

Exhibitor & Sponsorship Prospectus



POWERED BY



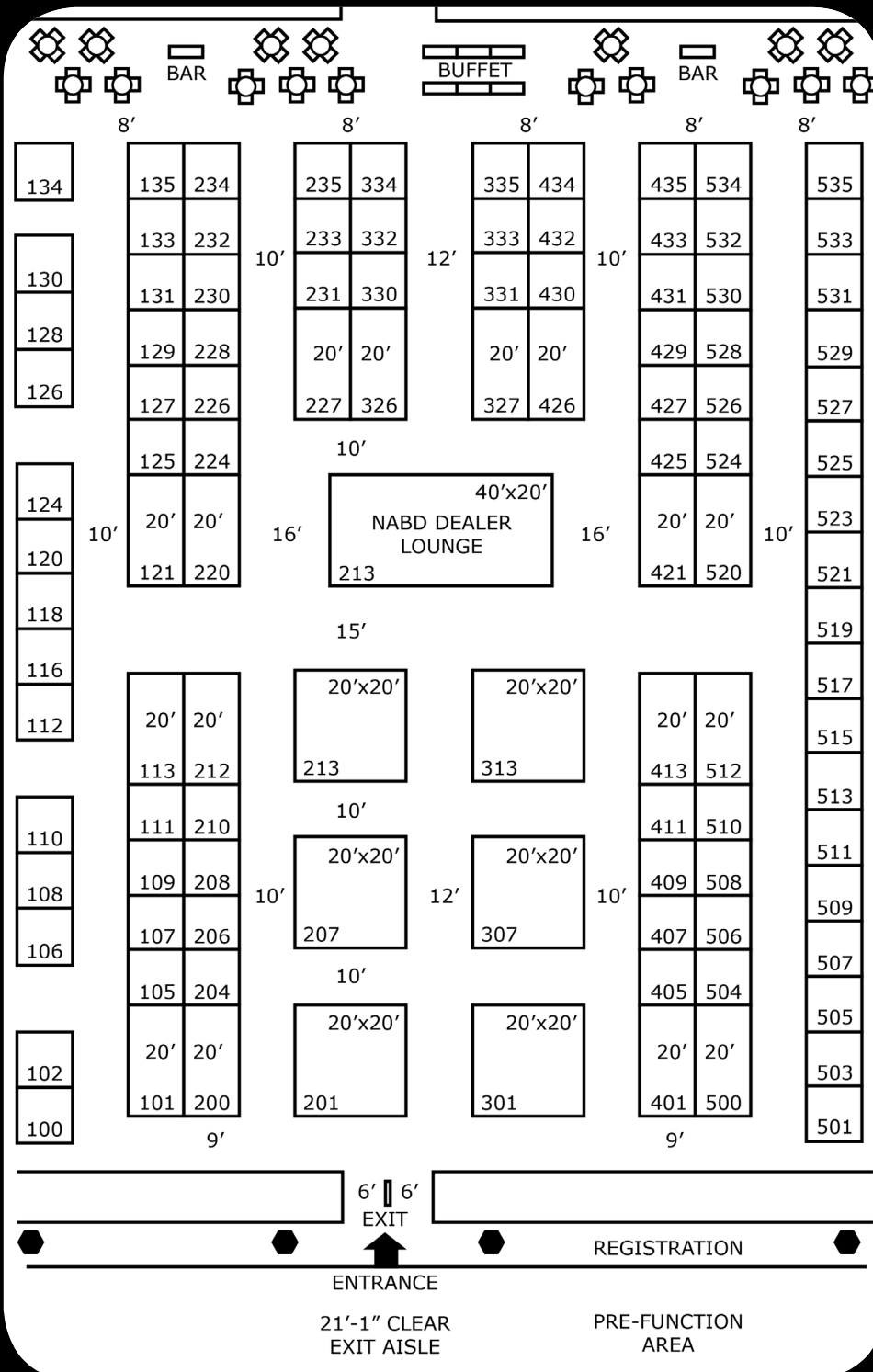
BUY HERE, PAY HERE SUBPRIME CONFERENCE

OCTOBER 8-10, 2018

MGM GRAND

LAS VEGAS

REGISTER YOUR BOOTH ONLINE NABDsubprimeconference.



