

# Conference & Expo Overview

Digital Dealer Conference & Expo, held biannually every spring and fall, brings the auto retail community together, cultivating business relationships and growth. Dealership and OEM professionals attend Digital Dealer to explore the latest strategies and solutions for digital marketing, sales, service, and dealer operations.

Our conference program attracts dealers and managers seeking tools and techniques for areas like PPC, SEO/SEM, Social Media, Data & Analytics, Customer Experience, Sales Strategies and Management, Digital Retail, Reputation & Loyalty, Fixed Ops, Hiring & Retention, and more!

# Audience At-A-Glance

Digital Dealer is the premier destination for exhibitors and sponsors to connect with dealerships and OEMs who are actively searching for new technology and solutions.

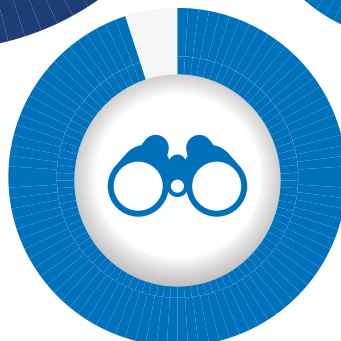
**98** of the **Top 100 Dealership Groups** in the U.S. have attended Digital Dealer Conference & Expo.



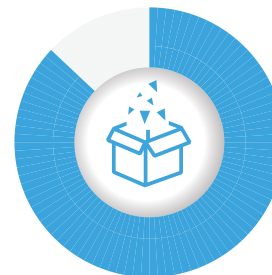
**88%** Digital Dealer attendees indicated they are directly involved in the vendor **purchase approval process**.



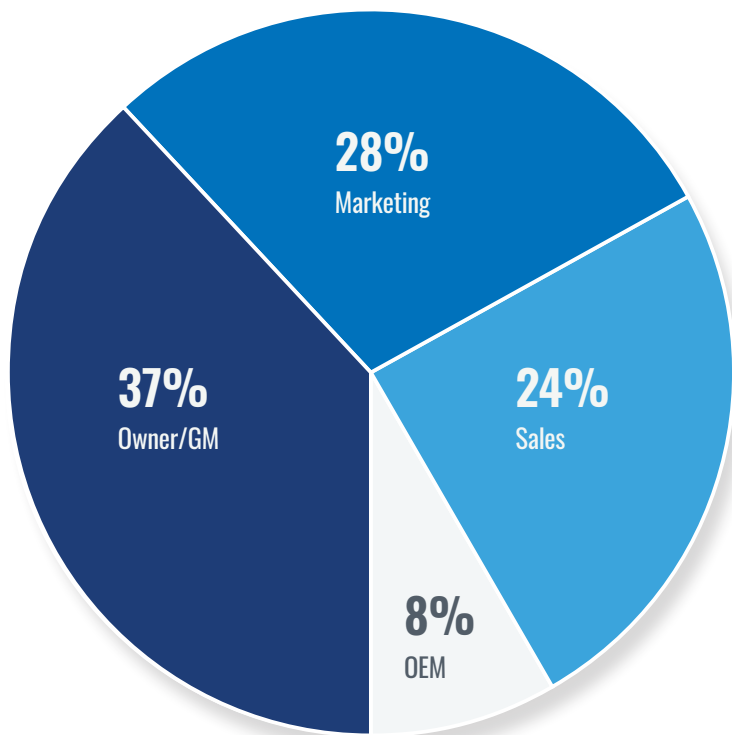
**95%** of the past attendees indicated **seeing a product** at Digital Dealer is more influential than seeing it anywhere else.



**87%** of past attendees indicated they **found a new product/solution** at Digital Dealer



# Buyer Group Composition



“This year is all about getting back together and seeing everybody live and in-person, so if you’re thinking about the next Digital Dealer then I’d advise getting out here, setting up a booth and finding some new partners.”

Helen Moss,  
Clarivoy

View the dealership attendees that were represented at Digital Dealer Conference & Expo.

