NEW ORLEANS • JANUARY 26-29, 2017

The Auto Industry Event of the Year
▪ Build Your Brand ▪ Connect with Qualified Buyers ▪ Add to Your Bottom Line

600 EXHIBITORS
25,000 ATTENDEES
700,000 sq. ft. EXHIBIT HALL

The power of face-to-face business.
NEW ORLEANS • JANUARY 26-29, 2017

Celebrate NADA’s 100th anniversary and be part of the auto industry’s largest marketplace of products, services and technologies at the 2017 NADA Show in New Orleans.

More serious buyers shop the NADA/ATD Expo because they know they’ll find innovations and solutions showcased by top industry service providers. This show highlights the hottest technologies and coolest products. If you’re looking to get direct face-to-face connection to thousands of industry leaders and qualified buyers under one roof, don’t miss this event!

Take advantage of this opportunity to secure the best possible exhibit space and lock in prime exposure for your company!

JUNE 1
Online booth application process begins at nadaconvention.org. For more information, contact expo@nada.org.
The NADA/ATD Expo is an outstanding investment for your company.

3 out of 4 exhibitors rate their ROI for this show “good to excellent.”

9,000+ dealerships were represented at NADA2016

56,000 leads gathered by exhibitors during the 3-day event

80 percent

of NADA exhibitors return each year

Rates

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<thead>
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<tbody>
<tr>
<td>Regular</td>
<td>$34 sq. ft.</td>
</tr>
<tr>
<td>Enterprise</td>
<td>$30 sq. ft.</td>
</tr>
<tr>
<td>ATD</td>
<td>$25 sq. ft.</td>
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All rates include:

- Online e-booth listing of your company on nadaconvention.org, from assignment until July 2017
- Program guide listing (info must be entered before press date)
- Mobile app listing, including company name, product info and booth location
- Pre-show mailing list of attendees
- Special hotels rates negotiated by NADA at official hotels
- Press conference opportunities
- Ongoing e-news updates, with latest news and information
- Shuttle transportation during the show
- Show logos (both NADA and ATD) for marketing activities
- 5 complimentary badges per 100 sq. ft., up to 60 badges per company
- Ongoing pre-event marketing promotions from NADA via web, email, news wires, print materials, direct mail and social media

Also offered to elevate your company’s exposure and maximize your success:

E-BOOTH 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 processonals

SOCIAL MEDIA CONNECTION
Connecting your company to the NADA community to highlight and expand your exposure in the industry.
ATTENDEES

OVER 24,000

Who They Are

- 38% DEALER/PRINCIPAL
- 27% GENERAL MANAGER
- 7% CFO/CONTROLLER
- 6% NEW-VEHICLE MANAGER
- 3% PRE-OWNED MANAGER
- 4% SERVICE MANAGER
- 2% PARTS MANAGER
- 8% INTERNET MANAGER
- 5% FIXED OPS MANAGER

Where They Work

- 2% PUBLICLY-OWNED DEALERSHIP
- 34% CHAIN DEALERSHIP
- 64% INDIVIDUAL DEALERSHIP

Fast Facts

- 69% Attendees who plan to purchase products or services in the coming year
  - Up to $10,000: 19%
  - Up to $25,000: 15%
  - Up to $50,000: 13%
  - Up to $100,000: 22%

- 70% Top 150 Dealerships attending the NADA show — representing 2,900 dealerships

- 50% Dealer attendees who bring 2-5 personnel

- 66% Attendees who visit 20 or more booths

3-Days LEADS AT SHOW SITE 56,000

Statistics are from the 2016 NADA/ATD Convention & Expo in Las Vegas.
Attention vendors in the commercial truck industry!

The American Truck Dealers Expo is an important component to this Top 100 Tradeshow — connecting hundreds of truck industry leaders and qualified buyers under one roof.

This 3-day event helps you reach new prospects and connect with current customers in a direct and meaningful way. To build your brand and add to your bottom line, this is the one event you won’t want to miss!

Fast Facts

58%
ATD attendees who plan to purchase a product or service within 12 months of the show.

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Up to $10,000</td>
<td>38%</td>
</tr>
<tr>
<td>Up to $25,000</td>
<td>14%</td>
</tr>
<tr>
<td>Up to $50,000</td>
<td>4%</td>
</tr>
<tr>
<td>Up to $100,000</td>
<td>2%</td>
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66%
Dealers/managers who rate their ATD show experience “good to excellent”

60%
ATD exhibitors who rate their experience “very good to excellent”

Who They Are

<table>
<thead>
<tr>
<th>Role</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>DEALER/PRINCIPAL</td>
<td>38%</td>
</tr>
<tr>
<td>GENERAL MANAGER</td>
<td>35%</td>
</tr>
<tr>
<td>CFO/CONTROLLER</td>
<td>8%</td>
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<tr>
<td>NEW-VEHICLE MANAGER</td>
<td>5%</td>
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<tr>
<td>PRE-OWNED MANAGER</td>
<td>2%</td>
</tr>
<tr>
<td>SERVICE MANAGER</td>
<td>4%</td>
</tr>
<tr>
<td>PARTS MANAGER</td>
<td>3%</td>
</tr>
<tr>
<td>INTERNET MANAGER</td>
<td>2%</td>
</tr>
<tr>
<td>FIXED OPS MANAGER</td>
<td>3%</td>
</tr>
</tbody>
</table>

Where They Work

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>INDIVIDUAL DEALERSHIP</td>
<td>43%</td>
</tr>
<tr>
<td>CHAIN DEALERSHIP</td>
<td>38%</td>
</tr>
<tr>
<td>PUBLICLY OWNED DEALERSHIP</td>
<td>3%</td>
</tr>
<tr>
<td>AUTO-INDUSTRY AFFILIATE</td>
<td>16%</td>
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*Represented by qualified buyers
Here’s what exhibitors and attendees are saying about this show...

#1 The NADA Expo is the #1 reason why industry leaders and qualified buyers attend this event

- **87%** Dealer/manager attendees who plan to attend the 2017 NADA show in New Orleans
- **94%** Dealer/manager attendees who rate their overall NADA show experience “good to excellent”
- **76%** Exhibitors who rate their NADA exhibit experience “good to excellent”
- **82%** 2016 exhibitors who plan to exhibit at the 2017 Expo in New Orleans