COST/SF: \$27:

10X10 = \$2,700/2 free all access passes
10X20 = \$5,400/3 free all access passes
20X20 = \$10,800/4 free all access passes

EXCLUSIVE EXHIBIT HOURS:

TUESDAY, OCTOBER 9

Noon to 3pm - Grand Opening/Lunch &
 5:15pm to 7:30pm - Expo Reception

WEDNESDAY OCTOBER 10

Noon to 3pm - Expo Networking/Lunch &
 5:15pm to 7:30pm - Expo Reception

EXHIBIT SETUP/TEAR DOWN:

Set Up:

Monday, October 8 (8 am) - Tuesday, October 9 (10am).
All exhibits must be 100% set up by 10 am on Tuesday, October 9.

Tear Down:

Thursday, October 10 (8 am). *No exhibits will be allowed to tear down Wednesday night.*

- All exhibitors will select, register and pay for their booth via the online conference portal.
- Payment in full for booth via credit card through the online portal at time of booking.
- No checks, no partial payments, no holding of booths.
- Booth cancellations before September 7 will receive 75% of booth refund. **No expo refunds after September 7.**

NABD 2018 CONVENTION & EXPO Sponsorship Opportunities

Cigar & Martinis – Welcome Reception, Monday

\$15,000 each

(3 co-sponsorships available)

Be the host with the most, offering guests shaken or stirred martinis and hand-rolled cigars in a setting that's nothing short of extravagant! Guests will enjoy the poolside oasis with its perfectly manicured landscape and Vegas views at the MGM Grand. Co-Sponsorship, limit 3.

First Time Attendee Reception, Monday

\$3,500 each

(5 co-sponsorships available)

Reach NABD First Time Attendees before your competitors! This reception gives first-time attendees an opportunity to network with other first-timers and learn how to get the most out of their NABD experience. Sponsorship includes branding, signage and an opportunity to give a brief oral presentation about your product or service. Reception will include a "poker play" so attendees must stop by each sponsor table to give their contact information.

Daily Coffee Sponsorship, Tuesday – Wednesday

\$2,500 each (4 available)

Help attendees get a fresh start on their day or make it through the afternoon. Branded cups, sleeves, napkins and stirrers are included.

Keynote Speaker, Tuesday or Wednesday

\$35,000

The October 2018 speaker is currently TBD. Past NIADA speakers have included Captain Phillips, Kris "Tanto" Paronto, Robert O'Neill, Barry Switzer and Bobby Bowden. Your company will get to jointly introduce selected speaker as well as share branding on all email, website and convention signage. You will also have the opportunity to have a private cocktail reception with speaker after he speaks.

Expo Lunch, Tuesday & Wednesday

\$3,500 each

(3 available each day – six total)

Promote your company inside the exhibit hall with lunch for all! This is a Co-Sponsorship. Refreshments and branded napkins included. Any additional branded items, or giveaways are at the sponsor's discretion and expense.

Expo Nightly Receptions, Tuesday & Wednesday

\$5,000 each

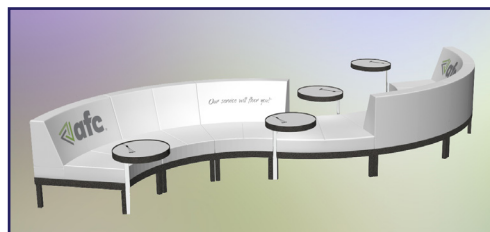
(3 available each night – six total)

Get in front of our top state and national leaders and dealers. The cosponsoring companies have the opportunity to welcome the meeting attendees and deliver a 2-3 minute company/product during the breakfast, prior to the meeting. Co-sponsorship.

