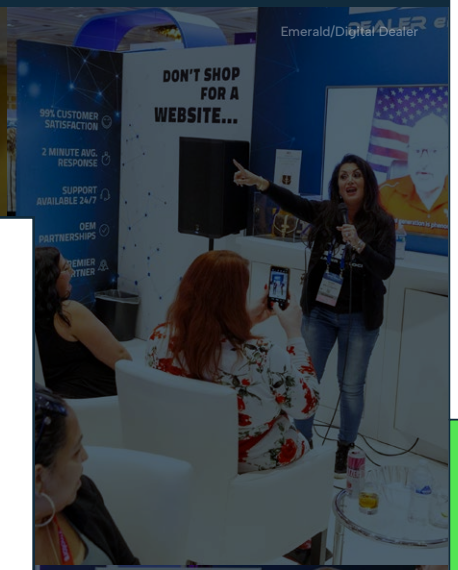
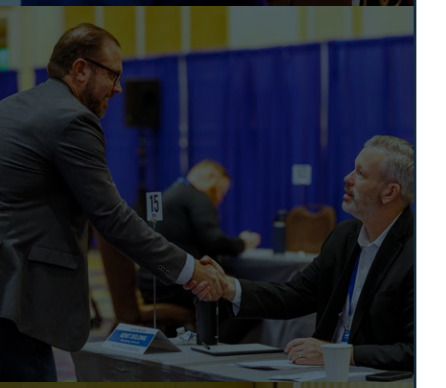
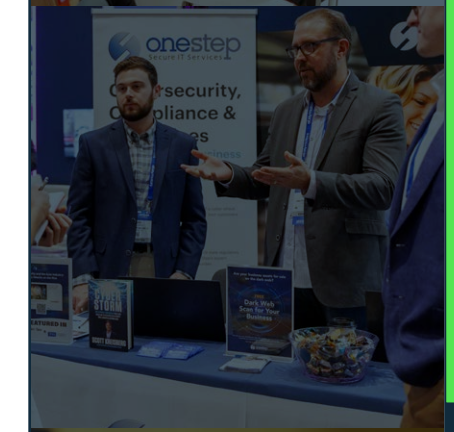


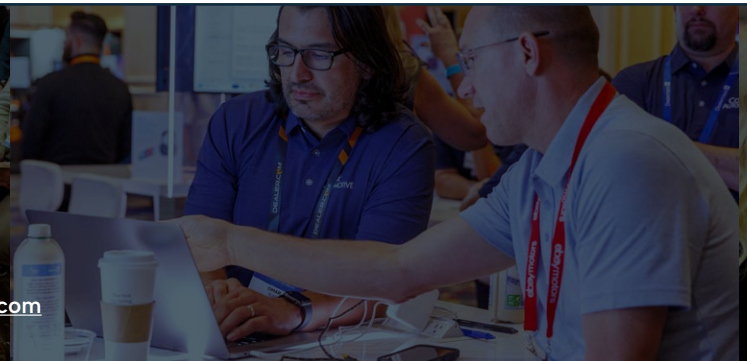














Digital Dealer
CONFERENCE & EXPO

OCTOBER 8–10, 2024 | MGM Grand | Las Vegas, NV

Exhibitor & Sponsorship Prospectus

Digital Dealer Conference & Expo brings the auto retail community together, cultivating business relationships and growth. Dealerships and OEMs attend Digital Dealer Conference & Expo to stay ahead of the curve, engaging auto retail solution providers and exploring cutting-edge tools and techniques.

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, 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.



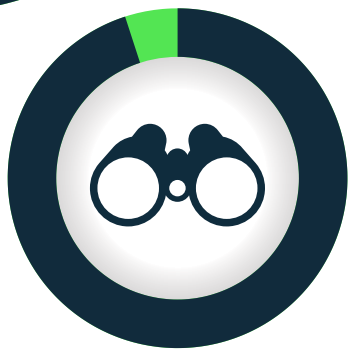


38%
of Digital Dealer attendees have **returned to the show at least four times.**



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

95%
of previous attendees are **more influenced by products** shown at Digital Dealer than any other show.





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







Overview

Now in its 17th year, the 2.5-day Digital Dealer Conference & Expo, held annually in the fall, remains the go-to for automotive businesses and professionals to stay ahead of the curve with cutting-edge solutions, innovative ideas, and proven strategies to drive success.

Educational Tracks

Dealer Ops & Leadership

Marketing & Advertising

Sales Strategy & Variable Ops

Fixed Ops

Attendees
Dealer Principals
General Managers
General Sales Managers
Internet Sales Managers
Marketing Directors
eCommerce Directors
Social Media Managers
CRM Managers
BDC Managers
Used Car Managers
Fixed Ops Managers
F&I Managers
OEM Representatives
Automotive Associations
International Dealers
Power/RV/Boat Dealers
& More

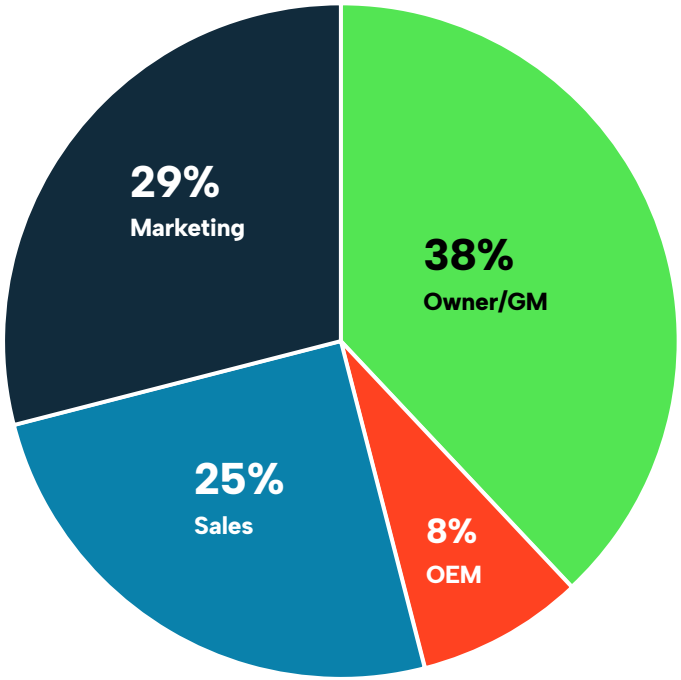
Top Product Categories
Advertising & Marketing
Auction Tools
BDC Tools & Training
CRM & DMS Solutions
Data & Analysis
Digital Retail
F&I Tools & Training
Facility- Installation/Infrastructure
Fixed Operations
HR Management & Training
Lead Generation & Sales Tools
Reputation Management
Sales Training & Tools
Website Design & Development