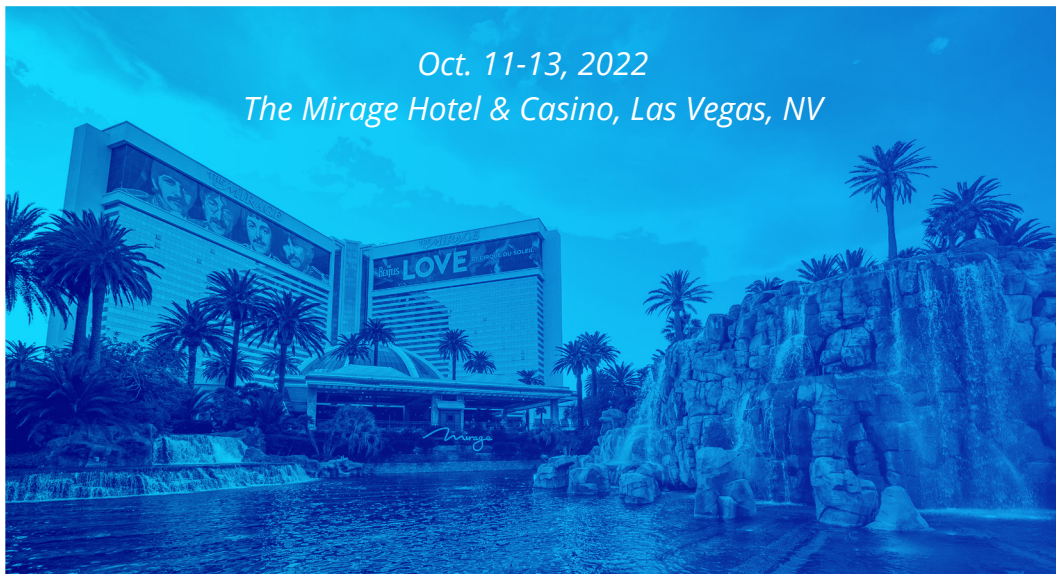
DEALERSHIP ATTENDEES

# DIGITAL DEALER ACTIVATE

Digital Dealer, with the 2022 conference theme, “Activate,” will bring leading minds and technology together this spring (May 9-11) and fall (Oct. 11-13) to accelerate business and professional growth. Exhibitors and sponsors have numerous opportunities to connect with attendees during networking meals, receptions, and more throughout the 2.5-day event.



*May 9-11, 2022  
Tampa Convention Center, Tampa, FL*



*Oct. 11-13, 2022  
The Mirage Hotel & Casino, Las Vegas, NV*



## Booth Information

**Standard Booth**  
**\$65** PSF

Multi-show rates are available!  
Loyalty rates will be automatically applied.

### Standard booths include:

- 6' Black-draped table and two chairs (*available upon request*)
- (1) Onsite lead retrieval access via the mobile app
- Listing in the online exhibitor directory

### Passes & Invites:

- (3) Exhibitor staff registrations per 100 SF, includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions (*additional staff registrations available at \$495 per person for all booths*)
- (2) Passes to the DD Party (*additional \$50 passes available for purchase*)
- (2) Full-access event passes for dealership/OEM clients

*Check out our show floor to view available booths!*

2022 TAMPA FLOOR PLAN

2022 LAS VEGAS FLOOR PLAN



## Booth Information

### Startup Alley Booth

**\$65** PSF

Multi-show rates are available!

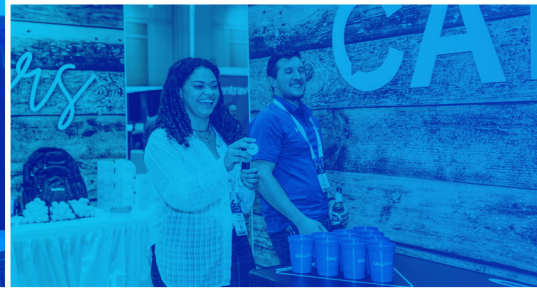
50 SF space *(only available to qualifying startups)*

#### Startup Alley booths Includes:

- 6' Black-draped table and two chairs *(available upon request)*
- (1) Onsite lead retrieval access via the mobile app
- Listing in the online exhibitor directory

#### Passes & Invites:

- (2) Exhibitor staff registrations, includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions *(additional staff registrations available at \$495 per person for all booths)*
- (2) Passes to the DD Party *(additional \$50 passes available for purchase)*
- (2) Full-access event passes for dealership/OEM clients



# Sponsorships / Add-Ons

Increase your visibility with one of our sponsorship/add-on opportunities!

