



2023 Association Sponsorships

Showcase your industry support by choosing to be a year-round partner of NATDA with an Association Sponsorship Package.

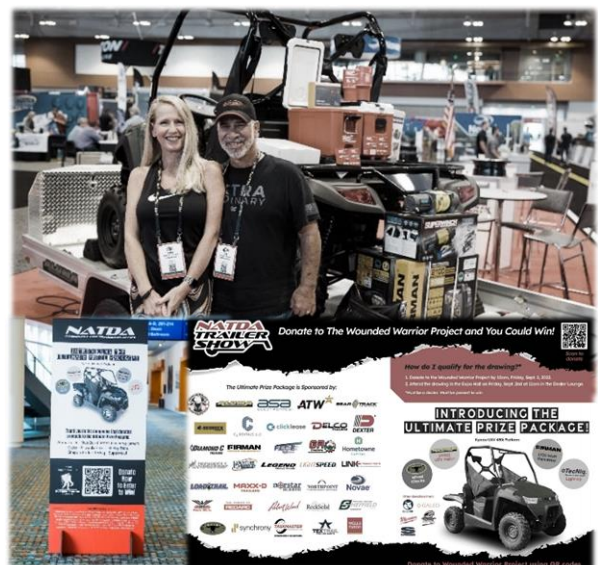
Increase Impressions and Associate Your Brand with Innovative Dealer Experiences

Sponsorships not only keep your name in front of dealerships via NATDA recognition throughout the year, but they also help keep the costs down for dealers, resulting in more exposure for your brand and increased dealership attendance. Sponsorships also help to fund innovative programs like the ones below to ensure you see more dealers on the Expo Hall floor.

NEW for 2023: We've listened to the feedback provided by our exhibitors, sponsors and attendees and have adjusted the 2023 schedule accordingly! Opening day of the show floor will now occur on Wednesday (opening at 1:00 pm after Dealership Performance Training). As an extra enticement for dealers to be there when doors open, food and beverages will be provided to welcome them into the hall on this new day. Dealers will be happy, fed and ready to shop thanks to your sponsorship dollars!



Returning for 2023: Last year's Ultimate Prize Package raffle of a Kymco UXV 450i was successful in incentivizing dealers to register for the show and raising funds for NATDA's selected 2022 charity. The Ultimate Prize Package will return for 2023 (details on prizes and charity to come) and will come with your company's name as a partner in providing this grand prize!

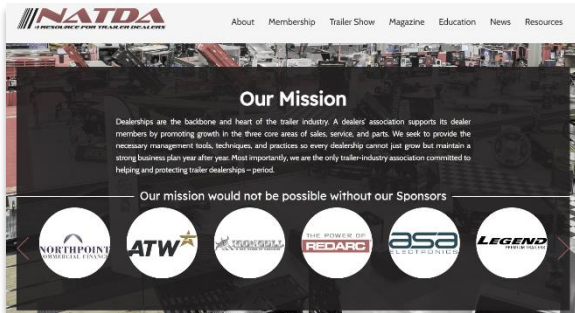


All Sponsors Receive Exclusive NATDA Benefits

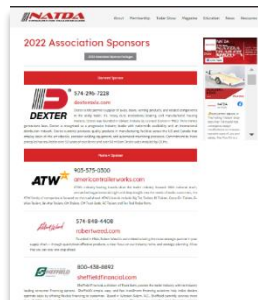
NATDA is proud to showcase and support our partners with the multitude of benefits listed in the packages detailed in this document. No matter the package you choose, ALL Sponsors will receive the following*:

- **NEW!! Listing as co-sponsor of show opening food & beverage and logo will be featured on all related marketing materials and onsite signage (Value \$1,500)**
- First choice in booth selection for the 2024 NATDA Trailer Show (based on schedule set forth by NATDA; should sponsor miss scheduled booking window, NATDA will make all efforts to accommodate location requests but cannot guarantee)
- Listed as co-sponsor of the Ultimate Prize Package and logo will be featured on all related marketing materials and onsite signage
- Complimentary NATDA Membership for the 2023 calendar year (Value \$650)
- Sponsor Logo on NATDA bi-weekly newsletter (distributed to 15K+ industry contacts)
- Sponsor Logo on Home page of www.natda.org (in rotating banner)
- Featured listing on Sponsor page of www.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

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



Logon on Home page of NATDA.org



Listing on Sponsor page of NATDA.org



Logo on Sponsor page of NATDA Magazine



Logo on NATDA Trailer News Newsletter



Logo on signage throughout the NATDA Trailer Show



ASSOCIATION SPONSORSHIP CONTRACT

Package Choice:

Diamond \$40,500 Platinum \$28,000 Gold \$18,000

Silver \$10,500 Bronze \$8,000

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.

