



DEALER



CONNECT

October 20-22, 2024

Columbus, OH

Sonesta Columbus Downtown

Exhibitor and Sponsorship Information

Partner Exhibitor - \$1,500



Only NPDA Partners are invited to exhibit at the Dealer Connect 2024 event.

Before and after the event, we will be sending out a special email series about Dealer Connect. We will include our exhibitors and sponsors in these communications as well as on our dedicated website for Dealer Connect.

The Afternoon Beverage and Snack break will be offered in the the Exhibit area and we will encourage attendees to use bar height tables during the Sunday Reception.

We have 14 hours of networking built into the schedule.

\$1,500 includes:

- 1 table and 2 chairs
- Free meeting area Wi-Fi
- 1 registration for full-time company employee (entry, all meals & meeting activities)
- 1-page ad (to be provided by the company) in event program
- Exhibitor listing in all event communications
- Premium placement at 2025 event

Dinner Sponsor - \$10,000



Only NPDA Partners are invited to become a Dinner Sponsor for the 2024 Dealer Connect event.

Before and after the event, we will be sending out a special email series about Dealer Connect. We will include our exhibitors and sponsors in these communications as well as on our dedicated Dealer Connect website.

The Dinner will be held on Monday, Oct. 21, to ensure ideal attendance. The venue is formally a sports bar and restaurant and part of the hotel property for easy access for all attendees. The restaurant will be named after your company for this event.

Only one exclusive Dinner Sponsorship is available.

\$10,000 includes:

- 2 tables and 2 chairs in exhibit space
- Free meeting area Wi-Fi
- 2 registrations (entry, all meals & meeting activities)
- 2-page spread ad in event program
- Sponsor listing in all event communications and website
- Custom branding in dinner venue
- On-camera interview for 2024 recap and 2025 promotion
- First right of refusal for 2025 Dinner Sponsorship

Reception Sponsor - \$7,500



Only NPDA Partners are invited to become a Sponsor for the Dealer Connect 2024 event.

Before and after the event, we will be sending out a special email series about Dealer Connect. We will include our exhibitors and sponsors in these communications as well as on our dedicated Dealer Connect webpage.

The Reception will be Sunday, Oct. 20. It will be held in the Function area between the main meeting room and our exhibitor space.

\$7,500 includes:

- 2 tables and 2 chairs in exhibit space
- Free meeting area Wi-Fi
- 2 registrations (entry, all meals & meeting activities)
- 2-page spread ad in event program
- Sponsor listing in all event communications and website
- Custom branding in function area and displays
- On-camera interview for 2024 recap and 2025 promotion
- First right of refusal for 2025 Reception Sponsorship

Cocktail Sponsor - \$2,500 each (only 1 remaining!)



Only NPDA Partners are invited to become a Cocktail Sponsor for the Dealer Connect 2024 event.

Before and after the event, we will be sending out a special email series about Dealer Connect. We will include our exhibitors and sponsors in these communications as well as on our dedicated Dealer Connect webpage.

Sponsor first drink for attendees with your branding and message on the tickets. One ticket will be given to each attendee at registration. Sponsor special cocktail named by you, beer, wine or call drink.

Cocktail sponsorship is available at Sunday's reception or Monday's dinner. Sponsor one or both!

\$2,500 (per event) includes:

- 2 tables and 2 chairs in exhibit space
- Free meeting area Wi-Fi
- 2 registrations (entry, all meals & meeting activities)
- 2-page spread-ad in event program
- Sponsor listing in all event communications and website
- Custom branding and messaging on ticket to cocktail hour
- On-camera interview for 2024 recap and 2025 promotion
- First right of refusal for 2025 Cocktail Sponsorship

Lanyard Sponsor - \$3,000 - SOLD!



Only NPDA Partners are invited to become a Lanyard Sponsor for the 2024 Dealer Connect.

Before and after the event, we will be sending out a special email series about Dealer Connect. We will include our exhibitors and sponsors in these communications as well as on our dedicated Dealer Connect webpage.

Your branding will go on every attendee at the meeting and be in every picture with this lanyard sponsorship.

If you already have lanyards you'd like to provide, a placement fee of \$2,500 will be charged instead of the sponsorship fee.

\$3,000 includes:

- 2 tables and 2 chairs in exhibit space
- Free meeting area Wi-Fi
- 2 registrations (entry, all meals & meeting activities)
- 2-page spread in event program
- Sponsor listing in all event communications and website
- On-camera interview for 2024 recap and 2025 promotion
- First right of refusal for 2025 lanyard sponsorship

Special Presentations Sunday - \$1,000



Only NPDA Partners who are Exhibiting at 2024 Dealer Connect will be eligible for the Special Presentation program.

For exclusive time to present information about your company, you can opt-in to this special program. You will have 45 minutes of presentation time with all early-arriving attendees on Sunday, Oct. 20.

Special Presentations begin prior to the official start time of Dealer Connect (1:00 p.m.), so these presentations will be geared toward early arrivals.

Limited availability for the Special Presentations.

\$1,000 includes:

- 45-minute exclusive presentation
- Meeting room setup to include A/V, screen
- Spotlight in event program
- Highlighted schedule listing in all event communications and event website

Attendee Pricing



- NPDA Dealership Member, Early Bird (By Aug. 31), \$249
- NPDA Dealership Member, Regular Pricing, \$299
- Not a Dealer or Partner of NPDA, \$699
- NPDA Exhibitor, extra staff, \$250



DEALER CONNECT

**Thank you for your support
and we look forward
to gathering in Columbus!**

**Questions? Contact
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