- [Elite Sponsor](#) | \$30,000
- [Recharge Lounge](#) | \$28,000
- [Beer Garden](#) | \$27,000
- [Conference Signature](#) | \$25,000 or above
- [Digital Dealer Platinum Party Sponsor](#) | \$25,000
- [Registration\\*](#) | \$15,000
- [Conference/Expo Lanyard](#) | \$14,000
- [Attendee Bags](#) | \$14,000
- [Wi-Fi](#) | \$12,000
- [Day 1 Welcome Reception](#) | \$10,000 or above
- [Digital Dealer Gold Party Sponsor](#) | \$9,500
- [Lunch](#) | \$8,000
- [Leadership](#) | \$8,000
- [Tech Talk\\*](#) | \$7,500
- [Coffee Break](#) | \$7,500
- [Breakfast](#) | \$7,000
- [Pen](#) | \$5,000
- [Lunch & Learn\\*](#) | \$5,500
- [Expo Hall Thought Leadership\\*](#) | \$5,500
- [Expo Hall Bar\\*](#) \$5,000 or above
- [Affiliate\\*](#) | \$4,000
- [DJ/Music\\*](#) | \$3,000
- [Refreshment Station at Booth\\*](#) | \$500 or above
- [Expo Activation\\*](#) | \$1,500\*
- [Meeting Room\\*](#) | \$350

*\*Opportunity exclusive to current exhibitors*

# Sponsorships

(continued)

## Elite Sponsor\* (NEW!) | \$30,000

**This premium, high visibility opportunity is exclusive to one Elite sponsor!**  
**Stand out as the Elite sponsor, and benefit from our top-tier branding and thought leadership package.**

### Content Opportunities Include:

- Exclusive keynote sponsor of day 1 and day 2 keynote presentations
- A 30-second announcement (*opportunity to introduce the keynote presentations OR have the emcee recognize your company*)
- A 60-second video played before each keynote begins
- Opportunity to introduce breakouts that take place on the keynote stage
- Logo or video included in A/V loop running during breaks in keynote hall
- Opportunity to lead a breakout panel/roundtable discussion in a premium timeslot within track programming
- Breakout panel listed on the main agenda and included in pre-event promotions
- Pre-event educational/demo video appearing on the DD website (*news section*)
- (1) Bylined article in Dealer Magazine (*must be how-to oriented, strictly educational, and exclusive to Digital Dealer*)

### Marketing Benefits Include:

- (2) Full-page ads in Dealer Magazine (*Issue scheduling based on availability*)
- Opportunity to provide marketing collateral and 1-2 staff greeters at the keynote hall entrance before each keynote

- Seat-drop opportunity for keynote presentations
- Prominent logo placement on the keynote hall session room sign
- Sponsor listing in online directory
- Logo recognition on the Digital Dealer website and keynote screens
- Name/title/company/city/state for all event attendees (*does not include email or phone numbers*)
- Company logo on event marketing/promotional materials used for attendee acquisition (*email, digital advertising, mobile app, etc. – space and schedule permitting*)
- (1) Post-event email (HTML) to all verified attendees
- Use of event logo for ads and promotional materials relating to conference sponsor's participation in and of support of the show

### Passes & Invites:

- (10) Event passes for company employees (*includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions*)
- (7) Full-access event passes for dealership/OEM clients

*\*All content and speakers must be approved by Digital Dealer. Content must be strictly educational and non-promotional.*





# Sponsorships

(continued)

## Recharge Lounge | \$28,000

Welcome attendees into the Recharge Lounge - a critical place to connect, relax, and power up.

### Includes:

- Furnished 20' x 20' space in the expo hall
- Branded signage (22" x 28" poster, 5' x 3' floor cling)
- Opportunity to provide reading materials and marketing collateral as attendees enter the lounge
- (1) Massage therapist
- Power electric & Recharging Stations with 3 electrical outlets + charging cords
- 6' Standard-draped table and two chairs to meet with prospects
- (2) Full-page ads in Dealer Magazine (Issue scheduling based on availability)
- Logo recognition on the Digital Dealer website and keynote screens
- Sponsor listing in online directory
- Recharge Lounge pre-show and onsite promotion with sponsor recognition

on the main agenda and various marketing materials used for attendee acquisition (email, social media, digital advertising, mobile app, etc. - space and schedule permitting)

- In-Lounge beer/bar\* during happy hour, 3:30 - 5:30 pm on Day 1 & Day 2
- \*Tampa Recharge Lounge includes a full-bar during happy hour
- \*Las Vegas Recharge Lounge includes beer during happy hour

### Passes & Invites

- (12) Event passes for company employees (includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions)
- (5) Full-access event passes for dealership/OEM clients

## Beer Garden | \$27,000

Engage attendees in a unique and inviting Beer Garden, prominently placed in the expo hall.