**Benefits will 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 made out to NATDA Acquireco LLC and mailed to: NATDA, 111 2nd Ave NE, Suite 1405, St Petersburg, FL 33701

Credit Card Number: _____ Exp _____ CCV _____

Name on Card: _____ Signature: _____

Billing Address: _____

Please scan/email this agreement to Andria Gibbon at andria@natda.org or Karen Anderson at karen@natda.org.
Questions? Please contact Andria at 727-360-0304 x102 or Karen at x105.

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

(New Address effective December 1, 2022)
200 Central Avenue, 4th Floor
St Petersburg, FL 33701

SPONSORSHIP PACKAGES AVAILABLE

DIAMOND (\$40,500)

Digital

- Dedicated email blast promoting presence at the NATDA 2023 Trailer Show (distributed to 15K+ industry contacts) within 60 days of the event
- Quarterly Social Media Takeover (provide content for NATDA social media outlets for a 'takeover' to post throughout 1 business day each quarter)
- Custom ad on www.natda.org: Desktop: Welcome Page - 970w x 250h billboard; Mobile: Welcome Page - 320w x 100h banner

Print

- (2) 9"x13" printed postcard distributed to 250 prospects and/or current dealers promoting Sponsor's presence at the NATDA 2023 Trailer Show (sponsor to provide print-ready file); can be converted to email blasts if preferred
- (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

- Custom invitation for up to 25 of Sponsor's dealers (non-NATDA members) to join NATDA with a complimentary 1-year membership. (Valued at \$7,375)

Trailer Show

- MFG: 10% OFF total booth space for 2023 NATDA Trailer Show
- VDR: (4) 10x10 complimentary booth spaces for 2023 NATDA Trailer Show
- (2) 4'x4' floor decals near exhibit booth (additional decals may be purchased)
- (1) PA Announcement
- (1) Mobile App Notification
- VIP Lounge Area or Meeting Space for up to 2 hours for dealer meetings (additional hours may be purchased)
- (1) dedicated meter board sign placed in the lobby of the exhibit halls
- (1) Bag Insert (Sponsor to provide 1500 printed pieces or small giveaway to be placed in the show bag by show deadlines)

PLATINUM (\$28,000)

Digital

- Dedicated email blast promoting presence at the NATDA 2023 Trailer Show (distributed to 15K+ industry contacts) within 60 days of event
- Custom ad on www.natda.org: Desktop: Welcome Page – 970w x 250h billboard; Mobile: Welcome Page – 320w x 100h banner

Print

- (2) 9"x13" printed postcard distributed to 250 prospects and/or current dealers promoting Sponsor's presence at the NATDA 2023 Trailer Show (sponsor to provide print-ready file) can be converted to email blasts if preferred
- (4) FULL page advertisements in bi-monthly NATDA Magazine (sponsor to provide print-ready file)
- 1-full page feature in the (May/June issue) NATDA Magazine

Membership

Custom invitation for up to 25 of Sponsor's dealers (non-NATDA members) to join NATDA with a complimentary 1-year membership.

Trailer Show

- MFG: 10% OFF total booth space for 2023 NATDA Trailer Show
- VDR: (2) 10x10 complimentary booth spaces for 2023 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 meter board sign placed in the lobby of the exhibit hall

GOLD (\$18,000)

Digital

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

Print

- (1) 9"x13" printed postcard distributed to 250 prospects and/or current dealers promoting Sponsor's presence at the NATDA 2023 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 2023 NATDA Trailer Show
- VDR: (1) 10x10 complimentary booth spaces for 2023 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)

SILVER (\$10,500)

Digital

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

Print

- (1) 4"x6" printed postcard distributed to 250 prospects and/or current dealers promoting Sponsor's presence at the NATDA 2023 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 1500 printed pieces or small giveaway in the show bag)

BRONZE (\$8,000)

Digital

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

Print

- (1) 4"x6" printed postcard distributed to 250 prospects and/or current dealers promoting Sponsor's presence at the NATDA 2023 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 1500 printed pieces or small giveaway in the show bag)

