Sundowner Trailers
SunLite Trailers Inc
Super Champion Inc
Super Duty Fans
SureTrac Inc.
Sutong Tire Resources, Inc.
SWIFT BUILT LLC
Synchrony
Taskmaster Components
TecNiq, Inc.
Terran Industries
Test Buddy by SC Trailer LLC
The Raynor Company
The Trailer Parts Outlet
Tie 4 Safe
TimpTe, Inc.
Tony's Trailer Accessories
TowKing
Trailer Solutions Financial
TrailerCentral
TrailerFunnel
TrailerTrader.com
Transax
Tredit Tire and Wheel Company
Trim-Lok, Inc.
Trio Capital
Triple L Group
Triumph Trailers
TRP International/DeeMaxx
Truck and Trailer Makers
Truist Merchant Services
UFP Construction
Ultra-Fab
Unique Fastener 2020 LLC
United Axle
United Treating and Distribution, LLC
Valcrum, LLC
Viper USA
Vision LED
VoltSwitchGPS
W-W Trailer Mfg.
Warrior Winches USA
Watchdog Trailers
Waymire Distribution
Weaver Distributing LLC
WebbRes
Weigh Safe
Wells Fargo Commercial Distribution
Finance (CDF)
Westan Insurance Group, Inc.
WestCoastGPS
Westin Automotive Products
Whitesell Supply
Wieland Metal Services
Wil-Ro, Inc.
Willbanks Metals Inc
Wilson Trailer
Zimmerman Trailers

NATDA MANUFACTURER/VENDOR MEMBERSHIPS



WHAT CAN A NATDA MANUFACTURER OR VENDOR MEMBERSHIP DO FOR YOU?

An annual membership gives you access to the largest industry network in North America and the many incredible programs and benefits that support our category, such as:

- NATDA's Online Member Directory
- Subscriptions to NATDA Manager, Trailer News Newsletter and Member Updates
- A Subscription to Exhibitor Magazine to take your exhibiting game to the next level
- Advertising, sponsorship and exhibiting opportunities to get your brand in front of buyers.

Exclusive discounts on:

- o Human resources services & technology
- o Employee Health and Wellness Plans
- o Marketing and merchant services*
- o 401K Plans
- o Liability Insurance
- o Business operations solutions
- o Discounted freight options
- o Detailed industry-specific data

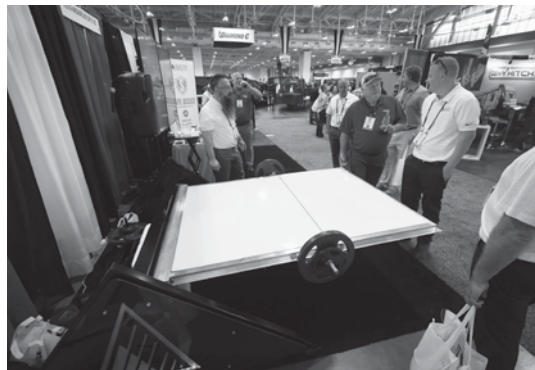
Manufacturer Dues - \$750/year
Vendor Dues - \$800/year

*Restrictions may apply

WANT TO HEAR MORE?



**Contact LeAnna Koerner,
Director of Membership
727-360-0304 x108
leanna@natda.org**



Interested in learning more? Call 727-360-0304:

Rachel Grundner x105
Companies #, A-H

Spencer Hamilton x109
Companies I-S

Pat Brady x101
Companies T-Z



ASSOCIATION SPONSORSHIP



WHY SPONSOR?

NATDA 2025 sponsorships strategically engage and elevate your products and services with your target audience. These highly visible programs foster connections and align your brand for growth all year long. Your support of these programs solidifies your brand as an integral and trusted partner to the industry, creating valuable connections that convert prospects into loyal customers. Sponsorships not only keep your name in front of dealerships via NATDA recognition throughout the year, but they also help keep membership costs down for dealers, resulting in more exposure for your brand and increased dealership attendance at the NATDA Trailer Show. Sponsorships also help to fund innovative programs like the ones below to ensure you see more dealers on the Expo Hall floor.