Digital Dealer Audience At-A-Glance

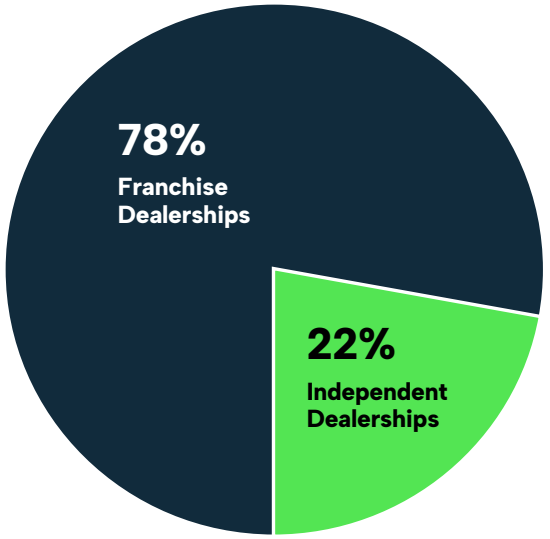
Top 5 Areas of Interest

1. Advertising and Marketing
2. Social Media
3. Lead Generation and Sales Tools
4. Search Marketing *(SEO, SEM, PPC)*
5. Data and Analysis

> *This is the best meeting that I have been to in 18 years-very educational. We have six stores and I have made big changes. Great event! Will not miss another!*
>
> –Steve Smith, *President, CBS Mitsubishi, Durham, NC*



Attendee Job Titles



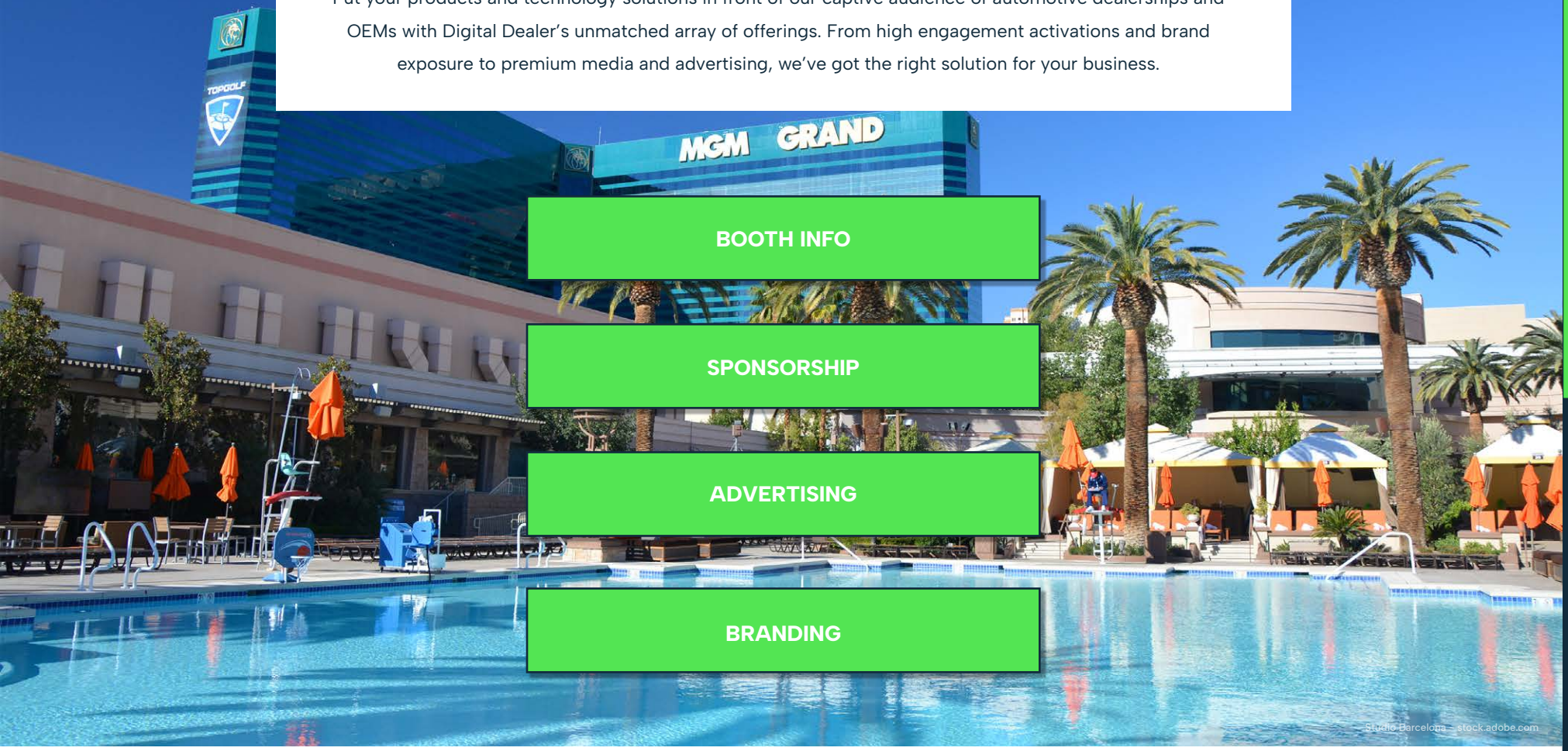
Dealership Type

Digital Dealer
CONFERENCE & EXPO

OCTOBER 8–10, 2024 | MGM Grand | Las Vegas, NV

Explore Digital Dealer's One-Stop Shop of Opportunities to Build Your Customer Base

Put your products and technology solutions in front of our captive audience of automotive dealerships and OEMs with Digital Dealer's unmatched array of offerings. From high engagement activations and brand exposure to premium media and advertising, we've got the right solution for your business.