### Includes:

- 20' x 20' space in the expo hall
- (1) Giant Jenga
- (2) Beer Pong tables with branded cups and white Beer Pong balls
- Branded signage (22" x 28" poster, 5' x 3' floor cling, and 16' x 2.5' hanging banner)
- Beer Garden pre-show and onsite promotion with sponsor recognition on the main agenda and various marketing materials used for attendee acquisition (email, social media, digital advertising, mobile app, etc. - space and schedule permitting)
- Full-page ad in Dealer Magazine (Issue scheduling based on availability)
- Logo recognition on the Digital Dealer website and keynote screens

- (1) Standard-draped 6' table and two chairs to meet with customers/prospects
- Sponsor listing in online directory
- Beer on Day 1 and Day 2 (1 keg per day; 160 12oz servings; additional beer purchased by sponsor)

### Passes & Invites

- (12) Event passes for company employees (includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions)
- (5) Full-access event passes for dealership/OEM clients



# Sponsorships

(continued)

## Conference Signature Sponsor\* (NEW!) | \$25,000 for current exhibitors, \$30,000 if not exhibiting

The Conference Signature Sponsorship is an effective way to be seen as a thought leader in the automotive retail community. Achieve valuable visibility with strategic marketing benefits that ensure that your company will have high visibility before, during and after Digital Dealer.

### Content Opportunities Include:

- Track sponsorship of a two-day themed track within the event agenda
- Breakout panel listed on the main conference program in a premium time slot, includes the opportunity to moderate a roundtable/panel discussion within track programming
- Opportunity to introduce sessions within the sponsored track room
- Pre-event video interview/demo appearing on the DD website (*news section*)
- (1) Bylined article published in Dealer Magazine (*must be how-to oriented, strictly educational, and exclusive to Digital Dealer*)

### Marketing Benefits Include:

- (2) Full-page ads in Dealer Magazine (*Issue scheduling based on availability*)
- Prominent branding (*logo inclusion*) on the Digital Dealer podium and the session room sign for the room in your track (*select from the available options; available on a first-come, first-serve basis*)
- 6' Table near the session rooms (*1-2 staff members permitted per table*)
- Seat-drop opportunity before the first breakout session on day 1 and day 2 in the room included in your sponsored track

- Sponsor recognition on the Digital Dealer website and keynote screens
- Sponsor listing in online directory
- Company logo on event marketing/promotional materials used for attendee acquisition (*email, digital advertising, mobile app, etc. – space and schedule permitting*)
- Name/title/company/city/state for all session attendees in the sponsored track room (*contact info not included*)
- (1) Pre-event email (HTML) to all registered attendees
- (1) Post-event email (HTML) to all verified attendees
- Use of event logo for ads and promotional materials relating to sponsor's participation in and of support of the show

### Passes & Invites

- (7) Event passes for company employees (*includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions*)
- (7) Full-access event passes for dealership/OEM clients

*\*All content and speakers must be approved by Digital Dealer. Content must be strictly educational and non-promotional.*



# Sponsorships

(continued)

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## Digital Dealer Party – Platinum Sponsor (NEW!) | \$25,000 (3 Available)

This premier party sponsorship will help you to stand out in a big way!

### Includes:

- Open bar and DJ
- Platinum Party Sponsor recognition on online directory
- On-stage sponsor recognition during the event emcee announcement in the keynote hall
- Prominent branding on party passes (*distributed during badge pickup/registration*)
- Opportunity to provide a party favor for party guests
- Logo included on all party photos shared post-show on DD social media pages
- Branding and Platinum Party Sponsor promotion in two dedicated party eblasts
- Logo included in party promotion in the Digital Dealer e-newsletter
- Sponsor promotion via social media posts before, during, and post-show
- Full-page ad in Dealer Magazine (*Issue scheduling based on availability*)
- Logo inclusion with prominent branding on the step and repeat
- Logo inclusion with prominent branding on party signage throughout the venue
- VIP section for 8-10 people
- Co-branded signage by your VIP section
- Personal server for your VIP staff/guests
- Platinum Sponsor recognition during a DJ announcement
- Full conference attendee list with name/title/company name/city/state; contact info not included
- Sponsor recognition on the agenda
- Sponsor recognition on the Digital Dealer website and keynote screens

### Passes & Invites

- (25) Party badges
- (10) VIP wristbands to share with staff/clients
- (12) Event passes for company employees (*includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions*)
- (4) Full-access event passes for dealership/OEM clients

# Sponsorships

(continued)

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## Registration Sponsor\* | \$15,000 | **SOLD!**

Welcome and network with Digital Dealer attendees as they pick up their badge credentials at the registration desk.

