

DIGITAL DealerTM CONFERENCE & EXPO

SPONSORSHIP PROSPECTUS

Delivering Unparalleled Access to a Qualified Automotive Audience

SEPTEMBER 18-20, 2017 • PARIS HOTEL & CASINO • LAS VEGAS, NV



Digital Dealer is a trademark owned exclusively by Emerald Expositions, LLC.



1,200+

**CONFERENCE
ATTENDEES**

Average Per Conference

JOB TITLES %Owner / GM-Related
Job Titles
35%Marketing-Related
Job Titles
32%Sales-Related
Job Titles
22%OEM Personnel
Job Titles
8%Operations-Related
Job Titles
3%

Make Our Audience Your Customers

The Digital Dealer Conference & Exposition is retail automotive's leading digital strategy conference focused on introducing, exploring, and implementing the various digital components required to engage today's modern automotive consumer.

This 3-day conference and exposition attracts over 1000 dealers and managers and over 300 OEM personnel.

85 of the top 100 dealerships in the U.S. attend the Digital Dealer Conference & Exposition.

Dealers and managers from across the country and world attend the Digital Dealer Conference & Exposition to learn about the latest Internet and technology solutions from their current vendors and new companies.

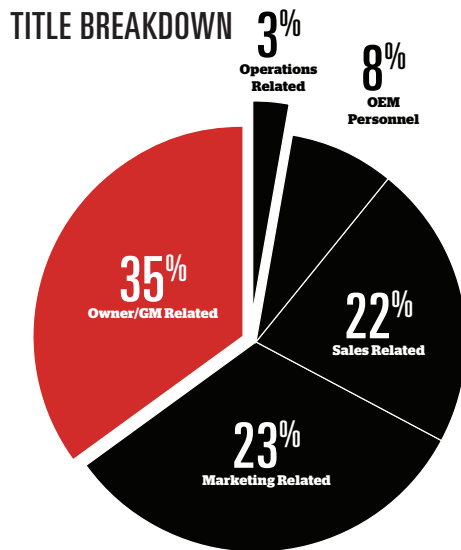
Each year the combined dealership audience invests an estimated \$125 million in digital solutions and 88% are directly involved in the purchase approval process.

By investing in a booth and/or sponsorship, you will have the unique opportunity to place your brand in front of the largest dealership buying audience of digital solutions.

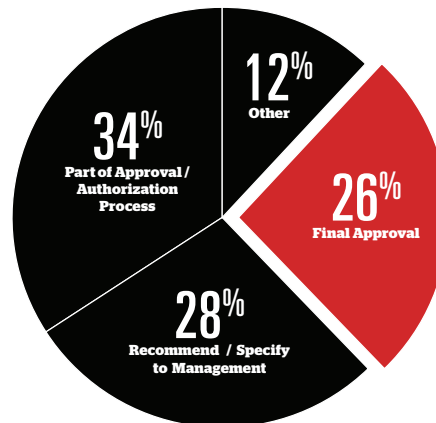
ATTENDEES INCLUDE:

- ▶ Dealer Principals
- ▶ General Managers
- ▶ General Sales Managers
- ▶ Marketing Directors
- ▶ eCommerce Directors
- ▶ Social Media Managers
- ▶ BDC Managers
- ▶ Pre-Owned Managers
- ▶ Fixed Operations Managers
- ▶ F&I Managers
- ▶ OEM Representatives
- ▶ Automotive Dealer Associations
- ▶ Allied Industry Professionals
- ▶ International Dealerships

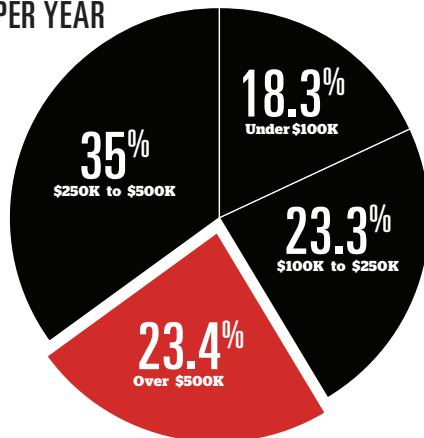
88% of Attendees are Directly Involved in the Dealership's Approval Process



ROLE IN BUYING PROCESS



DEALERSHIP INVESTMENTS IN DIGITAL SOLUTIONS PER YEAR



TEACHING TECHNOLOGY SOLUTIONS

Digital Dealer attendees come to learn about a wide variety of technology solutions - many specifically looking for the product types that you offer!