BOOTH INFO

SPONSORSHIP

ADVERTISING

BRANDING

Studio Barcelona – stock.adobe.com






Emerald/Digital Dealer

Booth Information

Exhibit Booth Pricing*

Now through 10/18/24
$76/psf

Corner Fee: add $325 per corner

MAKE AN IMPACT!

Large booth rates are available. Reach out to your Digital Dealer team for more information.

Standard booths include:

- Pipe & drape and booth sign
- One complimentary onsite lead retrieval license for badge scanning (access for one user)
- Listing in the online exhibitor directory
- Use of event logo for ads and promotional materials
- Full access to the event app with matchmaking features

Passes & Invites:

- Three exhibitor staff registrations per 100 sqft (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Additional staff registrations are available at a discounted rate ($650 per person through Oct. 3; $750 per person beginning Oct. 4)
- Two full-access event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer and visit your booth)

Check out our show floor to view available booths!

2024 FLOOR PLAN

Sponsorships / Add-Ons

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

Conference Sponsorships	Availability
Elite Sponsor | $33,650	SOLD
Conference Signature Sponsor | $29,000+	✔
Premium Sponsor | $24,000+	✔
Registration | $21,500+	✔
Fireside Lounge | $29,200v	SOLD
Speed Networking Lounge *(NEW!)* | $20,000	SOLD
Pop-Up Talk *(NEW!)* | $8,000	✔
Expo Hall Thought Leadership | $8,000	✔
DVX Sponsor *(NEW!)* | $17,500	✔
AI Hackathon Sponsorship *(NEW!)* | $15,500	SOLD

Networking Sponsorships	Availability
Expo Hall Water Station *(NEW!)* | $15,000	✔
Cocktail Reception | $12,500	✔
Lunch | $9,300	SOLD
Breakfast | $8,700	✔
Coffee Break | $8,700	✔
DJ/Music | $5,600	✔
Speed Networking Program Add-On | $3,800	✔
DD Social DJ/Music *(NEW!)* | $6,400	✔
DD Social Reception Sponsor *(NEW!)* | $8,000	✔
DD Social Beer & Wine Sponsor *(NEW!)* | $8,000	✔

Branding	Availability
Conference/Expo Lanyard | $16,500	SOLD
Attendee Bags | $16,000	SOLD
Show Guide | $11,130	✔
Notepad | $8,200	SOLD
Conference Step & Repeat | $7,950	✔
Event App | $6,200	SOLD
Pen | $5,900	✔
Agenda Board Sponsor *(NEW!)* | $8,900	✔
Expo Hall Aisle Floor Clings | $12,500	SOLD
Welcome Tower Sponsor *(NEW!)* | $12,400	SOLD
Greeter Sponsor *(NEW!)* | $7,000	✔

Advertising	Availability
Media Bundle | $11,500	✔
Website Advertising | $2,060+	✔
eNewsletter Banner Ad | $3,300+	✔
Dealer Magazine | $1,700+	✔

Conference Sponsorships

Elite Sponsor* SOLD

$33,650 | *Exclusive*

Stand out as the Elite Sponsor and receive premium branding and marketing benefits before, during, and after the show. This sponsorship puts your company front and center as Official Keynote Sponsor with the opportunity to show a video and have an announcement as well as provide a breakout panel moderator, and much more!

Official Keynote Sponsor Benefits:

- One 60-second video played before the opening keynote starts
- A 30-second announcement (by your company OR the event emcee on your behalf; script provided by Digital Dealer) before the opening keynote
- Opportunity to provide marketing collateral for distribution before keynote presentations
- Prominent logo placement on keynote hall session room sign
- Onsite sponsor acknowledgment by the designated emcee/host in the Keynote Hall
- Your company logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)

Breakout Session Benefits:

- Opportunity to present an educational 50-Minute Breakout Session (scheduled in a premium timeslot)
- Breakout session listed on the main agenda and included in pre-event promotions (featured in one pre-event email)

Pre & Post Show Benefits:

- Name/title/company/city/state for all event attendees (does not include email or phone numbers) shared no later than two weeks post-show
- Opportunity to provide a 60-second maximum promotional/teaser video to be used by Digital Dealer to promote your event participation online
- Company logo recognition on the Digital Dealer sponsor logo webpage
- Company listing in online exhibitor/sponsor directory
- One pre-event and one post-event dedicated email to all verified attendees (HTML provided by sponsor)
- Bylined article in Dealer Magazine (must be how-to oriented, strictly educational, and exclusive to Digital Dealer)
- Use of event logo for ads and promotional materials
- Company logo on pre-event marketing/promotional emails used for attendee acquisition (space and schedule permitting)
- Full access to the event app with matchmaking features
- Two full-page ads in the digital edition of Dealer Magazine (issue scheduling based on availability)

Passes & Invites

- 10 full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Seven full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

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

Conference Sponsorships

(Continued)

Conference Signature Sponsor*

$29,000 Exhibitor Rate; $34,300 Non-Exhibitor Rate | *Limited to Three Sponsors*

Be seen as a thought leader in the automotive retail community while achieving valuable visibility to show attendees through strategic marketing and content opportunities.