MUTUAL BENEFITS (AVAILABLE TO ALL SPONSORS)

NATDA is proud to showcase and support our partners with the multitude of benefits listed in the packages detailed in this document. No matter the package you choose, ALL Sponsors will receive the following*:

- Listing as co-sponsor for all session recordings to be posted online after the show
- Logo will be featured on all related marketing materials and onsite signage
- First choice in booth selection for the 2025 NATDA Trailer Show (executed contract MUST be received by September 30, 2024 to qualify for early selection). Order of selection is determined by sponsor level, then priority points.
- Listed as co-sponsor of the Ultimate Prize Package with logo featured on all related marketing materials and onsite signage
- Complimentary NATDA Membership for the 2025 calendar year
- Sponsor Logo on NATDA bi-weekly newsletter (distributed to 15K+ industry contacts)
- Sponsor Logo on Home page of natda.org (rotating banner)
- Featured listing on Sponsor page of natda.org
- Sponsor Logo featured on Trade Show signage throughout the show floor, hotel lobbies and registration area
- Inclusion on NATDA-printed postcard highlighting all sponsors' presence at NATDA's Trailer Show
- Automatic inclusion in dealer invitation program

**Benefits may be scaled based on the time of year of purchase; Please see contract page for terms and conditions*



ASSOCIATION SPONSORSHIP



SPONSORSHIP PACKAGES

DIAMOND (\$42,000)

Digital

- Dedicated email blast promoting presence at the NATDA 2025 Trailer Show (distributed to 15K+ industry contacts) within 60 days of the event
- Custom ad on natda.org: Desktop: Welcome Page - 970w x 250h billboard; Mobile: Welcome Page - 320w x 100h banner

Print

- (1) 7" x 5" printed postcard included in a Trailer Show Prospect Pack, distributed to ~1,500 prospects and/or current dealers promoting Sponsor's presence at the 2025 NATDA Trailer Show (sponsor to provide print-ready file)
- (6) FULL page advertisements in bi-monthly NATDA Magazine (sponsor to provide print-ready file)
- (1) 3-page feature in July/August issue of NATDA Magazine

Membership

- Invitation for up to 25 dealer prospects (non-NATDA members) to join NATDA with a complimentary 1-year membership on behalf of sponsor. Sponsor to be provided all conversions from this list as leads. (Valued at \$8,125)

Trailer Show

- MFG: 10% OFF total booth space for 2025 NATDA Trailer Show
- VDR: (4) 10x10 complimentary booth spaces for 2025 NATDA Trailer Show
- (4) 4'x4' floor decals near exhibit booth (additional decals may be purchased)
- (2) Mobile App Notifications
- VIP Lounge Area or Meeting Space for up to 2 hours for dealer meetings (additional hours may be purchased)
- (1) Dedicated double-sided meter board sign placed in the lobby of the exhibit halls
- (1) Bag Insert (Sponsor to provide 1,500 printed pieces or small giveaway to be placed in the show bag by show deadlines)



Interested in learning more? Call 727-360-0304:

Rachel Grundner x105
Companies #, A-H

Spencer Hamilton x109
Companies I-S

Pat Brady x101
Companies T-Z

NATDA
A RESOURCE FOR TRAILER DEALERS

ASSOCIATION SPONSORSHIP



SPONSORSHIP PACKAGES

PLATINUM (\$29,500)

Digital

- Custom ad on www.natda.org: Desktop: Welcome Page – 970w x 250h billboard; Mobile: Welcome Page – 320w x 100h banner
- Social Media Post