- ▶ Dealer Principals
- ▶ Advertising and Marketing Agencies
- ▶ Auction Tools / Vehicle Appraisal / Valuation
- ▶ BDC Tools and Training
- ▶ Chat Tools
- ▶ CRM Solutions
- ▶ F&I Tools & Training
- ▶ Fixed Operations Management / Marketing
- ▶ Pre-Owned Management / Marketing
- ▶ Inventory Management
- ▶ Lead Generation, Management & Sales Support
- ▶ Measurement and Analytics Solutions
- ▶ Mobile Marketing and Mobile Apps
- ▶ Sales Tools (Desking) & Training
- ▶ SEO / Web Optimization Tools and Website Development
- ▶ Social Media Solutions
- ▶ Video Marketing



Summary Agenda

SUNDAY, SEPTEMBER 17, 2017

12:00pm Badge Pickup & Onsite Registration
(Closes at 6:00pm)

DAY 1 | MONDAY, SEPTEMBER 18, 2017

7:30am Badge Pickup & Onsite Registration
(Closes at 5:00pm)

9:00am - 9:50am Peer Strategy Roundtables

10:00am - 10:50am Concurrent 50 minute Sessions

11:00am Exhibit Hall Grand Opening (Closes at 6:30pm)

12:00pm - 1:20pm Lunch in Keynote Hall

1:30pm - 2:20pm Concurrent 50 minute Sessions

2:35pm - 3:25pm Concurrent 50 minute Sessions

3:30pm Product & Service Demos in Exhibit Hall

3:30pm - 4:30pm Digital Dealer Tech Tank in Keynote Hall

4:30pm - 5:20pm Keynote Address

5:30pm - 6:30pm Cocktail Reception in Exhibit Hall

DAY 2 | TUESDAY, SEPTEMBER 19, 2017

7:30am Badge Pickup & Onsite Registration
(Closes at 3:00pm)

7:30am - 8:50am Breakfast in Keynote Hall
(Exhibit Hall open from 7:30am to 5:20pm)

9:00am - 9:50am Concurrent 50 minute Sessions

10:05am - 10:55am Concurrent 50 minute Sessions

11:00am - 12:00pm Products & Service Demonstrations in Exhibit Hall

12:00pm - 1:20pm Lunch in Keynote Hall

1:30pm - 2:20pm Concurrent 50 minute Sessions

2:35pm - 3:25pm Concurrent 50 minute Sessions

3:30pm Product & Service Demos in Exhibit Hall

4:30pm - 5:20pm Keynote Address

8:00 pm Digital Dealer 23 Party

DAY 3 | WEDNESDAY, SEPTEMBER 20, 2017

7:30am Badge Pickup & Onsite Registration
(Closes at 11:30am)

7:30am - 8:20am Breakfast in Keynote Hall
(Exhibit Hall open from 7:30am to 11:00am)

8:30am - 9:20am Keynote Address

9:30am - 10:20am Concurrent 50 minute Sessions

10:35am - 11:25am Concurrent 50 minute Sessions

11:40am - 12:30pm Concurrent 50 minute Sessions

EDUCATIONAL TOPICS**DIGITAL MARKETING**

Exploring best practices in SEO, SEM, PPC, website development, mobile marketing, and more.

CRM, DATA & ANALYTICS

Diving into the numbers behind it all. Showing dealerships what to measure, how often to measure it, and what to do with their customer data.