Onsite Conference Benefits Include:

- Opportunity to present an educational 50-Minute Breakout Session (scheduled in a premium timeslot)
- Breakout session listed on the main agenda
- One six-foot table near session rooms with two chairs (one to two staff members permitted at table)
- Opportunity to provide a giveaway for attendees before the first breakout session in the room associated with your sponsorship on day one and two
- Company logo inclusion on a Digital Dealer podium sign in one session room
- Sponsor recognition on a session room sign (company name mentioned)
- Sponsor acknowledgment by the event emcee in the Keynote Hall
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features

Pre & Post Show Benefits

- Attendee badge scan data for sessions held in the room associated with your sponsorship (Digital Dealer to designate a room, includes name/title/company/city/state; does not include phone or email, provided within two weeks post show)
- Sponsor recognition on the Digital Dealer website
- Sponsor listing in online exhibitor/sponsor directory
- Company logo on pre-event marketing/promotional emails used for attendee acquisition (space and schedule permitting)
- Post-event dedicated email to all verified attendees (HTML provided by sponsor)
- Two full-page ads in the digital edition of Dealer Magazine (issue scheduling based on availability)
- Provide a 60-second maximum promotional/teaser video to be included in Digital Dealer event promotions appearing on the Digital Dealer website (news section)
- Contribute a bylined article for inclusion in an upcoming issue of Dealer Magazine (must be how-to oriented, strictly educational, and exclusive to Digital Dealer)
- Use of event logo for ads and promotional materials
- Full access to the event app with matchmaking features

Passes & Invites

- Seven full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Seven full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

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

Conference Sponsorships

(Continued)

Premium Sponsor*

$24,000 Exhibitor Rate; $31,300 Non-Exhibitor Rate | *Limited to Two Sponsors*

Increase your visibility and opportunities to build connections with show attendees through strategic marketing and content opportunities before, during and after the event.

Onsite Benefits Include:

- Six-foot table near session rooms (one to two staff members permitted at table) with two chairs
- Opportunity to provide a giveaway for attendees before the first breakout session in the room associated with your sponsorship on day one and two
- Logo included on a co-branded podium sign in one session room
- Sponsor recognition on one session room sign (company name or logo included)
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features

Pre & Post Show Benefits

- Name/title/company/city/state for up to 100 session attendees (does not include email or phone numbers, provided two weeks post show)
- Post-event dedicated email to all verified attendees (HTML provided by sponsor)
- Two full-page ads in the digital edition of Dealer Magazine (issue scheduling based on availability)
- Banner ad (728 x 90) in two Digital Dealer eNewsletters
- Sponsor logo recognition on the Digital Dealer website
- Sponsor listing in the online exhibitor/sponsor directory
- Company logo on one pre-event marketing/promotional email used for attendee acquisition (space and schedule permitting)
- Use of event logo for ads and promotional materials
- Provide a 60-second maximum promotional/teaser video to be included on Digital Dealer News section of the website
- Bylined article published in Dealer Magazine (must be how-to oriented, strictly educational, and exclusive to Digital Dealer)

Passes & Invites

- Three full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full-access event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

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

Conference Sponsorships

(Continued)

Registration Sponsor

$21,500 Exhibitor Rate; $28,800 Non-Exhibitor Rate | *Exclusive*

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

Onsite Benefits Include:

- Six-foot tabletop area for product demos or to showcase marketing collateral next to the registration area (one six-foot table and two chairs)
- Sponsor recognition and logo included on registration sign
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features

Pre & Post Show Benefits

- Banner ad on the Digital Dealer registration info page (970px x 90px or 300px x 50px)
- Sponsor listing in online exhibitor/sponsor directory
- Sponsor recognition on the Digital Dealer website
- Full-page ad in digital edition of Dealer Magazine (Issue scheduling based on availability)
- Company Logo inclusion in pre-event confirmation email
- Sponsor recognition on event agenda
- Use of event logo for ads and promotional materials

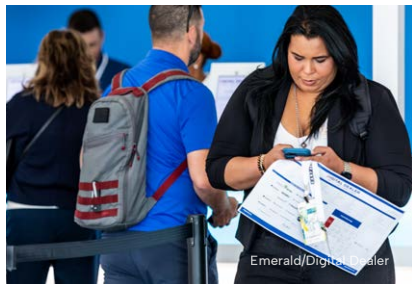
Passes & Invites

- Seven event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full-access event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)









Conference Sponsorships

(Continued)

Expo Hall Thought Leadership*

$8,000 | *Limited availability*

Showcase your expertise in front of an engaged dealership audience during your expo talk (must be educational and non-promotional)! Your talk will be listed and promoted as part of the main conference schedule (date/time assigned by Digital Dealer).

Includes:

- One 20-minute talk in the expo hall (sponsor may have up to one staff member presenting per talk and add one dealership co-presenter per talk)
- Talk listed on the main agenda
- Name/title/company/city/state of everyone that attends your presentation (contact info not included)
- Company logo on pre-event marketing/promotional emails used for attendee acquisition (space and schedule permitting)
- Sponsor listing in online directory
- Sponsor recognition on the Digital Dealer website
- Sponsor logo inclusion on the "Thank You to Our Sponsors" video (plays on loop at various times throughout the show in the keynote hall)
- Access to Digital Dealer event app

Passes & Invites

- One Speaker badge for company staff member presenting
- Two event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full-access event passes for dealership/OEM clients

**All content must be educational (content and speakers must be approved by Digital Dealer); sponsor may have one staff memberpresenting; a co-presenter/co-facilitator is permitted if the individual owns or is an employee of a dealership.*

**Opportunity is exclusive to current exhibitors*

Conference Sponsorships

(Continued)

Fireside Lounge Sponsor* SOLD

$29,200 | *Exclusive*

Engage attendees as the exclusive sponsor of the Fireside Lounge (a 20x20 space in the expo hall)! The Fireside Lounge sponsorship offers branding, thought leadership opportunities, and a unique place for you and your team to meet with clients and prospects!