NABD Dealer Lounge Couches & Charging Stations

\$6,000

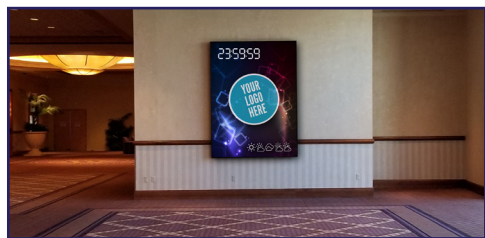
Brand you logo on our NABD Dealer Lounge couches & charging stations. Give attendees an area to sit back, charge their phones and learn about your product. Located within the Dealer Lounge inside the expo.



Digital Wall (Free standing digital wall)

\$10,000

Don't miss this engaging opportunity for your company to design a short video, animation or static image to be displayed on the video wall in the registration area! Situated in a high traffic area, your sponsorship dollars will be well spent as attendees marvel at your video design, (no audio). This will be displayed for the duration of the event and is a co-branded message.



Expo Entrance Wall Cling or Wall Banner (Free standing digital wall)

\$7,500

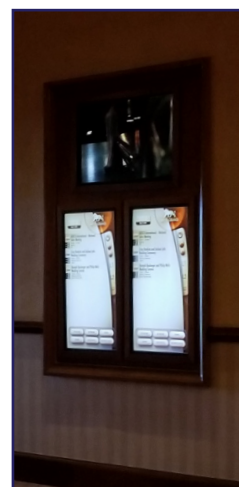
Just to the right of the expo entry, brand the big rectangular wall with a big wall cling or banner.



Conference Center Digital Monitors

\$4,000 each (2 Available)

Display a short company video or static image above the digital conference agenda on 2 monitors just outside of the sessions and expo hall.



Column Wraps (Free standing circular graphics)

\$3,000 each (2 Available)

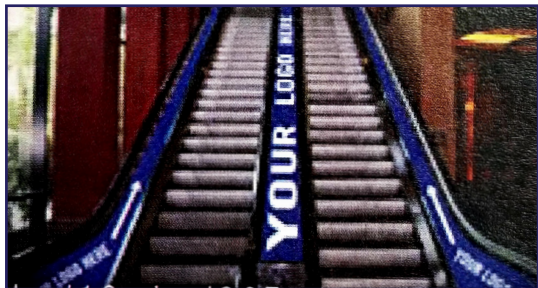
These impactful billboard-style column wraps help your brand stand out in the high traffic area located just outside of the conference sessions and expo. Use this advertising space to illustrate your brand, promote your product, and drive traffic to your booth. Attendees will see your brand constantly for the duration of the event! This is a co-branded message.

NABD 2018 CONVENTION & EXPO Sponsorship Opportunities cont.

Escalator Clings

\$4000 per escalator (2 Available)

Imagine your brand/logo on the escalators at the MGM Grand conference center. They will see your brand constantly for the duration of the event!



Ceiling Cling in Conference Area

TBD

Gain additional branding exposure with a cling in the recessed tray ceiling of the conference area. Proudly display product images, logo and booth number to help drive attendees to your booth.



Scavenger Hunt, Tuesday & Wednesday

\$1,000 each (12 available each day)

Make your booth a mandatory stop for attendees by claiming a space on the scavenger hunt card. Attendees will have to get all spaces on the card stamped before they can turn it in for a grand prize drawing. Each day has a different adventure card through the expo. Winners will be announced 15 minutes prior to the close of each evening reception in the expo.

Turnkey Registration

\$12,000

Make a lasting impression! Logo placement on the registration counter kick plates and clings, 2 large signs on each side of Registration, badge lanyards, badges, tote bag insert and full page program ad. See additional flyer for more details and benefits.

Window Clings to Right & Left of Conference Registration Counter

\$10,000 for each set (2 sets of six windows each)

Welcome attendees as they check into the show with branded clings on the windows to the right and left of the registration desk. Use this functional advertising space to illustrate your brand, promote your product, and drive traffic to your booth.



Conference Seating Area

\$1,500 each (2 Available)

Give attendees an area to relax, conduct business, check their email, and learn all about your products or services in your very own branded seating area. These areas are located just outside of the conference sessions and expo. Sponsorship comes with table clings and signage.