SOCIAL MEDIA

Covering the latest techniques on how to utilize Social Media to engage, attract, and retain more customers.

FIXED OPERATIONS

Focusing on the needs of the parts and service department and many ways to increase revenue and boost the bottom line in this critical dealership profit center.

MANAGEMENT

Targeted to the needs of owners, Dealer Principals, and General Managers. Big picture items that drive the future direction of the dealership.

SALES STRATEGIES

The latest strategies and techniques to sell and service more vehicles, more profitably.

PRE-OWNED SALES

Thought leaders presenting ideas to maximize used vehicle ROI, auction, and proven sales techniques.

REPUTATION & LOYALTY

Strategies for reputation and customer loyalty programs that build active supporters and raving fans.

Exhibitor Booth Sizes & Rates

10' X 10' BOOTH	\$5,495	(includes 3 conference registrations) can purchase up to three additional staff registrations
10' X 20' BOOTH	\$10,995	(includes 5 conference registrations) can purchase up to five additional staff registrations
10' X 30' BOOTH	\$16,495	(includes 8 conference registrations) can purchase up to eight additional staff registrations
20' X 20' BOOTH	\$21,995	(includes 8 conference registrations) can purchase up to eight additional staff registrations
20' X 30' BOOTH	\$32,995	(includes 14 conference registrations) can purchase up to fourteen additional staff registrations
20' X 40' BOOTH	\$43,995	(includes 19 conference registrations) can purchase up to nineteen additional staff registrations
30' X 50' BOOTH	\$82,995	(includes 35 conference registrations) can purchase up to nineteen additional staff registrations

All additional exhibitor registrations will be \$495 / pp if pre-registered or \$595 / pp on-site (must show photo ID and business card to obtain credentials). Pricing includes access to breakfast & lunch meals.

See the floor plan and reserve your spot at DigitalDealerConference.com/Booths

EACH BOOTH INCLUDES ONE LEAD RETRIEVAL APP

(Additional Lead Retrieval Apps are available for purchase)

BOOTH EQUIPMENT:

Each booth will be provided with an 8' BLACK background drape and 36" BLACK side divider drapes, 1- 6' BLACK draped table, 2 chairs, a wastebasket, and a booth ID sign.

CARPET COLOR:

*The booths are **NOT** carpeted and aisles are carpeted in GRAY. You may carpet your booth area in any offered color.*

Sponsorship

By investing in a sponsorship you will be able to:

- ▶ Drive more traffic to your website, sales team, and booth area to maximize leads
- ▶ Set your brand apart from your competition
- ▶ Develop brand identity, product awareness, customer loyalty, and increase sales

These sponsorships are designed to put your brand in front of Dealers, Managers, and OEM's and help you demonstrate your leadership in the industry.

INCLUDED REGISTRATIONS	SPONSORSHIPS UNDER \$7,995	SPONSORSHIPS OVER \$7,995
STAFF BADGES INCLUDED	2	3
THE AMOUNT OF ADDITIONAL STAFF BADGES AVAILABLE FOR \$495	2	3

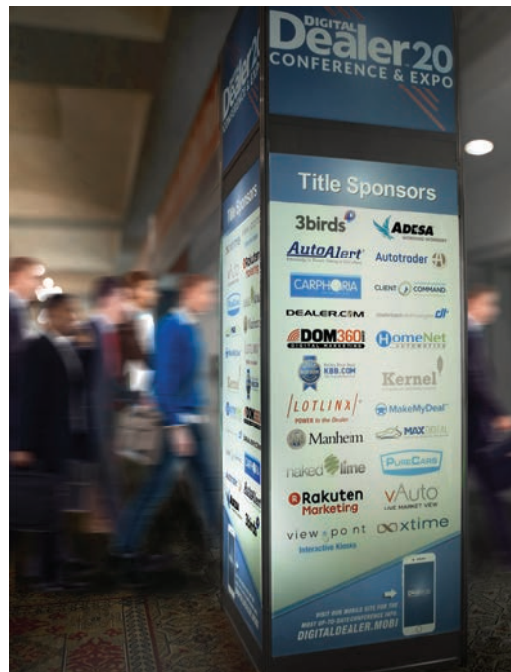
After the above quantities have been obtained, all additional Staff Badges will be available for \$1,495

Premier Sponsor **\$12,995**

Showcase your brand with multiple touchpoints throughout the conference.