### Includes:

- 6' Table to conduct product demonstrations next to the registration area
- Banner ad on the Digital Dealer registration info page (970 x 90 / 300 x 50)
- Company logo on co-branded event registration check-in area
- Sponsor listing in online directory
- Sponsor recognition on the Digital Dealer website and keynote screens
- Full-page ad in Dealer Magazine (*Issue scheduling based on availability*)

### Passes & Invites

- (7) Event passes for company employees (*includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions*)
- (2) Full-access event passes for dealership/OEM clients

*\*Opportunity exclusive to current exhibitors*

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## Conference/Expo Lanyard | \$14,000

Include your company's branding on all conference/expo lanyards, which hold the badge credentials required for accessing the expo hall, keynote hall, and sessions.

### Includes:

- An all-white company logo printed on black event lanyards
- Sponsor listing in online directory
- Sponsor recognition on the Digital Dealer website and keynote screens

### Passes & Invites

- (7) Event passes for company employees (*includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions*)
- (2) Full-access event passes for dealership/OEM clients

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## Attendee Bag Sponsor | \$14,000 | **SOLD!**

Have your company logo and/or marketing slogan exclusively printed on all Attendee Bags.

### Includes:

- All-white logo printed on Attendee Bags
- Sponsor listing in online directory
- Sponsor recognition on the Digital Dealer website and keynote screens

### Passes & Invites

- (7) Event passes for company employees (*includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions*)
- (2) Full-access conference and expo passes for dealership/OEM clients



# Sponsorships

(continued)

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## Wi-Fi Sponsor | \$12,000

**Redirect attendees to your custom landing page when they connect to the Digital Dealer Wi-Fi network!  
Include special offers, your booth number, and/or your company's contact information!**

### Includes:

- A redirect to your custom landing page as attendees connect to the Digital Dealer Wi-Fi network
- Sponsor recognition on the Digital Dealer website and keynote screens
- Sponsor listing in online directory
- Full-page ad in Dealer Magazine (*Issue scheduling based on availability*)

### Passes & Invites

- (6) Event passes for company employees (*includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions*)
- (2) Full-access event passes for dealership/OEM clients

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## Day 1 Welcome Reception\* | \$10,000 (for current exhibitors), \$15,000 (for non-exhibitors)

**Kick off the welcome reception with this exclusive premium brand visibility sponsorship,  
which includes a table to engage attendees and conduct demos!**

### Includes:

- 1-Color company logo on coffee cups and napkins
- Branded signage (*two 22" x 28" posters*)
- A beautiful display of coffee and light pastries
- Live music/entertainment
- 6' Table for demonstrations during the Welcome Reception on Day 1
- Sponsor listing in online directory
- Sponsor recognition on the agenda
- Sponsor recognition on the Digital Dealer website and keynote screens

### Passes & Invites

- (5) Event passes for company employees (*includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions*)
- (2) Full-access event passes for dealership/OEM clients



# Sponsorships

(continued)

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## Digital Dealer Gold Party Sponsor **(NEW!)** | \$9,500

Stand out and gain access to conference attendees by sponsoring the Digital Dealer Party on Day 2!

### Includes:

- Open bar and DJ
- Logo inclusion on party badges (*handed out at registration*)
- Logo inclusion on two dedicated email invitations to Digital Dealer attendees
- Sponsor recognition on the Digital Dealer website and keynote screens
- Sponsor listing in online directory
- Logo inclusion on step and repeat
- Logo placement on signage located throughout the venue
- Sponsor recognition on the agenda

### Passes & Invites

- (6) Digital Dealer Party passes for staff
- (4) Event passes for company employees (*includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions*)
- (2) Full-access event passes for dealership/OEM clients

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## Lunch Sponsor | \$8,000 (Per Day)

Engage attendees at one of the most active points of the day and make a lasting impression!