Print

- (1) 7” x 5” printed postcard included in a Trailer Show Prospect Pack, distributed to ~1,500 prospects and/or current dealers promoting Sponsor’s presence at the 2025 NATDA Trailer Show (sponsor to provide print-ready file)
- (4) FULL page advertisements in bi-monthly NATDA Magazine (sponsor to provide print-ready file)
- (1) full page feature for Vendors or (2) Two-page feature for Manufacturers in the (May/June issue) NATDA Magazine

Membership

- Invitation for up to 25 dealer prospects (non-NATDA members) to join NATDA with a complimentary 1-year membership on behalf of sponsor. Sponsor to be provided all conversions from this list as leads. (Valued at \$8,125)

Trailer Show

- MFG: 10% OFF total booth space for 2025 NATDA Trailer Show
- VDR: (2) 10x10 complimentary booth spaces for 2025 NATDA Trailer Show
- VIP Lounge Area or Meeting Space for up to 2 hours for dealer meetings (additional hours may be purchased)
- Bag Insert (provide 1500 printed pieces or small giveaway in the show bag)
- (1) dedicated double-sided meter board sign placed in the lobby of the exhibit hall
- (2) 4'x4' floor decals near exhibit booth (additional decals may be purchased)



ASSOCIATION SPONSORSHIP



SPONSORSHIP PACKAGES

GOLD (\$20,000)

Digital

Social media static post shared quarterly (content provided by sponsor) on NATDA social media outlets

Print

- (1) 7" x 5" printed postcard included in a Trailer Show Prospect Pack, distributed to ~1,500 prospects and/or current dealers promoting Sponsor's presence at the 2025 NATDA Trailer Show (sponsor to provide print-ready file)
- (6) half-page advertisements in bi-monthly NATDA Magazine (sponsor to provide print-ready file)
- 1-full page feature in the (May/June) NATDA Magazine (applicable to Vendors only)

Trailer Show

- MFG: 5% OFF total booth space for 2025 NATDA Trailer Show
- VDR: (1) 10x10 complimentary booth spaces for 2025 NATDA Trailer Show
- VIP Lounge Area or Meeting Space for up to 2 hours for dealer meetings (additional hours may be purchased)
- Bag Insert (provide 1,500 printed pieces or small giveaway in the show bag)

SILVER (\$12,000)

Digital

Social media static post shared quarterly (content provided by sponsor) on NATDA social media outlets

Print

- (1) 7" x 5" printed postcard included in a Trailer Show Prospect Pack, distributed to ~1,500 prospects and/or current dealers promoting Sponsor's presence at the 2025 NATDA Trailer Show (sponsor to provide print-ready file)
- (6) half-page advertisements in bi-monthly NATDA Magazine (sponsor to provide print-ready file)
- 1-full page feature in the (March/April) NATDA Magazine (applicable to Vendors only)

Trailer Show

- Bag Insert (provide 1,500 printed pieces or small giveaway in the show bag)

Interested in learning more? Call 727-360-0304:

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Companies #, A-H

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Pat Brady x101
Companies T-Z

NATDA
A RESOURCE FOR TRAILER DEALERS

ASSOCIATION SPONSORSHIP



SPONSORSHIP PACKAGES

BRONZE (\$9,500)

Digital

Social media static post shared quarterly (content provided by sponsor) on NATDA social media outlets

Print

- (1) 7" x 5" printed postcard included in a Trailer Show Prospect Pack, distributed to ~1,500 prospects and/or current dealers promoting Sponsor's presence at the 2025 NATDA Trailer Show (sponsor to provide print-ready file)
- (2) half-page advertisements in bi-monthly NATDA Magazine (sponsor to provide print-ready file)
- 1-full page feature in the (Jan/Feb) NATDA Magazine (applicable to Vendors only)

Trailer Show

- Bag Insert (provide 1,500 printed pieces or small giveaway in the show bag)

YEAR-ROUND SPONSORSHIPS

WOMEN IN THE TRAILER INDUSTRY

Support the movement led by NATDA's Women in the Trailer Industry committee to provide education, support and networking to the women within a male-dominated community. The committee strives to provide mentorship, quarterly educational webinars, a robust event at the NATDA Trailer Show and has plans to expand to regional events over the year. Your branding will be seen on all marketing materials related to the committee's efforts including on the NATDA website; you will receive recognition on quarterly webinars hosted by the Women in the Trailer Industry and on the dedicated social media page. and at any in-person events. This sponsorship will be for the calendar year of 2025.