SPONSORSHIP INCLUDES:

- ▶ **A Guaranteed Speaking Session** (Session must meet educational requirements)
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo on Exhibit Hall Entrance Unit
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo on the Program Guide Cover
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens
- ▶ **Super Leaderboard Banner on the Conference Website (970 by 90)**
- ▶ **Two Full-Page 4-Color Ads in the Program Guide**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**



Registration Sponsor



\$10,995 This brand building sponsorship puts your company at the forefront of the conference registration process.

SPONSORSHIP INCLUDES:

- ▶ **Leaderboard Banner on the Registration Confirmation Email (728 by 90)**
- ▶ **Banner on the Conference Registration Page (300 by 250)**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo on Registration Counters/Back Wall
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**

Keynote Sponsor



\$10,995 Flaunt your company brand with a Keynote Sponsorship, which includes added benefits that other sponsors won't have access to. (Bundled Packages Available)

SPONSORSHIP INCLUDES:

- ▶ **The Opportunity to Introduce the Keynote Onstage**
- ▶ **The Opportunity to Distribute Flyers at the Keynote Entrance**
- ▶ **Opportunity to Provide a 60 Second Video on the Keynote Screens (Before Presentation)**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**

Program Guide Sponsor



\$10,995 Get your company in the hands of every Digital Dealer attendee. Have your company logo and description featured in the program guide, the official reference book of the conference.

SPONSORSHIP INCLUDES:

- ▶ **Company Branded Notebook in the Program Guide**
- ▶ **1-Color Logo on a Pen Included in the Attendee Tote Bag**
- ▶ **Banner Ad on Conference Mobile App (455x80)**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens
- ▶ **One Full-Page 4-Color Ad in the Program Guide**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**

Peer Strategy Roundtables Sponsor

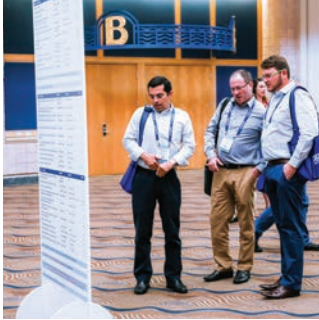


\$10,995 Take advantage of this unique branding opportunity during this one-of-a-kind networking event.

SPONSORSHIP INCLUDES:

- ▶ **Opportunity to Welcome Peer Strategy Roundtable Audience**
- ▶ **Opportunity to Place Marketing Collateral on the Peer Strategy Roundtables**
- ▶ **Opportunity to Provide an Ad on the Keynote Screens (1920x1080)**
- ▶ **Banner Ad on Conference Mobile App (455x80)**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens
- ▶ **One Full-Page 4-Color Ad in the Program Guide**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**

Presentation Sponsor



\$9,995 This unique sponsorship will allow attendees to access all presentation slide decks on your company's website.

SPONSORSHIP INCLUDES:

- ▶ **Opportunity to Create a Branded Landing Page with All Presentation Slide Decks**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**

Leadership Sponsor



\$7,995 Maximize your exposure at Digital Dealer with a unique package of benefits that puts your brand and logo in the hands of every attendee.

SPONSORSHIP INCLUDES:

- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens
- ▶ **One Full-Page 4-Color Ads in the Program Guide**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**

Affiliate Sponsor



\$3,995 Have attendees carrying around your marketing materials in their tote bag received at the conference.

SPONSORSHIP INCLUDES:

- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**

Breakfast Sponsor



\$6,995 per day Have your logo visible to attendees at the start of the day with the Breakfast Sponsorship, which displays your company logo on table cards placed on the dining hall tables.

