

# 2026 NATDA SPONSORSHIP & ADVERTISING PROSPECTUS

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  
sales@natda.org

**Companies T-Z**

# WHAT'S INSIDE

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**NATDA**  
A RESOURCE FOR TRAILER DEALERS™

# 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

<b>NATDA TRAILER SHOW™</b>	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.
<b>TRAILER TECH EXPO POWERED BY NATDA™</b>	Make your mark as an industry innovator by participating in the second year of the event. 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.
<b>MEMBER BENEFIT PROGRAMS</b>	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.
<b>EDUCATION AND SPECIAL PROGRAMS</b>	<p>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.</p> <p>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.</p>

## ABOUT OUR INDUSTRY REACH



**10,000+**

INDUSTRY PROFESSIONALS

**1,000+**

TRAILER PARTS & SERVICE PROVIDERS

**2,600+**

TRAILER AND TRUCK BED DEALERSHIPS

**10K+**

SOCIAL FOLLOWERS

**650+**

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 of the trailer industry. 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	\$3,780	\$ 4,410	\$5,145
Full Page	\$ 2,415	\$3,100	\$3,520
1/2 Page	\$1,630	\$2,115	\$2,600
1/3 Page	\$910	\$1,525	\$1,810

## PREMIUM POSITION RATES\* (AVAILABLE TO NATDA MEMBERS ONLY)

	6X	3X	Open
Center Spread	\$4,500	n/a	n/a
Back Cover	\$3,365	n/a	n/a
Inside Front Cover	\$3,365	n/a	n/a
Inside Back Cover	\$3,365	n/a	n/a
Front Spread	\$4,225	n/a	n/a
Back Spread	\$4,225	n/a	n/a
Pages 5,7,9,11	\$2,625	n/a	Inquire

NATDA ISSUES	AD DEADLINE
Jan/Feb 2026	7-Nov-25
Mar/Apr 2026	23-Jan-26
May/June 2026	14-Mar-26
July/Aug 2026	9-May-26
Sept/Oct 2026 (NATDA Trailer Show Issue)	13-Jul-26
Nov/Dec 2026	12-Sep-26

Please send artwork to: [rachel@natda.org](mailto:rachel@natda.org)

## COVER PAGE PRIMARY PLACEMENT (Includes Three-Page Feature)

Pre-Show Issue: \$12,500

All Others: \$10,000

Show Issue: \$15,000

## FEATURES

One-Page Feature: \$2,600

Two-Page Feature: \$5,000

*\*2026 NATDA Magazine placement rates 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)

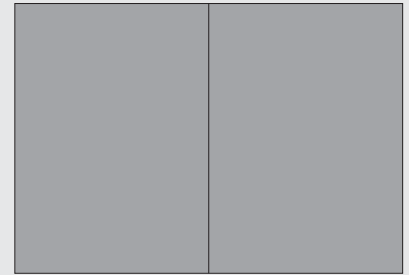
**Half Page - Horizontal:** 7.5" x 4.75" (no bleed needed)

**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



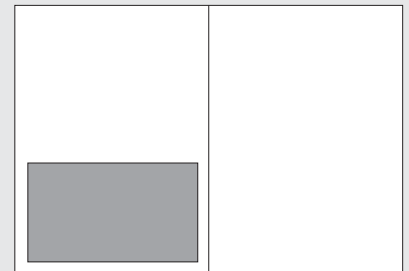
#### Full page

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



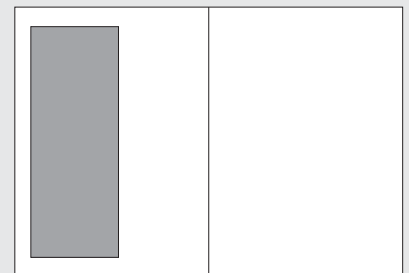
#### Half page horizontal

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



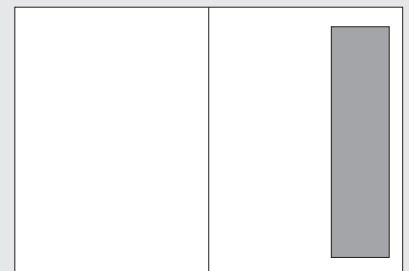
#### Half page vertical

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



September 1-3, 2026

The 18th season of the NATDA Trailer Show returns to Nashville from September 1-3, 2026. 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:

<b>DEALERSHIP EDUCATION AND TECHNICIAN TRAINING</b>	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.
<b>ULTIMATE PRIZE PACKAGE</b>	This annual grand prize raffle raises funds for NATDA's selected annual charity. Gain brand exposure by donating additional prizes to the package.
<b>WEB/APP EXHIBITOR PROFILE</b>	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!
<b>NEW VENDOR PROFILES</b>	New exhibiting vendors receive a complimentary listing in our new exhibitor listing in NATDA magazine.
<b>INNOVATION SHOWCASE</b>	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.
<b>DEDICATED MEETING ROOMS</b>	Speak with potential customers, or host a small reception for your dealers, with dedicated meeting rooms at the show.
<b>PRE-SHOW MARKETING OPPORTUNITIES</b>	Each year NATDA offers an array of opportunities to gain visibility with NATDA Dealer Members and Attendees before the show and throughout the year.
<b>EXHIBITOR INVITATION PROGRAMS</b>	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 2026 NATDA Trailer Show at Music City Center in Nashville, September 1-3, 2026. 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 9/30/25 <sup>1</sup>	Standard Rate Valid 10/1/25 through 12/2/25 <sup>2</sup>	Late Rate Valid TBD
Vendor - Inline**	\$26/ sq ft	\$28/ sq ft	TBA
Manufacturer	\$16/ sq ft	\$19/ sq ft	TBA

### Vendor Options:

Corner Fee: **\$350 Additional**

Endcap Fee: **\$650 Additional**

Island Fee: **\$950 Additional**

### Lobby Booths (Vendors Only):

**\$28/ sq ft** (minimum 100 sq ft)

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

*\*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

**10%** Deposit Due Upon Signing

**40%** due by November 1, 2025

**Final payment** due February 1, 2025

<sup>1</sup>Early Bird Rates are only applicable to returning 2025 exhibitors and are only valid through September 30, 2025. By booking during the Early Bird period, this secures your place in line for choosing your exhibit space based on your Priority Point value.

<sup>2</sup>Standard Rate bookings will take effect starting October 1, 2025, and will be placed in first come, first served order. NEW exhibitors will be placed in line with Standard Rates, after October 1, 2025.

**\* All exhibitors must be members of NATDA.**

**SCAN HERE TO APPLY**



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# THE NATDA TRAILER SHOW



## 2026 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**

Exclusive 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 exclusive sponsorship is in 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 25 coveted drink tickets, exhibit table at the event, and inclusion in all related marketing materials. (5 available)

### 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. (3 available)

### Move-In Sponsor | **\$8,500**

Exclusive sponsorship- 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 exclusive 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 exclusive 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.

### 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**

Exclusive sponsorship- 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 exclusive 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 exclusive 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**

Exclusive sponsorship! 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**

Exclusive sponsorship! 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 | **\$1,750**

Exclusive sponsorship! 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**

Exclusive sponsorship! 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, exclusive 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 | \$1,000**

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.



