THE POWER OF FACE-TO-FACE BUSINESS

Las Vegas Convention Center
March 23-25, 2018
NADA Show Attendee Stats

The auto industry's premier marketplace for cutting-edge innovations, products and technologies targeted to franchised new-car dealerships.

The NADA Show delivers the auto retail decision-makers, with 10,000 dealerships represented at the event.

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealers</td>
<td>2424</td>
</tr>
<tr>
<td>Managers</td>
<td>3535</td>
</tr>
<tr>
<td>Allied Industry</td>
<td>2669</td>
</tr>
</tbody>
</table>

Qualified Buyer Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dealer Principal</td>
<td>28%</td>
</tr>
<tr>
<td>Allied Industry Affiliate</td>
<td>26%</td>
</tr>
<tr>
<td>General Manager</td>
<td>21%</td>
</tr>
<tr>
<td>CFO Controller</td>
<td>5%</td>
</tr>
<tr>
<td>Internet Manager</td>
<td>5%</td>
</tr>
<tr>
<td>New-Vehicle Manager</td>
<td>5%</td>
</tr>
<tr>
<td>Pre-owned Manager</td>
<td>4%</td>
</tr>
<tr>
<td>Fixed Ops Director</td>
<td>3%</td>
</tr>
<tr>
<td>Service Manager</td>
<td>2%</td>
</tr>
<tr>
<td>Parts Manager</td>
<td>1%</td>
</tr>
</tbody>
</table>
FAST FACTS

70% Attendees who plan to purchase products or services in the coming year.

- 18% Up to $10,000
- 17% Up to $25,000
- 13% Up to $50,000
- 10% Up to $100,000
- 11% Over $100,000
- 26% Undecided

67% Percentage of top 150 dealerships attending the NADA Show

50% Dealers who bring 2-5 staff

68% Attendees who visit 20 or more booths

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

- 49,441 Total leads collected at the 3-day show
- 128 Average number of leads per company

NADA Show is global

- 2,125 International attendees from 47 countries
Why NADA Show 2018?
With 700,000 square feet of exhibit space and more than 500 exhibiting companies, the NADA Show is the leading marketplace of innovations and solutions for auto dealerships.

This show is the ultimate platform to showcase your brand, launch and promote new products, and add to your company’s bottom line.

WHAT OUR EXHIBIT PARTNERS ARE SAYING

75% Rated their projected ROI “Good or Excellent”

87% Rated the NADA Expo “Good or Excellent,” compared with other shows in which they participate

92% Rated the quality of the NADA Expo “Good to Excellent”

80% Of NADA exhibitors return every year

“Thank you for always being a great partner. It gets better and better for us every year.”
– Jenny Tanalgo, Allstate Dealer Services

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
BOTH RATES

Regular \{ $30 per sq. ft. \}  \quad Enterprise \{ $30 per sq. ft. \}

PAYMENT SCHEDULE

50% Exhibit space cost that is due with application.

100% Exhibit space cost that is due by November 30, 2017.

WHAT’S INCLUDED

- Company online eBooth listing—nadashow.org—from assignment until July 2018
- 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 eNews updates with latest news and information
- Shuttle transportation to and from official hotels
- Use of NADA 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 social media

Exhibit space cost that is due with application.

Exhibit space cost that is due by November 30, 2017.
DIGITAL REACH

NADA Show 2017 Digital Engagement
A breakdown of NADA’s social media outreach across various platforms from the 2017 NADA Show in New Orleans.

20,000*
Number of posts across key social media platforms. That’s ¼ of the number generated by the 2017 Detroit Auto Show.

Highlights from the general sessions and NADALive stage were live-streamed on Facebook and nada.org.

7,000 viewers watched 40,000+ minutes of video online

30,000+
Viewers watching the NADA video highlights

Top Influencers
- Emeril Lagasse
- Mark Chupeyda
- Grant Cardone
- Barry Sanders
- Automotive News
- Helio Castroneves
- NTSB
- Edmunds
- Amy Purdy
- J.D. Power
- WardsAuto

*Includes all public posts that used the official hashtag (#NADA100).
The NADA Show: Where Business Happens!

In today's world, face-to-face meetings are crucial to business success. Both U.S. and international dealerships shop the NADA Show Expo, because they'll find innovations and solutions showcased by top industry service providers. The Expo is the best way for buyers to keep up with the latest trends and technologies that help their businesses to grow and succeed.

Be a part of the auto industry's largest marketplace of products, services, and technologies, and connect face-to-face with your customers and prospects. This event keeps you connected to the latest industry developments. Take advantage of this opportunity to secure the best possible exhibit space and lock in prime exposure for your company!

For more information, contact:

expo@nada.org 703.821.7141