Includes 20' x 20' Fireside Lounge in the Expo Hall Plus These Benefits:

- Opportunity to facilitate eight 20-minute group discussions/educational talks (Digital Dealer will provide the schedule and work with the sponsor to coordinate the topics; sponsor to secure a dealer co-facilitator)
- Facilitated discussions/educational talks promoted on the main conference agenda
- In-lounge presence for up to six staff members (including the facilitator for exchanges/talks)
- Campfire-themed setup for facilitated exchanges and talks:
  - Rustic stump seating for up to 10 attendees and two facilitators
  - A mock firepit (cannot be lit) and logs
  - Greenery (artificial plant décor)
  - Standard green carpet
  - Two four-foot tables with a total of four chairs to meet with customers/prospects
- Onsite lead retrieval license for badge scanning (access for one user)
- Sponsor's company logo included on one session sign listing Fireside Lounge talks/exchanges
- Sponsor's company logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Sponsor recognition on the main agenda signage
- Full access to the event app with matchmaking features

Pre & Post Show Benefits

- Sponsor listing in online exhibitor/sponsor directory
- Pre-show promotion on various marketing materials used for attendee acquisition (email, social media, and other marketing platforms – space and schedule permitting)
- One full-page ad in the digital edition of Dealer Magazine (Issue scheduling based on availability)
- Use of event logo for ads and promotional materials

Passes & Invites

- Six full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Eight full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

**Fireside Lounge setup is arranged by Digital Dealer; other modifications to the space are not permitted without approval by Digital Dealer Show Management*

Speed Networking Lounge Sponsor* *(NEW)*

$20,000 | *Limited Opportunities Available* SOLD

As a Speed Networking Lounge Sponsor, your brand and team will be highly visible throughout the show as your lounge will be in one of the top attractions on the show floor!

Onsite Benefits Include:

- Exclusive lounge near the Speed Networking area in the Expo Hall (approximately 10 x 10)
  - Seating for Sponsor's guests
  - One small table
  - Opportunity to provide up to three logo-branded pillows to be placed in your lounge
  - Sponsor's company logo included on lounge sign
- Ability to have one staff member participate in Speed Networking on one day (entails having a series of one-on-one three-minute meetings with dealership participants)
- Company logo included on co-branded coffee and water refreshment station sign in the Speed Networking area for all participants' use
- Opportunity to provide marketing collateral or a gift/giveaway* (Digital Dealer would place the item on a table within the Speed Networking area in the expo hall)
- Company logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features

Pre & Post Show Benefits

- Badge scan data, including emails for ALL Speed Networking dealership attendees (list to be provided two weeks post-show)
- Sponsor listing in the online exhibitor/sponsor directory
- Sponsor recognition on the Digital Dealer website
- One full-page ad in the digital edition of Dealer Magazine (Issue scheduling based on availability)
- Sponsor promotion in Speed Networking pre-event marketing (space and schedule permitting)
- Use of event logo for ads and promotional materials

Passes & Invites

- Three event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full-access event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

**Digital Dealer to approve artwork/materials and giveaway*

**Sponsor would be responsible for producing, shipping, any associated costs for the optional giveaway/gift.*

Pop-Up Talk* *(NEW)*

$8,000 | *Limited Opportunities Available*

Demonstrate your expertise by sharing actionable insights during a 20-minute talk (must be educational and not promotional) at one of the designated Digital Dealer education areas in the expo hall. Your talk will be listed and promoted as part of the main conference schedule (date/time assigned by Digital Dealer).

Onsite Benefits Include:

- One 20-minute talk in the expo hall (sponsor may have up to one staff member presenting) dealership co-facilitator/presenter is permitted)
- Talk listed on the main agenda
- Company logo on pre-event marketing/promotional emails used for attendee acquisition (space and schedule permitting)
- Sponsor listing in online directory
- Sponsor recognition on the Digital Dealer website
- Sponsor logo inclusion on the "Thank You to Our Sponsors" video (plays on loop at various times throughout the show in the keynote hall)
- Access to Digital Dealer event app

Passes & Invites

- One Speaker badge for company staff member presenting
- Two event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full-access event passes for dealership/OEM clients

**All content must be educational (content and speakers must be approved by Digital Dealer); sponsor may have one staff member presenting; a co-presenter/co-facilitator is permitted if the individual owns or is an employee of a dealership.*
**Opportunity is exclusive to current exhibitors*

DVX Sponsor* *(NEW)*

$17,500

Get prime exposure during DVX, a mainstage session (immediately following the opening keynote on day 1, Oct. 8) that spotlights innovative auto retail solutions.

Onsite Benefits Include:

- Onsite sponsor acknowledgment before DVX, Day 1 (Oct. 8), which takes place on the main stage, immediately following the opening keynote
- Opportunity to provide a 30-second promotional video to play before DVX
- DVX Sponsor mention on the main agenda
- A 2 ½ minute Q&A-style spotlight where the sponsor can answer a few questions from the DVX moderator (Digital Dealer to work with you on the format) on the keynote stage before DVX, Day 1 (Oct. 8)
- Two full-page ads in the digital edition of Dealer Magazine (issue scheduling based on availability)
- Logo inclusion in Digital Dealer A/V loop running during breaks in Keynote Hall
- Opportunity to provide a bylined article in Dealer Magazine (must be how-to oriented, strictly educational, and exclusive to Digital Dealer)
- Company listing in online sponsor directory
- Use of event logo for ads and promotional materials relating to conference sponsor's participation in support of the show
- Editorial sponsor spotlight featured on Digital Dealer website and promoted in the Digital Dealer newsletter
- Full access to the event app with matchmaking features

Passes & Invites

- 3 Event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- 2 Full-access event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

**Opportunity is exclusive to current exhibitors*

AI Hackathon Sponsorship* *(NEW)*

SOLD

$15,500

As the exclusive sponsor of the Digital Dealer AI Hackathon, you will benefit from premier branding and be part of a thrilling competitive event where teams battle it out to create innovative AI-driven marketing! Under the guidance of table captains and our Hackathon host, participants will use cutting-edge AI tools to develop comprehensive marketing campaigns.