### Includes:

- A graphic or video (*no sound*) included in A/V loop running at the beginning of lunch on the keynote screens
- Sponsor recognition on the Digital Dealer website and keynote screens
- Sponsor listing in online directory
- Sponsor recognition on the agenda
- Marketing collateral on the dining tables (*items provided by & placed by sponsor*)

### Passes & Invites

- (4) Event passes for company employees (*includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions*)
- (2) Full-access event passes for dealership/OEM clients

# Sponsorships

*(continued)*

## Leadership Sponsor | \$8,000

**Build brand awareness with sponsor recognition prior to and during the show.**

**Includes:**

- Sponsor recognition on the Digital Dealer website and keynote screens
- Sponsor listing in online directory

**Passes & Invites**

- (4) Event passes for company employees *(includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions)*
- (2) Full-access event passes for dealership/OEM clients

## Tech Talk\* | \$7,500

**Unveil an emerging tech solution and showcase your expertise during a Tech Talk presentation on the keynote stage.**

**Includes:**

- A speaking opportunity *(5-min. presentation + 5 minutes of Q&A facilitated by the host/moderator)*
- Tech Talk pre-event promotion via Digital Dealer marketing channels/materials
- Sponsor recognition on the Digital Dealer website and keynote screens
- Tech Talk attendee list *(includes name/title/company/city/state (contact info not included))*
- Sponsor listing in online directory
- Tech Talk listed on the main agenda

**Passes & Invites**

- (3) Event passes for company employees *(includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions)*
- (2) Full-access event passes for dealership/OEM clients

*\*Opportunity exclusive to current exhibitors*

## Coffee Sponsor | \$7,500 (Per Day/Break)

*Tampa Coffee Sponsorships **SOLD!** \*Las Vegas Opportunities Available!*

**Includes:**

- Ability to provide marketing collateral at the coffee station
- Sponsor recognition on the Digital Dealer website and keynote screens
- Sponsor listing in online directory
- Sponsor recognition on the agenda
- Company logo included on co-branded coffee station signage

**Passes & Invites**

- (3) Event passes for company employees *(includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions)*
- (2) Full-access event passes for dealership/OEM clients

# Sponsorships

*(continued)*

## Breakfast Sponsor | \$7,000 (Per Day)

Share your messaging and marketing collateral with Digital Dealer attendees right as they kick off their day!

### Includes:

- A graphic or video included in A/V loop and played on the keynote screens during breakfast
- Sponsor recognition on the agenda
- Sponsor recognition on the Digital Dealer website and keynote screens
- Sponsor listing in online directory
- Marketing collateral on dining tables *(items provided by and placed by sponsor)*

### Passes & Invites

- (3) Event passes for company employees *(includes access to the expo hall, networking meals, keynotes, and breakouts)*
- (2) Full-access event passes for dealership/OEM clients

## Pen Sponsor **(NEW!)** | \$5,000 (2 Available)

Your company logo on the Attendee Pen (placed by the event registration desk).

### Includes:

- 1-Color logo on pens placed by the event registration desk
- Sponsor recognition on the Digital Dealer website and keynote screens
- Sponsor listing in online directory

### Passes & Invites

- (3) Event passes for company employees *(includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions)*
- (2) Full-access event passes for dealership/OEM clients

## Lunch & Learn\* **(NEW!)** | \$5,500 (Per Day)

Bring your expertise and innovative solution to the keynote stage during lunch! This sponsorship includes the opportunity to present a 5-minute presentation/product demo/preview on the keynote stage.

### Includes:

- 5-minute presentation/demo listed on the main agenda
- Lunch & Learn pre-event promotion on DD marketing materials/channels
- Sponsor listing in online directory
- Sponsor recognition on the Digital Dealer website and keynote screens

### Passes & Invites

- (2) Event passes for company employees *(includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions)*
- (2) Full-access event passes for dealership/OEM clients

*\*Opportunity exclusive to current exhibitors*





# Sponsorships

(continued)

## Expo Hall Thought Leadership\* (NEW!) | \$5,500

Capture attention and showcase your expertise with a session on the expo stage! Present a 30-minute educational session as part of the main conference schedule on either day 1 or day 2 (dates/times assigned by Digital Dealer).

**Includes:**

- 30-min. session on the expo stage (setup includes a podium, projection screen, 2 mics, a stage with 3 bar stools, and audience seating for up to 100)
- Sponsor recognition on co-branded sign by expo stage (22"x 28" poster with logo and session schedule)
- Session listed on the main agenda
- Pre-event session promotion
- Sponsor listing in online directory

- Sponsor recognition on the Digital Dealer website and keynote screens
- Name/title/company/city/state of everyone that attends your presentation (contact info not included)

**Passes & Invites**

- (2) Event passes for company employees (includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions)
- (2) Full-access event passes for dealership/OEM clients

*\*Opportunity exclusive to current exhibitors; All content and speakers must be approved by Digital Dealer*

## Expo Hall Bar Sponsor\* | \$5,000 (Tampa), \$10,000 (Las Vegas)

Take networking up a notch by placing a bar by your booth for a happy hour (Day 1 and Day 2 options are available)!