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# PAST EXHIBITORS



50 State DMV  
700Credit  
Action Spring Company  
Advantage Sales & Supply  
Aero Build  
Affiliated Resources Cargo Trailer Solutions  
AGRI-COVER, INC.  
Air-tow / Flex Trailers Inc.  
Alcom, LLC  
Allegiance Merchant Services  
AllPro Distributing  
ALPCO  
Altor Locks  
Aluma Trailers  
Anderson Manufacturing  
Anhui Qingtai Auto Parts Co., LTD  
Anthony Wood Treating  
Anvil Trailer  
AppOne  
Asquare Parts Inc.  
ATW  
Austin Hardware & Supply, Inc. (MO)  
Auto Data Direct  
Automotive International, Inc  
Autowbrake  
Axon Hydraulics Inc  
B&C Capital LLC.  
B&W Trailer Hitches  
BALBOA CAPITAL, DIVISION OF  
AMERIS BANK  
Bear Track Trailers  
Bearing Buddy, Inc.  
Bedrock Truck Beds  
Belmont Trailers, LLC  
Bennett DriveAway  
Black Mamba Safety Gear  
Black Rhino Manufacturing, Inc.  
BlackPurl  
Blaylock American Metal  
BluDot Manufacturing  
Blue Ridge Manufacturing, LLC.  
BND TRAILERS LLC  
Boss Trailers  
Bostail  
Botkin Lumber Company  
BrandCowboy  
Brandt Industries USA Ltd.  
Brian James Trailers Ltd  
Bucher Hydraulics, Inc.  
Buckshot Trailers  
bulldog mfg llc  
Bulldog Winch  
BulletProof Hitches LLC  
Buyers Products Company  
C.R. Brophy Machine Works  
C3 Rentals, LLC.  
Caliber Inc.  
Caliber Trailer Manufacturing  
Carlisle Polyurethane Systems  
Cast Products, Inc.  
CellTech Trailers  
Champion Hoist & Equipment  
Choice Trailer Products  
Chute Help, Inc.  
Clicklease  
CM Truck Beds  
ComeUp USA, Inc.  
Consolidated Forest Products, LLC  
Continental Battery Systems  
Cormark International  
Covered Wagon Trailers  
CraftMark Trailer Graphics  
Creative Business Solutions  
Cynergy Cargo2, LLC  
Dalton Hydraulics  
Dealer Attract

Dealer Spike  
Dealership Performance 360 CRM  
Deemaxx Components, Inc.  
Delco Trailers  
Delta Trailers  
Demco  
Deutsche Hydrapro  
Dexstar Wheel  
Dexter  
Diamond C Trailers  
Diamond T Trailer  
DLH Fluid Power Inc.  
D-Lite Lighting  
DLL  
Doleco USA, Inc.  
Doolittle Trailer Mfg  
Double A Trailers Ltd  
DPL Telematics  
Dura Industrials LLC  
DURAGUARD INC  
Dura-Haul Trailers  
Duratek  
EAGLE Hydraulic  
Eagle X Trailers  
East Texas Trailers  
ECO  
Eco-Sources, USA  
eLease Funding, Inc.  
EP Metal Stamper  
EQ Systems  
ESCO  
EZ STAK  
Fab Parts USA  
FINANCEATRailer.COM  
Firman Power Equipment Inc.  
First US Bank  
FLCC Financing  
FLOE International  
Franklin Trailers, Inc  
Freedom Trailers, LLC  
FreeGren Digital  
Frigid Solar Trailers  
Futura Trailers  
GB Truck Corp  
Gearmax Pro  
GEN-Y Hitch  
GoodGuys Trailers LLC  
Gooseneck Graphics  
Green Touch, Inc.  
Hardcore Trailers  
Harp's Tarps  
Haul About LLC  
Hilb Group  
Hillcrest Trailers  
Hillsboro Industries, Inc.  
HITCHCOIL  
HLB Automotive Inc./HL Bearings  
Homesteader Trailer  
HOMETOWNE CAPITAL  
MANAGEMENT  
Hopkins Management Group  
Horizon Global  
Horizon Trailers  
Hydrastar (Cargo Towing Solutions)  
Hydroworks  
Hyva Corporation  
Idéal Cargo Inc.  
Industria Real (Silver Mountain Trailers)  
InfiniteRule Security  
Insperty  
Iowa Spring MFG.  
Iron Ox Products, LLC  
J & R Aluminum Products  
Jammy  
JKD Products