Onsite Benefits Include:

- Onsite sponsor acknowledgment before the AI Hackathon on Oct. 8
- 30-second promotional video to play before the AI Hackathon
- 3-5-minute spotlight (Q&A with AI Hackathon Host) during the Hackathon (Digital Dealer to work with you on the format)
- Data for attendees participating in the Hackathon (includes name, job title, company name, mailing address; does not include phone or email address)
- Logo inclusion on the AI Hackathon instructional slides that show on the screen during the AI Hackathon
- Opportunity to have one person from your company participating in the AI Hackathon as one of the judges
  (entails active review and assessment of hackathon while it's underway and being on stage at the end of the AI Hackathon)
- Opportunity to contribute a prize/giveaway for the winning group of 10
- Hackathon sponsor mention on the main agenda
- Sponsor mention and logo inclusion on pre-event promotions
- Logo inclusion in the Digital Dealer A/V loop (video runs during breaks in the Keynote Hall)
- Editorial sponsor spotlight featured on Digital Dealer website and promoted in the Digital Dealer newsletter
- Company listing in online sponsor directory
- Use of event logo for ads and promotional materials relating to conference sponsor's participation in support of the show
- Two full-page ads in the digital edition of Dealer Magazine (issue scheduling based on availability)
- Opportunity to provide a bylined article in Dealer Magazine (must be how-to oriented, strictly educational, and exclusive to Digital Dealer)
- Full access to the event app with matchmaking features

Passes & Invites

- 3 Event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- 2 Full-access event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

**Opportunity is exclusive to current exhibitors*

Networking Sponsorships

Expo Hall Water Station* *(NEW)* | $15,000 | *Exclusive*

As the exclusive Expo Hall Water Station Sponsor, your company's branding will appear at the high-traffic water station in the expo hall!

Onsite Benefits Include:

- Prominent branding by the expo hall water station (sponsor's branding on a 10' W x 3'H wall decal)
- Water station location promoted to attendees
- Opportunity to provide reusable water bottles to be placed at the water station in the expo hall*
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Use of event logo for ads and promotional materials

Passes & Invites

- Three full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, & conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

**Sponsor is responsible for producing the branded reusable water bottles and shipping the giveaway item to the event (sponsor incurs all costs)*

Cocktail Reception* | $12,500 | *Limited to Three Sponsors per Cocktail Reception*

Take networking up a notch by placing a bar by your booth during the Cocktail Reception in the expo hall.

Onsite Benefits Include:

- Beer and wine bar placed near (as close as possible) sponsor's booth during the cocktail reception
- Co-branded bar signage near exhibit booth
- Onsite sponsor acknowledgement
- On-screen sponsor recognition (logo included in A/V loop running during breaks in the Keynote Hall)
- Sponsor recognition and booth number listed on the agenda onsite (large agenda board/cube signage) and online (the Show Schedule is available on the event website and app)
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Opportunity to provide branded napkins or cups for the beer and wine bar placed by sponsor's booth (sponsor would be responsible for producing and shipping the branded item to the event, and the sponsor would incur all costs)

Pre & Post Show Benefits

- Sponsor listing in online exhibitor/sponsor directory
- Sponsor logo recognition on the Digital Dealer website
- One full page ad in the digital edition of Dealer Magazine
- Banner ad (728 x 90) in two Digital Dealer eNewsletters
- Use of event logo for ads and promotional materials

Passes & Invites

- Three full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

**Opportunity exclusive to current exhibitors*

Networking Sponsorships

(Continued)

Lunch | $9,300 | *Limited to One Sponsor Per Day (Day 1 or Day 2 Options Available)*

SOLD

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

Onsite Benefits Include:

- Marketing collateral on the dining tables (items are provided by the sponsor and must be approved by Digital Dealer)
- Sponsor recognition and logo inclusion on two Digital Dealer lunch signs
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Sponsor recognition on the Digital Dealer website
- Sponsor listing in online exhibitor/sponsor directory
- Sponsor recognition on the agenda
- Use of event logo for ads and promotional materials

Passes & Invites

- Three event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full-access event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Breakfast | $8,700 | *Limited to One Sponsor Per Day (Day 1 Or Day 2 Options Available)*

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

Onsite Benefits Include:

- Marketing collateral on the dining tables (items are provided by the sponsor and must be approved by Digital Dealer)
- Sponsor recognition and logo inclusion on two Digital Dealer breakfast signs
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Sponsor recognition on the Digital Dealer website
- Sponsor listing in online exhibitor/sponsor directory
- Sponsor recognition on the agenda
- Use of event logo for ads and promotional materials

Passes & Invites

- Three full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Networking Sponsorships

(Continued)

Coffee Break | $8,700 | *Limited to One Sponsor Per Day (Day 1 Or Day 2 Options Available)*

Benefit from brand visibility and share your marketing materials with attendees at the Coffee Station.

Onsite Benefits Include:

- Ability to provide marketing collateral at the coffee station (items are provided by the sponsor and must be approved by Digital Dealer)
- Company logo included on co-branded coffee station signage
- Sponsor company logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Sponsor recognition on the Digital Dealer website
- Sponsor listing in online exhibitor/sponsor directory
- Sponsor recognition on the agenda
- Use of event logo for ads and promotional materials

Passes & Invites

- Three full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

DJ/Music | $5,600 | *Limited to One Sponsor Per Day (Day 1 Or Day 2 Options Available)*

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

Onsite Benefits Include:

- Three sponsor shoutouts with booth number by the DJ
- Sponsor logo inclusion on DJ t-shirt (sponsor to provide the branded shirt)
- Company logo included on co-branded DJ station (co-branded tablecloth), located near expo hall
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Sponsor recognition on Digital Dealer's website
- Sponsor listing in online exhibitor/sponsor directory
- Use of event logo for ads and promotional materials

Passes & Invites

- One full conference event pass for a company employee (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Networking Sponsorships

(Continued)

Speed Networking Participation Add-On* | $3,800 | *Limited Availability*

Exhibitors who participate in Speed Networking have an exclusive opportunity to network with key decision makers! Participating exhibitors have a series of three-minute, one-on-one meetings with dealership attendees who are actively searching for the latest solutions.