**Includes:**

- Full bar placed by exhibitor booth during happy hour, 3:30 - 5:30 pm
- Co-branded bar signage by exhibitor booth
- Sponsor listing in online directory
- Sponsor recognition on the Digital Dealer website and keynote screens

**Passes & Invites**

- (3) Event passes for company employees (includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions)
- (3) Passes to the Digital Dealer Party on day 2
- (2) Full-access event passes for dealership/OEM clients

*\*Opportunity exclusive to current exhibitors*

## Affiliate Sponsor\* | \$4,000

Enhance your booth presence and make it easier for dealership attendees to find you with this promotional package!

**Includes:**

- Sponsor recognition on the Digital Dealer website and keynote screens
- Sponsor listing in online directory

**Passes & Invites**

- (2) Event passes for company employees (includes access to the expo hall, networking meals, & main conference, including keynote and breakout sessions)
- (2) Full-access event passes for dealership/OEM clients

*\*Opportunity exclusive to current exhibitors*



# Sponsorships

(continued)

## DJ/Music\* (NEW!) | \$3,000 (Per Day)

Sponsor the DJ for day 1 or day 2 of the show and receive premium branding and live announcements.

### Includes:

- (3) Sponsor shout-outs with booth number by the DJ
- Sponsor logo inclusion on DJ t-shirt
- Sponsor recognition on Digital Dealer's website and keynote screens
- Sponsor listing in online directory
- Company logo included on co-branded DJ station (co-branded tablecloth), located by registration and the main entrance to the expo hall

*\*Opportunity exclusive to current exhibitors*

## Refreshment Stations at Booth\* (NEW!)

Upgrade your expo hall presence by adding a refreshment station to drive more people to your booth!

**Water Station | \$1,000 Day 1/Day 2; \$500 Day 3 | 5 Available**

### Includes:

- (1) Refillable bubbler placed at your booth, replenished as needed
- Water station location promoted to attendees
- Company logo included on branded sleeve over bubbler

**Coffee & Refreshment Station | \$4,500 (Per 2 Hours)**

### Includes:

- 2-Hour coffee station at your booth with brewed coffee, decaf, tea, and water
- Coffee station location promoted to attendees
- Company logo included on 22" x 28" co-branded coffee station sign

*\*Opportunity exclusive to current exhibitors*

## Activation Quest | \$10,000 Attendee Giveaway\* (NEW!) | \$1,500 | 20 Available

Enhance your booth visibility and increase engagement opportunities by participating in this Activation Quest! Your booth will be an integral stop for attendees working to win the \$10,000 Activation Quest Giveaway!

Increase booth traffic and gain additional exposure through Digital Dealer promotions online and onsite!

*\*Opportunity exclusive to current exhibitors*

## Private Meeting Room\* (NEW!) | \$350 (Per Hour)

Meet with clients in your private meeting before or during the show (subject to availability)!

Utilize our private meeting room space onsite to make the most of your exhibiting experience.

*\*Opportunity exclusive to current exhibitors*



# Advertising

Compliment your sponsor and exhibit presence with advertising opportunities! Our team will help you find the best options based on your objectives. Custom opportunities and packages are available across our media properties and channels: Dealer Magazine, Digital Dealer newsletters, DigitalDealer.com (webinars and ad placements), and more! Advertising opportunities include:

- [Media Bundle \(NEW!\)](#) | \$9,500
- [Dedicated E-Blast to Attendee List](#) | \$4,995
- [E-Newsletter Banner Ad](#) | \$2,999
- [Website Advertising](#) | \$1,700 or above
- [Webinar](#) | \$5,500
- [Dealer Magazine Advertising](#)



# Advertising

(continued)

## Media Bundle\* (NEW!) \$9,500 – (A \$15,000 Value!)

Start spreading the news! 30 days prior to the conference, you'll have the opportunity to share your booth location and product info with Digital Dealer attendees. Receive branding opportunities in the Digital Dealer weekly e-Newsletter and blog pages, along with one pre-or post-show eblast.

**Includes:**

- Digital Dealer e-Newsletter advertorial (35 words)
  - Digital ad in the Digital Dealer e-Newsletter (300 x 250 px)
  - A home page banner for 30 days prior to or after the conference (based on availability)
  - A pre-or post-show eblast (HTML)
  - Full-page ad in Dealer Magazine
- \*Digital Dealer reserves the right to approve email creative/messaging and scheduling.*

## Dedicated E-Blast to Attendee List\* | \$4,995

Reach Digital Dealer attendees via email by sending a pre-or post-show sponsored eblast (provided by sponsor and sent by Digital Dealer to registered conference attendees).