Karavan Trailers  
Kenda Americana Tire & Wheel  
KENECT  
Kenny & Gyl, Co.  
Kingtec  
KSC Engineer Pvt Ltd  
KTI Hydraulics, Inc.  
K-Trail Inc.  
Lamar Trailers  
LandAirSea Asset Protection  
LaVanture Products Company  
Leer Inc.  
Legend Manufacturing, Inc.  
Legend X Truck Beds  
Liberty Trailers  
Lightspeed  
LINK Trailer Parts  
Lionshead Specialty Tire & Wheel, LLC  
Lippert Components  
Load Trail  
Lodar USA  
Lotus Preferred Funding, Inc  
Machitech  
Magnum Lift Systems  
Mahindra Ag North America  
MALIBU FINANCIAL  
Mankiewicz Coatings, LLC  
Master Tow, Inc  
Matrack PingMaster GPS  
Max Manufacturing Inc.  
MAXX-D Trailers  
MAZO Capital Solutions  
MBA Insurance  
McGriff Insurance Services  
Miller Auto Technology, LLC  
Mize and Company  
Motility Software Solutions  
Mountain Tarp  
MTE Hydraulics, Inc.  
Nationcraft Trailers  
NCM Associates  
Nordtek Aluminum Trailers  
Norstar Industries  
Northpoint Commercial Finance  
Novae LLC  
Novawinch USA  
Optronics International LLC  
Ormandy Software  
Pacific Rim International, LLC  
Pan American Trailer Parts  
Paramount Impex  
PassTime GPS  
Phoenix USA, Inc.  
Piedmont Plastics Inc.  
Polar King Mobile  
Polar Temp  
PopUp Towing Products  
PPG Commercial Coatings  
Precision Harness, LLC  
Priefert Steel  
Professional Plastics  
Pro-Series Batteries  
Proven Industries, Inc  
PullRite Towing Systems  
PulseTech Products Company  
RacingJunk.com  
Rainman Digital  
RawMaxx Trailers  
Razor Tracking  
Red Oak Inventory Finance  
REDARC Corporation  
Remote Finance Group  
RGI Spray Booth  
RHINO TIRE USA LLC  
Rice Trailers  
Ridewell Suspensions

Ripcord GPS  
Rock Solid Cargo  
Rock Solid Funding  
RS SUPPLY LLC  
S5 Coupler Locks  
SHANGHAI SUNY AUTO PARTS CO., LTD.  
Sheffield Financial  
Shelby Trailer Service, LLC  
Sherwin-Williams  
Shocker Hitch  
Southland Trailers  
Spartan Cargo Trailers LLC  
SpliSeal  
Sport Haven Trailers  
Standard Paints - Wood Defender  
Statistical Surveys Inc.  
Stillwell Inc.  
Stirling Galvalume Trailers  
Super Duty Fans  
SureTrac Inc  
Swaploader USA  
Synchrony  
Taskmaster Components  
TecNiq, Inc.  
Terran Industries  
Test Buddy by SC Trailers  
The Accounting Guys  
The Piggy Backer Co Inc (Stehl Tow)  
THE RATCHET DEPOT, INC.  
The Raynor Company  
The Reliable1 Reliable Products-  
Professional Cleaning Products  
The Steel Works, LLC  
Tow Tether  
Tow-Rite  
Trailer Gear Box  
Trailer Ops  
Trailer Solutions - FL  
TrailerDecking.com / Nova Industrials  
TrailerFunnel  
Trailergard  
Transax  
Tredit Tire and Wheel Company, Inc.  
Trio Capital  
Triple Crown/Down 2 Earth Trailers  
Triple L Trailers  
Triumph Trailers  
TRP International, LLC  
Truck and Trailer Makers  
Truck Paper  
True Financial  
Tuson RV Brakes, LLC  
U-Dump Trailers  
UMI Coatings  
Valcram, LLC  
Vanguard Manufacturing  
Viper USA  
Vision LED  
Warrior Winches USA  
Watchdog Trailers LLC  
Waymire Distribution  
Weaver Distributing, LLC  
Weigh Safe  
Wells Fargo Distribution Finance  
Westcoastggs  
WHEEL PROS  
Whitesell Group  
WHOLE HOG  
Wieland Metal Services  
Willbanks Metals Inc  
Wilson Trailer  
Worldwide Trailer Components, LLC.  
W-W Trailer Manufacturer, Inc.  
Yuyao Kary Co., LTD  
Zhejiang Hongli (A/List) Tools Co., Ltd.  
Z-TRAK

