

NATIONAL AUTOMOBILE DEALERS ASSOCIATION

NADA 2019 | SHOW

EXHIBITOR
PROSPECTUS



**THE POWER OF
FACE-TO-FACE BUSINESS**

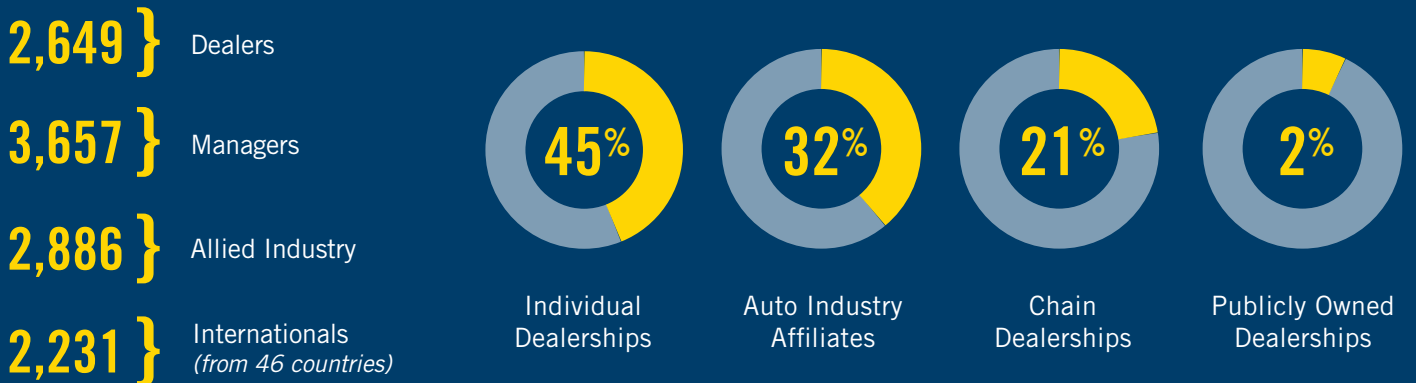
January 24-27, 2019 | San Francisco



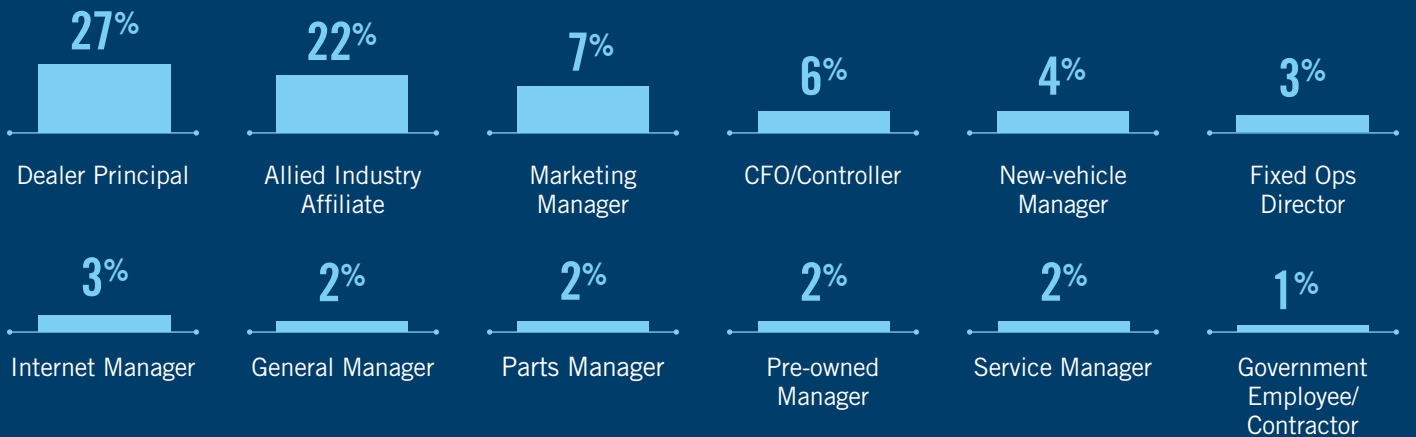
NADA SHOW ATTENDEE STATS

The NADA Show is the auto industry's premier marketplace for the hottest products and coolest technologies specifically targeted to franchised new-car dealerships.

NADA brings the auto-industry decision makers to you, based on the following attendee categories. There are over 10,000 dealerships represented at the NADA Show.