*\*Digital Dealer reserves the right to approve email creative/messaging and scheduling.*

## E-Newsletter Banner Ad\* | \$2,999

Our weekly eNewsletter reaches 49K+ subscribers in the auto industry. With a 4.67% open rate, the eNewsletter is a great place to advertise with a 728 x 90 banner ad!

*\*Digital Dealer reserves the right to approve email creative/messaging and scheduling.*

## Website Advertising

Global Banner Ads (970 x 90 px): Header Location: \$3,100 | Footer Location: \$2,600  
Home Page Banner Ads (728 x 90 px): Top of page: \$2,100 | Middle of page: \$1,900 | Bottom of page: \$1,700

## Webinar | \$5,500

Generate leads and position your brand as a thought leader by conducting a 50-minute webinar to showcase your product or solution.

## Dealer Magazine Advertising

Full-Page Ad: \$1,900 | Full Page Semi-Dynamic Ad: \$2,450 | Full-Page Ad + Video Callout: \$2,350 | + More options ([click here](#))



# Venue Branding

Make your brand stand out and reach attendees throughout the show with our premium branding opportunities! Venue branding opportunities include:

- Door Clings to Event Registration Area | \$12,000
- Mirror Wall Clings\* | \$9,000
- Expo Hall Aisle Number Floor Clings | \$8,000
- Carpet Clings in Main Hallway Leading to Expo Hall | \$5,000
- Stair Clings\*\* | \$5,000
- Escalator Cling\*\* | \$5,600
- Expo Hall Grand Opening Flyers | \$6,000
- Expo Hall Announcements | \$2,000 Tampa, \$5,600 Las Vegas

*\*Opportunity available in Las Vegas only | \*\*Opportunity available in Tampa only*

# Venue Branding

(continued)



## Door Clings to Event Registration Area

\$12,000

Display your branding before attendees even set foot inside!



## Mirror Wall Clings

*Las Vegas Opportunity*

\$9,000

Share your message on the mirror walls that line the walkway through the convention area.



## Expo Hall Aisle No. Clings

\$8,000 (2 Clings Per Aisle)

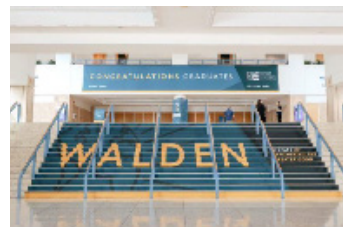
Display your full-color branded design throughout the expo hall on directional aisle clings.



## Carpet Clings in Main Hallway to Expo Hall

\$5,000 | (6) 2'x2' Clings

Lead attendees to your booth with directional and promotional branding in the convention area!

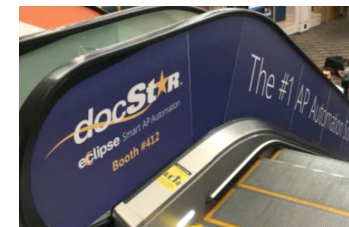


## Stair Clings

*Tampa Opportunity*

\$5,000

This unique branding opportunity includes stair clings (201" x 92.75") with your company's design – visible throughout the show as it will be in a high-traffic area.



## Escalator Cling (NEW!)

*Tampa Opportunity*  
(2 Available)

\$5,600

Place your branding on the main escalators (located by the conference session rooms).

# Venue Branding

*(continued)*

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## Expo Hall Grand Opening Flyers | \$6,000

Have your staff members (up to two people) there to greet and distribute your company's marketing collateral\* to attendees before the Expo Hall Grand Opening!

*\*Sponsor provides and distributes the materials*

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## Expo Hall Announcements\* | *(Rates Per Day)*

**Tampa; \$2,000; Las Vegas \$5,600**

Select a brand representative to make a 30-second announcement up to three times per day over the Expo Hall and include a brief mention of your company and booth location!

*\*Announcement times selected by Digital Dealer;  
Announcements must be approved by Digital Dealer prior to show opening*



## What's Next?

Digital Dealer has grown to become the most powerful networking location for America's car dealers and technology superstars. Many companies have launched at Digital Dealer. Take advantage of making our award-winning magazine, e-newsletter, website, and webinars as part of your conference and expo strategy. We will help to build the perfect experience for you!

## Contact Us

Need more information? Please send your questions our way via the button below!

[REQUEST INFO](#)