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.

2,649} Dealers
3,657} Managers
2,886} Allied Industry
2,231} Internationals (from 46 countries)

QUALIFIED-BUYER CATEGORIES

27% Dealer Principal
22% Allied Industry Affiliate
7% Marketing Manager
6% CFO/Controller
4% New-vehicle Manager
3% Fixed Ops Director

3% Internet Manager
2% General Manager
2% Parts Manager
2% Pre-owned Manager
2% Service Manager
1% Government Employee/Contractor
FAST FACTS

72% Attendees who plan to purchase products or services in the coming year.

- 13% Up to $10,000
- 20% Up to $25,000
- 20% Up to $50,000
- 12% Up to $100,000
- 13% Over $100,000
- 22% 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

**Press Conferences**
Reaching hundreds of journalists, trade press and industry professionals

**Sponsorship and Advertising Opportunities**
Targeting high-traffic venues and media platforms

**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.)

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

Exhibit space cost that is due with application

Exhibit space cost that is due by November 16, 2018
DIGITAL ENGAGEMENT SUMMARY
from NADA Show 2018

**LIVE**

- 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

**NEWS**

- 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

expo@nada.org | nadashow.org
Connecting attendees and exhibitors before, during and after the event.

### WEBSITE—OVERALL UTILIZATION

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
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<tbody>
<tr>
<td>Number of Unique Visitors</td>
<td>81,802</td>
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<tr>
<td>Number of Unique Attendee Logins</td>
<td>2,261</td>
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<tr>
<td>Total Page Views</td>
<td>393,500</td>
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<td>Total EventMap Views</td>
<td>22,515</td>
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<tr>
<td>Total eBooth Views</td>
<td>175,674</td>
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<td>Total Exhibitor List and Search Views</td>
<td>65,298</td>
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<tr>
<td>Total Product Gallery Views</td>
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<td>Total Show Special Gallery Views</td>
<td>323</td>
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<td>Total Press Release Gallery Views</td>
<td>1,002</td>
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<tr>
<td>Total Video Gallery Views</td>
<td>639</td>
</tr>
<tr>
<td>Number of Expo Plan Entries</td>
<td>10,283</td>
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</tbody>
</table>
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

Average Times Added to Attendee Planner

Number of Website Viewings

Basic  Silver  Gold  Platinum
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

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