Participation Includes:

- Designate one person from your company to engage in a series of one-on-one, three-minute meetings, with a targeted group of 15 or more dealership attendees
- Badge scan data for 15 Speed Networking dealership attendees (includes name, title, company, state, and email address, delivered two weeks post show)

**Available as an add on only to exhibitors*







Networking Sponsorships

(Continued)

DD Social DJ/Music *(NEW)* | $6,400 | *1 Available*

Sponsor the DJ/Music at the DD Social on Oct. 9 (5:30 to 7:30 pm)!

Benefits Include:

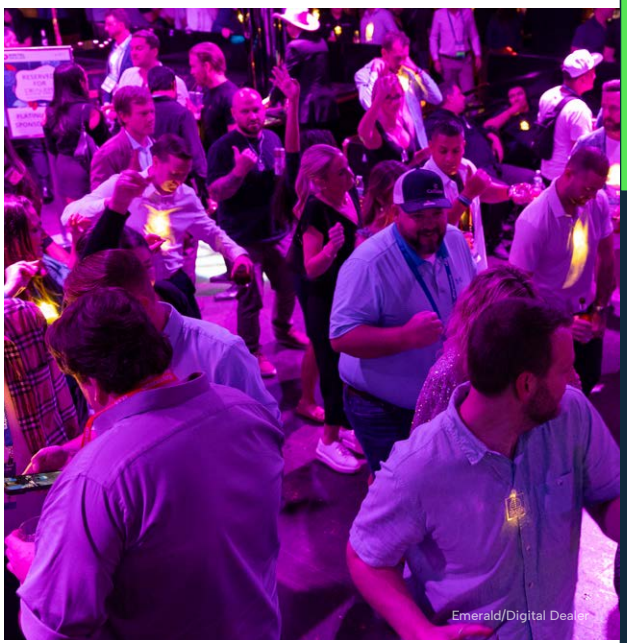
- Company logo included on co-branded music station during the DD Social
- Sponsor recognition via inclusion in party-related event promotions
- Logo included on co-branded party signage
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Sponsor recognition on Digital Dealer's website
- Sponsor listing in online exhibitor/sponsor directory
- Use of event logo for ads and promotional materials

Passes & Invites

- Two full conference event pass for a company employee (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)







Networking Sponsorships

(Continued)

DD Social Reception Sponsor *(NEW)* | $8,000 | *4 Available*

The DD Social (Oct. 9, 5:30 to 7:30 pm) is the perfect way for everyone to kick off their evening – enjoying beer, wine, courtyard games, and networking, and as a party game sponsor, your branding will be front and center during what's sure to be one of the event highlights!

Onsite Benefits Include:

- Opportunity to provide swag or game prizes (sponsor would be responsible for the ordering, cost & shipping swag/prizes; special items such as giveaways/swag are subject to approval by Digital Dealer Show Management)
- Sponsor recognition via inclusion in party-related event promotions
- Company logo displayed on sponsor page on digitaldealer.com
- Logo included on co-branded party signage
- Sponsor's branding included on signage placed by a game (add a QR code to your website, etc.)
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Use of event logo for ads and promotional materials

Passes & Invites

- Three full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

DD Social Beer & Wine Sponsor *(NEW)* | $8,000 | *1 Available*

The DD Social (Oct. 9, 5:30 to 7:30 pm) is the perfect way for everyone to kick off their evening, and as the party's Beer & Wine Sponsor, you will stand out as they enjoy beer and wine!

Onsite Benefits Include:

- Sponsor's logo included on branded drink napkins (all-black logo on white napkin)
- Opportunity to provide branded cups (sponsor would be responsible for the ordering, cost & shipping swag/prizes; special items such as giveaways/swag are subject to approval by Digital Dealer Show Management)
- Sponsor recognition via inclusion in party-related event promotions
- Company logo displayed on sponsor page on digitaldealer.com
- Logo included on co-branded party signage
- Sponsor listing in the online exhibitor/sponsor directory
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking feature
- Use of event logo for ads and promotional materials

Passes & Invites

- Three full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Branding Sponsorships

Attendee Bag | $16,000 | *Exclusive* SOLD

Have your company logo and/or marketing slogan exclusively printed on all attendee bags.

Onsite Benefits Include:

- All-white logo printed on Attendee Bags
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Sponsor listing in online exhibitor/sponsor directory
- Sponsor recognition on the Digital Dealer website
- Use of event logo for ads and promotional materials

Passes & Invites

- Six full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference and expo passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Conference/Expo Lanyard | $16,500 | *Exclusive* SOLD

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

Onsite Benefits Include:

- All-white logo printed on lanyards
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Sponsor listing in online exhibitor/sponsor directory
- Sponsor recognition on the Digital Dealer website
- Use of event logo for ads and promotional materials

Passes & Invites

- Six full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference and expo passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Branding Sponsorships

(Continued)

Show Guide | $11,130 | *Exclusive*

Bring visibility to your brand by sponsoring the Digital Dealer Show Guide! The Show Guide that will be distributed to attendees onsite at the show.

Onsite Benefits Include:

- Logo inclusion and sponsor recognition on the Digital Dealer Show Guide booklet cover
- Full page ad on the Show Guide booklet back cover
- Logo inclusion on all interior pages of the booklet
- Sponsor recognition and logo inclusion in Digital Dealer's Show Guide eBlast
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Sponsor recognition on Digital Dealer's website
- Sponsor listing in online directory
- Use of event logo for ads and promotional materials

Passes & Invites

- One full conference event pass for a company employee (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Branding Sponsorships

(Continued)

Notepad | $8,200 | *Exclusive*

SOLD

Stay top of mind during and after the show by sponsoring the attendee notebook distributed during onsite registration/badge pickup.

Onsite Benefits Include:

- Sponsor logo on the cover of the attendee notepad
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event exhibitor/sponsor app with matchmaking features
- Sponsor recognition on the Digital Dealer website
- Sponsor listing in online directory
- Use of event logo for ads and promotional materials

Passes & Invites

- Two event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full-access event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Conference Step & Repeat | $7,950 | *Limited to Three Sponsors*

Attendees will see your branding throughout the show as the Step & Repeat will be in a high-traffic area.