Title Sponsor (*additional benefits apply for Title Sponsor*) - \$15,000

Supporting Partner - \$1,500

YEAR-ROUND EDUCATION SPONSORSHIP - \$15,000

Support NATDA's educational efforts by branding all educational opportunities. Your branding will be seen on all marketing materials related to all in-person classes at all of NATDA's live events (excluding technical workshops). You will receive branding and a presentation slide on quarterly webinars hosted by NATDA and the Women in the Trailer Industry. Your company will receive a display at all live events within the main corridor of the classrooms; be given the opportunity to distribute literature and/or merchandise on every seat in every classroom and be able to have a 2-minute welcome speech at the general session at the NATDA Trailer Show.

ASSOCIATION SPONSORSHIP



ASSOCIATION SPONSORSHIP CONTRACT

Package Choice:

- Diamond \$42,000 Platinum \$29,500 Gold \$20,000 Silver \$12,000 Bronze \$9,500
 Women In The Trailer Industry: Title Sponsor \$15,000 Supporting Partner \$1,500
 Year-Round Education Sponsorship \$15,000

Sponsor is responsible for all images, graphics, copy and other deliverables as listed in the package detail above. Deadlines and deliverable details will be provided by NATDA after execution of contract. Should a Sponsor miss a deadline for a deliverable, NATDA will make all reasonable adjustments to fulfill the contract; however, will not be obligated to do so. NATDA is not responsible for any errors in copy, images, graphics or any other items provided by the Sponsor.

Distribution, or display, of any additional marketing materials on show floor (outside of purchased exhibit space), in lobbies of convention center or hotel, or within any area that is designated as the official show venue are prohibited and will be removed by the show organizer.

Discounts on advertising do NOT include any premier locations in the NATDA Magazine such as inside front cover, inside back cover or back cover.

Full-Page Feature article for all levels, except Diamond, excludes Pre-Trade Show or Trade Show issue of the NATDA Magazine.

The length of this contract is for the 2025 calendar year. Benefits may be scaled based on time of year of purchase.

Company Information:

Company Name: _____ Company Representative: _____

Phone: _____ Email: _____

Signature*: _____ Date: _____

*By signing, I verify that I am an authorized representative of the company listed on this agreement and that I acknowledge and agree to all terms and conditions of this agreement.

Payment: 100% is due upon signing; agreement is non-refundable.

Pay by: Check AMEX Discover MasterCard VISA

All check payments should be mailed to: NATDA Acquireco, LLC, 2300 Clarendon Blvd, Suite 305, Arlington, VA 22201

Credit Card Number: _____ Exp _____ CCV _____

Name on Card: _____ Signature: _____

Billing Address: _____

Please scan/email this agreement to **Andria Gibbon** at andria@natda.org or **Rachel Grundner** at rachel@natda.org.

Questions? Please contact **Andria** at 727-360-0304 x102 or **Rachel** at x105. **NATDA**

Interested in learning more? Call 727-360-0304:

Rachel Grundner x105
Companies #, A-H

Spencer Hamilton x109
Companies I-S

Pat Brady x101
Companies T-Z



Interested in learning more?
Contact our Sales Department at
727-360-0304

Rachel Grundner
Sr. Sales Manager, x105
rachel@natda.org
Companies #, A-H

Spencer Hamilton
Sr. Account Executive, x109
spencer@natda.org
Companies I-S

Pat Brady
National Sales Manager, x101
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Companies T-Z



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