# 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 Vendor Dues -  
\$750/year**

\*Restrictions may apply

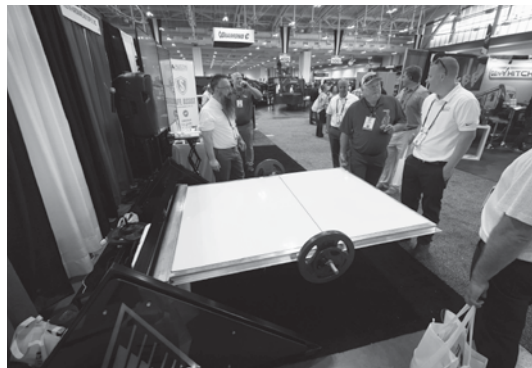
## WANT TO HEAR MORE?



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



**Scan To Apply Today!**



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



## WHY SPONSOR?

NATDA 2026 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 at the NATDA Trailer Show to be posted online after the show.
- Logo will be featured on all related marketing materials and onsite signage at all NATDA events.
- First choice in booth selection for the 2026 NATDA Trailer Show (executed contract MUST be received by September 30, 2025 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 at the NATDA Trailer Show.
- Complimentary NATDA Membership for the 2026 calendar year
- Sponsor Logo on NATDA bi-weekly newsletter (distributed to thousands of industry contacts)
- Sponsor Logo on Home page of natda.org (rotating banner)
- Featured listing on Sponsor page of natda.org
- Sponsor logo featured on applicable event signage throughout all NATDA events.
- Inclusion on NATDA-printed postcard highlighting all sponsors' presence at NATDA's Trailer Show
- Automatic inclusion in dealer invitation program for all NATDA events when applicable.

*\*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 (Early Bird by August 1, 2025: \$42,000, Starting August 2, 2025: \$42,750)**

### Digital

- Dedicated email blast promoting presence at the NATDA 2026 Trailer Show (distributed to thousands of industry contacts) within 60 days of the event
- Custom banner ad on natda.org.

### 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 2026 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 \$8,750)

### Trailer Show

- MFG: 10% OFF total booth space for 2026 NATDA Trailer Show
- VDR: (4) 10x10 complimentary booth spaces for 2026 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

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# ASSOCIATION SPONSORSHIP



## SPONSORSHIP PACKAGES

**PLATINUM (Early Bird Price by August 1, 2025: \$29,500; Starting August 2, 2025: \$30,250)**

### Digital

- Custom banner ad on natda.org.
- 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 2026 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 \$8,750)

### Trailer Show

- MFG: 10% OFF total booth space for 2026 NATDA Trailer Show
- VDR: (2) 10x10 complimentary booth spaces for 2026 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 (Early Bird Price by August 1, 2025: \$20,000; Starting August 2, 2025: \$20,750)**

#### 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 2026 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 2026 NATDA Trailer Show
- VDR: (1) 10x10 complimentary booth spaces for 2026 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 (Early Bird Price By August 1, 2025: \$12,000; Starting August 2, 2025: \$12,750)**

#### 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 2026 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:

Rachel Grundner x105  
Companies #, A-H

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Companies T-Z

**NATDA**  
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# ASSOCIATION SPONSORSHIP



## SPONSORSHIP PACKAGES

**BRONZE (Early Bird Price by August 1, 2025: \$9,500; Starting August 2, 2025: \$10,250)**

### 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 2026 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 2026.

**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.

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

**Rachel Grundner**  
Director of Sales, x105  
rachel@natda.org  
**Companies #, A-H**

**Spencer Hamilton**  
Sr. Account Executive, x109  
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**Companies I-S**

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**727-360-0304 | natda.org**