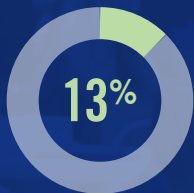
QUALIFIED-BUYER CATEGORIES



FAST FACTS

72%

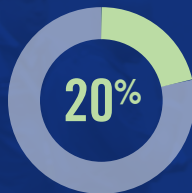
Attendees who plan to purchase products or services in the coming year.



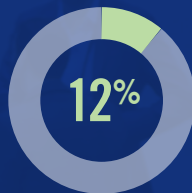
Up to \$10,000



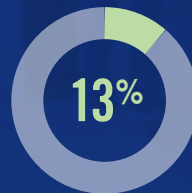
Up to \$25,000



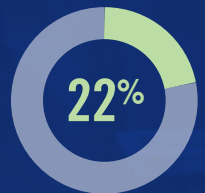
Up to \$50,000



Up to \$100,000



Over \$100,000



Undecided

74%

Percentage of top 150 dealer groups



50%

Dealers who bring 2-5 personnel



68%

Attendees who visit 20 or more booths



Of the 70% of exhibitors that use our lead-retrieval system...

49,091

Total leads collected at the 3-day show



130

Average number of leads per company





WHY NADA SHOW 2019?

With 650,000 square feet of exhibit space and over 500 exhibiting companies, NADA provides the leading marketplace of innovations and solutions for auto dealerships.

WHAT OUR EXHIBIT PARTNERS ARE SAYING

70%

Rated their projected ROI “Good or Excellent”

85%

Rated the NADA Expo “Good to Excellent,” compared to other shows in which they participate

89%

Rated the quality of the NADA Expo “Good to Excellent”

80%

Percentage of NADA exhibitors that return every year



“This is still the premier event for the entire industry.”



“NADA is always a first-class event. We are proud to be part of it.”



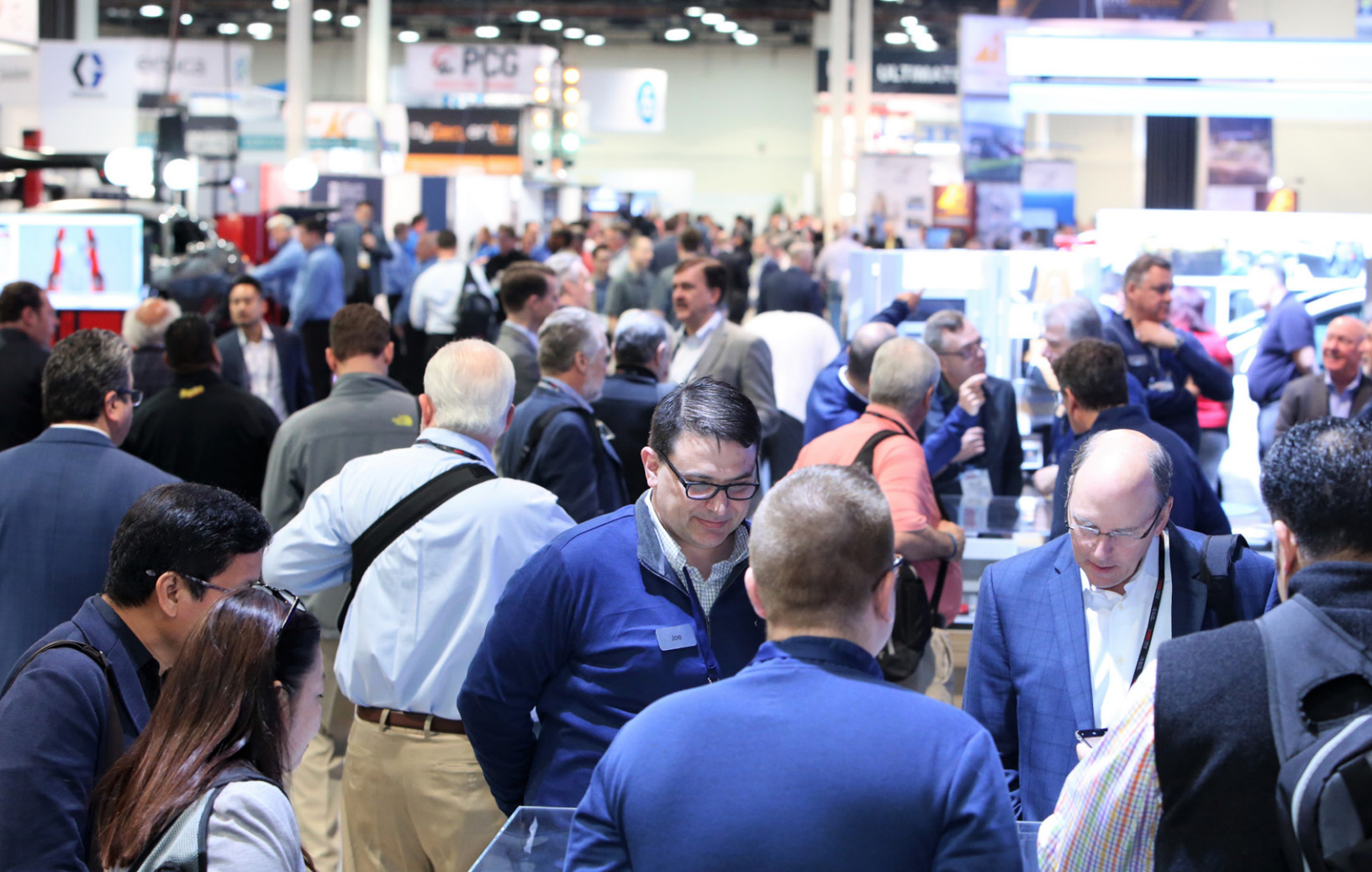
“For the last 25 years I have attended, the NADA Show has always performed at the highest quality level possible.”