Onsite Benefits Include:

- Logo inclusion on co-branded Step and Repeat in a high traffic area
- Onsite promotion of the activation (sponsor recognition in one social media post at the show)
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- One eNewsletter banner ad to run in 2024 (sponsor to provide the banner ad material)
- Sponsor recognition on the Digital Dealer website
- Company listing included in the online sponsor/exhibitor directory
- Use of event logo for ads and promotional materials

Passes & Invites

- Two sponsor staff registrations (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full-access event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Branding Sponsorships

(Continued)

Event App | $6,200 | *Exclusive*

SOLD

Increase your visibility and reach through branding opportunities on the Digital Dealer event app — the essential resource and matchmaking tool for attendees!

Onsite Benefits Include:

- Sponsor recognition with logo inclusion on onsite event app signage
- Sponsor recognition (company name or logo—space permitting on session signage)
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Branding on the login page of the app – web version only
- Branding on the login and onboarding stage of the app
- Branding on the Home Feed of the mobile app alongside Digital Dealer
- Company video featured on the homepage of the web platform
- One custom push notification to attendees
- Sponsor recognition in one SMS to opted-in attendees
- Sponsor recognition in mobile app pre-show email communication
- Sponsor recognition and logo featured on the mobile app web page
- Listed as a featured sponsor on the exhibitor directory (web version of the app)
- Use of event logo for ads and promotional materials

Passes & Invites

- One full conference event pass for a company employee (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Branding Sponsorships

(Continued)

Pen | $5,900 | *Limited to Two Sponsors*

Your company logo on the attendee pen (placed by the event registration desk).

Onsite Benefits Include:

- 1-Color logo on pens placed by the event registration desk
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Sponsor recognition on the Digital Dealer website
- Sponsor listing in online exhibitor/sponsor directory

Passes & Invites

- Two full conference event passes for company employees (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Agenda Board Sponsor *(NEW!)* | $8,900 | *Limited to One Sponsor Per Day (Day 1 or Day 2 Options Available)*

Attendees will see your branding throughout the show on our large agenda boards in high-traffic areas.

Onsite Benefits Include:

- Sponsor logo prominently displayed on the large agenda board on day 1 or day 2
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Sponsor recognition on the Digital Dealer website
- Company listing included in the online sponsor/exhibitor directory
- Use of event logo for ads and promotional materials

Passes & Invites

- Two sponsor staff registrations (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full-access event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Expo Hall Aisle Floor Clings | $12,500 | *Exclusive*

SOLD

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

Branding Sponsorships

(Continued)

Welcome Tower Sponsor *(NEW!)* | $12,400 | *Exclusive*

SOLD

As a Welcome Tower Sponsor, your branding will be prominently displayed on two sets of Digital Dealer welcome cube towers (placed near registration and the expo hall for all attendees to see).

Onsite Benefits Include:

- Branding on two Digital Dealer cube towers (sponsor to provide artwork; sponsor's branding appears on center cube of both towers)
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- One eNewsletter banner ad to run in 2024 (sponsor to provide the banner ad)
- Sponsor recognition on the Digital Dealer website
- Company listing included in the online sponsor/exhibitor directory
- Use of event logo for ads and promotional materials

Passes & Invites

- Two sponsor staff registrations (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full-access event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

Greeter Sponsor *(NEW!)* | $7,000 | *Limited Availability*

Make a lasting impression from the get-go as the Greeter Sponsor. As attendees arrive at the MGM Grand, your branding will be displayed on our friendly greeters, guiding them towards the excitement of the show during the morning of Day 1.

Onsite Benefits Include:

- Logo placement on greeters' t-shirts (three greeters stationed at various places in MGM Grand)*
- Co-branded paddle signs featuring your logo for enhanced visibility
- Sponsor's logo included in Digital Dealer A/V loop (runs at various times in the Keynote Hall)
- Full access to the event app with matchmaking features
- Sponsor recognition on Digital Dealer's website
- Sponsor listing in online exhibitor/sponsor directory
- Use of event logo for ads and promotional materials

Passes & Invites

- One full conference event pass for a company employee (includes access to the expo hall, networking meals, Cocktail Receptions, and conference sessions)
- Two full conference event passes for dealership/OEM clients
- Custom marketing graphics and a discount code to share with your network (invite your customers/prospects to attend Digital Dealer)

**Cutoff for Digital Dealer to provide branded t-shirts is Aug. 8.*







Advertising & Media

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 eNewsletters, DigitalDealer.com *(webinars and ad placements)*, and more!

Advertising & Media Bundle* | $11,500 *(A $15,000 Value!)*

Start spreading the news! You'll have the opportunity to share your booth location and product info with the Digital Dealer audience. Receive robust branding over a month's time through a multi-media mix!

Includes:

- Digital Dealer eNewsletter Banner ad (728 x 90px) to run in two eNewsletters
- A home page banner for one month (based on availability, it will run either the month before, during, or after the show)
- A pre-or post-show eblast (HTML)
- Full-page ad in a digital edition of Dealer Magazine

**Digital Dealer reserves the right to approve email creative/messaging and scheduling.*
Elements reserved based on availability, to run either; pre, during, or after the show

Website Advertising

Global Banner Ads *(970 x 90 px)*
Header Location: $3,760 | Footer Location: $3,150

Home Page Banner Ads *(728 x 90 px)*
Top of page: $2,550 | Middle of page: $2,300
Bottom of page: $2,060

eNewsletter Banner Ad* | $3,300

Our weekly eNewsletter reaches 11k+ engaged subscribers in the auto industry. With a 35% 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.*

Dealer Magazine – Digital Edition Advertising Opportunities

Full-Page Ad: $2,300
Full Page Semi-Dynamic Ad: $1,700
Full-Page Ad + Video Callout: $2,850

Digital Dealer CONFERENCE & EXPO

OCTOBER 8–10, 2024 | MGM Grand | Las Vegas, NV

Learn More

Contact us today to explore opportunities!



Louise Leopold

Account Executive

Email: Louise.Leopold@digitaldealer.com

REQUEST INFO