Hydration Station

\$2,000 each (3 Available)

Help attendees stay hydrated throughout the conference! Sponsorship comes with a branded water station featuring company logo, creative message displayed on station front and branded cups.



Sanitization Stations

\$3,000

From airplane travel, to staying in hotels to shaking hands countless times, everyone needs help to keep those germs away. Sponsor can place branded sanitizer station located just outside of the conference sessions and expo. Up to five stations set up throughout conference center.



Water Bottles

\$4,500

Go green and get in every attendee's hand! Each attendee will pick up a company branded water bottle as part of the registration process to refill at water stations throughout the convention. The water stations may also be customized with your company brand at additional cost.

Pocket Programs

\$6,000

Every attendee will be glancing at this resourceful tool. The pocket program is a business card-sized Z-fold piece that features your logo on the outside and the schedule of events and hotel map on the inside. These are provided to every attendee during registration check-in.

Attendee Bags

\$5,000

Gain widespread conference exposure with your logo branded on conference tote bags. These bags will be provided to all attendees at registration. The sponsorship of this item allows your logo to be prominently displayed on the bag supplied to each attendee. This is a co-branded item.

NABD 2018 CONVENTION & EXPO Sponsorship Opportunities cont.

ADDITIONAL HIGH PROFILE SPONSORSHIPS

Literature Room Drop Monday, Tuesday, Wednesday or Thursday

\$5,000 each (3 available)

Have your collateral or promotional item delivered to attendee rooms, staying at the MGM Grand, on peak nights for maximum impact. Limit 3 companies: 1 for Monday, 1 for Tuesday, 1 for Wednesday. Collateral or promo items are the expense of the sponsor and must be shipped to the Expo Decorator Advance Warehouse.

Hotel Keycards

\$8,500

Your logo will be "key" to getting in and out of their rooms each day. The sponsorship includes cards and production.

Attendee Bag Inserts

\$1,250 each (8 Available)

Gain additional exposure with attendees by providing your company literature or small branded item to be placed in the attendee bags given at registration. Limited to 10 companies to maintain exclusivity. Participating companies must furnish and ship items to Expo Decorator Advance Warehouse for NABD staff to stuff in bags. Item/piece must receive NABD's prior approval.

PRINT ADVERTISING

Convention Program Advertising

Advertise in the improved, resourceful convention program distributed to all attendees. This piece is referenced all week for daily schedules, session info, the hotel map, Expo listings and much, much more, even after the convention!



Front cover corner ad
\$3,000

Full page ad-back cover
\$4,000

Full page ad-back inside cover
\$2,750

Full page ad-front inside cover
\$2,750

Full page ad-tabs (limit 7)
\$1,700

Full page ad-inside pages
\$1,500

Half page ad-inside pages
\$750

BHPH Dealer Magazine

October Convention Issue

Don't miss this opportunity to promote your booth number and special offerings you have going on at the conference. This issue is placed inside attendee bags and will be available at the dealer lounge inside the expo. Additionally, BHPH Dealer Magazine will be mailed to over 17,000 dealers nationwide and displayed on the NABD website. Deadline for reserving ad space is August 22. Contact Joe Kearse or RJ Allen at 832-767-4759 for pricing



Gain exposure before and after the show with these great Internet and E-marketing choices!

Convention Email Promotions

\$5,000 (3 available)

Leading up to the show, NIADA will email numerous prospective attendees to promote the event. Each email promotion will give you sponsor recognition. This opportunity allows you to have a banner ad that links directly to your website. Participating companies will receive a list of all dealers who clicked on their banner ad. NIADA will send up to 10 emails prior to the convention. Email limited to 3 sponsoring companies.

Convention Mobile App

\$9,000

NIADA's Convention Mobile App, free for all registrants to download on their mobile device. This high-visibility sponsorship will feature the convention agenda, exhibit hall information and more! As users click throughout the menu, YOUR company name and logo will be prominently featured as the app sponsor! (Must be purchased by March 1, 2018 for production)

EMAIL, MOBILE APP AND SPONSORSHIPS