“Very fun—a great team-building opportunity for our company.”

MARKETPLACE AND PRODUCT CATEGORIES

- Advertising/Marketing/Promotion
- Aftermarket/Accessories
- Business Consulting/Accounting
- DMS and CRM Providers
- Facility Design/Improvement/Furnishings
- Finance and Insurance
- Parts, Service, Body Shop
- Remarketing
- Social Media/Communication
- Training and Education
- Vehicle Inventory Software/Valuation
- Vehicle OEMs
- Vehicle Reconditioning
- Website Hosting and Strategies



BUILD YOUR BRAND

In addition to booth space, NADA helps maximize your company's exposure before, during and after the show.



eBooth Enhancements

Maximizing your online branding and exposure



Sponsorship and Advertising Opportunities

Targeting high-traffic venues and media platforms



Press Conferences

Reaching hundreds of journalists, trade press and industry professionals



Social Media

Connecting your company to the NADA community to highlight and expand your exposure in the industry

BOOTH RATE

\$35 per sq. ft.

PAYMENT SCHEDULE

(The online booth application process is open.)

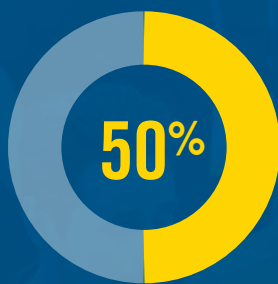


Exhibit space cost that is due with application



Exhibit space cost that is due by November 16, 2018

WHAT'S INCLUDED

- Company online eBooth listing—nadashow.org—from assignment until July 2019
- Program guide listing (only guaranteed if info is entered before press date)
- Mobile app listing, including company name, product info and booth location
- Exclusive pre-show mailing list of attendees
- Special rates negotiated by NADA at official hotels
- Press conference opportunities
- Ongoing updates, with latest news and information
- Shuttle transportation to and from official hotels
- Use of NADA Show and ATD Show logos for marketing
- Five complimentary badges per 100 sq. ft. (up to 60 badges per company)
- NADA's ongoing pre-event marketing promotions via web, email, news wires, print materials, direct mail and digital marketing

DIGITAL ENGAGEMENT SUMMARY

from NADA Show 2018



7,000

Number of viewers watching NADA livestream (including 22,300 total minutes of viewing time)



157,300

Number of viewers watching NADA-produced videos across Facebook, Instagram, LinkedIn, Twitter and YouTube



25,700

Views of editorial coverage on the NADA blog



8,440

Visits to our live coverage page on show.nada.org/live



12,000

Posts using the official hashtag #NADAShow (from 76 countries)

NEW FOR NADA SHOW 2018 (NADA Show Digital Marketing)

For the first time, we employed digital marketing tactics—including web ads, ad retargeting, list targeting and paid social media, which resulted in the following:

520,000
AUDIENCE SIZE



NADA Show ads have reached over 500,000 unique individuals, most of whom have been served multiple impressions in various locations

2,500,000

IMPRESSIONS



Ad placements on social media, mobile apps and news sites

30,000

WEBSITE VISITS



Total visits to the NADA Show website as a result of digital campaigns

400+

CONVERSIONS



Number of people who completed the registration process as a direct result of clicking one of our ads

MYPLANNER SUMMARY

from NADA Show 2018

Connecting attendees and exhibitors before, during and after the event.

WEBSITE—OVERALL UTILIZATION

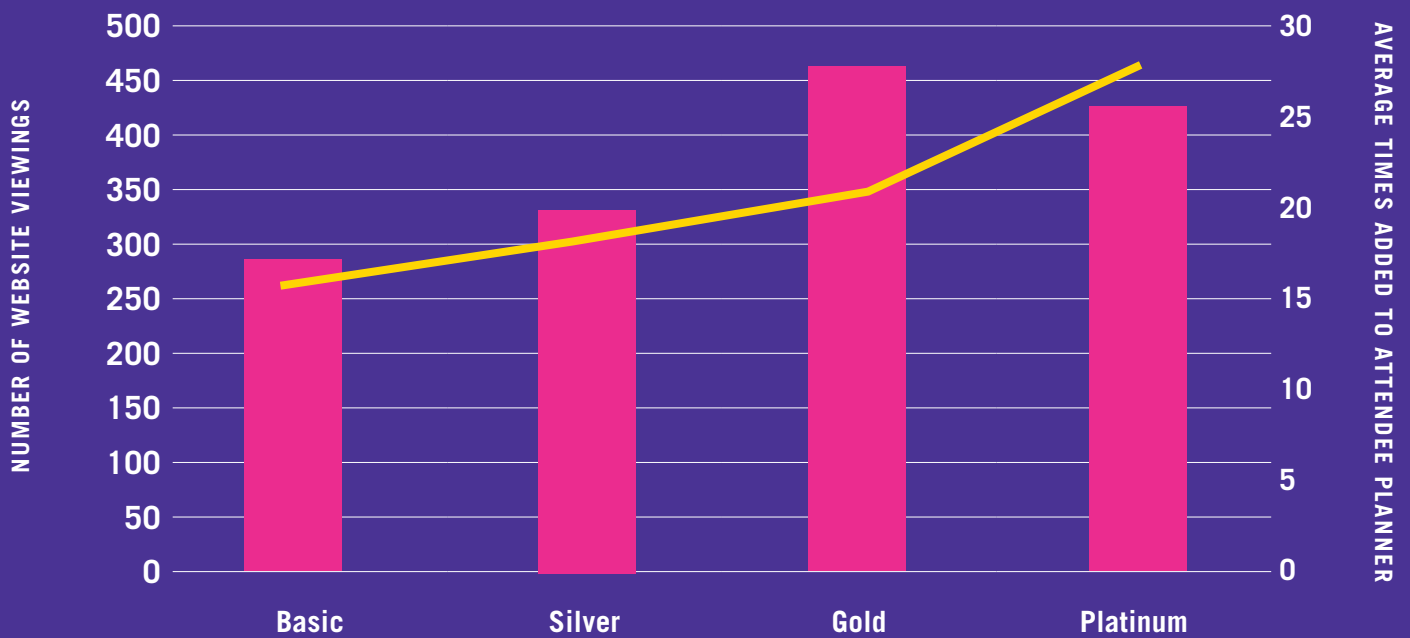
Number of Unique Visitors	81,802
Number of Unique Attendee Logins	2,261
Total Page Views	393,500
Total EventMap Views	22,515
Total eBooth Views	175,674
Total Exhibitor List and Search Views	65,298
Total Product Gallery Views	1,155
Total Show Special Gallery Views	323
Total Press Release Gallery Views	1,002
Total Video Gallery Views	639
Number of Expo Plan Entries	10,283

EXHIBITOR ROI OVERVIEW

OVERVIEW

Number of Exhibitors	573
Number of Enhanced Exhibitors	107
Number of Products Added	268
Number of Press Releases Added	110
Number of Show Specials Added	89
Number of Visitors Added	27
Average Number of eBooth Visits per Exhibitor	307
Average Number of Pre-show Leads per Exhibitor	18

ENHANCED EXHIBITOR—ROI COMPARISON CHART



THE NADA SHOW: WHERE BUSINESS HAPPENS!

In today's world, face-to-face meetings are crucial to business success. The NADA Expo provides the ultimate platform to showcase your brand, launch and promote new products, and help boost your company's bottom line.

The NADA Expo is where business gets done. Don't miss this unique opportunity to engage with industry leaders and keep up with the latest developments. Great things happen when people come together. The entire auto industry *comes together* at this premier event. You won't want to miss it!

CONTACT INFORMATION



expo@nada.org



703.821.7141