SPONSORSHIP INCLUDES:

- ▶ **Opportunity to Place Marketing Collateral on the Dining Tables**
- ▶ **Opportunity to Provide an Ad on the Keynote Screens (1920x1080)**
- ▶ **Banner Ad on Conference Mobile App (455x80)**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens

Available Days:

- **Tuesday, Sept. 19**
- **Wednesdays, Sept. 20**

Lunch Sponsor



\$6,995 per day Mid-day when attendees retreat to eat lunch, they will have access to your branded table cards on tables as they dine, with the Lunch Sponsorship. Promote your brand, even while attendees are taking a break at lunch.

SPONSORSHIP INCLUDES:

- ▶ **Opportunity to Place Marketing Collateral on the Dining Tables**
- ▶ **Opportunity to Provide an Ad on the Keynote Screens (1920x1080)**
- ▶ **Banner Ad on Conference Mobile App (455x80)**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens

Available Days:

- **Monday, Sept. 18**
- **Tuesday, Sept. 19**

Bar Sponsor



\$3,995 Sponsor one bar area during one of the evening cocktail receptions, where all the serious networking takes place. Buy your best customers a drink with the Bar Sponsorship, which is a great conversation starter that can have your brand mentioned all night.

SPONSORSHIP INCLUDES:

- ▶ **Bar Placed next to Your Booth**
 - Company Logo on 500 Cocktail Napkins
 - 25 Drink Tickets for Clients
 - Branded Signage
 - Logo Printed on Drink Tickets
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**
- ▶ **Purchase Additional Drink Tickets for Your Prospects**
\$100 for 10 Tickets; Additional drink tickets are available for purchase in increments of 10.

WiFi Sponsor



\$7,995 What better way to connect with dealers at a digital focused conference than through the Internet. Become the official WIFI sponsor and draw all attendees to your website!

SPONSORSHIP INCLUDES:

- ▶ **Redirect to Your Company's Landing Page When Attendees Connect to the WIFI Network**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens
- ▶ **One Full-Page 4-Color Ads in the Program Guide**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**

Hotel Key Card Sponsor



\$15,995 Display your full-color front design logo on attendee hotel key cards

SPONSORSHIP INCLUDES:

- ▶ **A Full-Color Front Design**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens

Lanyard Sponsor



\$13,995 Flash your logo around the neck of every Digital Dealer attendee, with a Badge Holder Sponsorship.

SPONSORSHIP INCLUDES:

- ▶ **1-Color Logo Printed on All Attendee Badge Lanyards**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens

Tote Bag Sponsor



\$12,995 Boast your company logo on this reusable bag that every dealership attendee receives on check-in day and carries around with them for the duration of the conference.

SPONSORSHIP INCLUDES:

- ▶ **1-Color Logo Printed on All Attendee Tote Bags**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens

Hotel Room Drop Sponsor



\$11,995 Deliver your company's marketing collateral to the hotel rooms of Digital Dealer attendees.

SPONSORSHIP INCLUDES:

- ▶ **Opportunity to Provide Marketing Collateral in the Attendee Room wDrop Bag**
- ▶ **Sponsorship Recognition on Promotional Materials**
 - Company Logo & Description on the Digital Dealer Website
 - Company Logo & Description in the Program Guide
 - Company Logo Represented on the Keynote Screens

Advertisements for Purchase



EMAIL TO ATTENDEE LIST

\$3,995 (Only 2 Spots Open)

TECH TANK CONTESTANT

\$2,995 (Only 5 Spots Open)
Opportunity to Conduct a 5-Minute Product Pitch to the Keynote Audience.

PROGRAM GUIDE ADVERTISEMENTS

\$1,995 (1/2 Page)

\$2,995 (Full page)

\$3,995 (Inside Front Cover)

\$4,995 (Back Cover)

KEYNOTE HALL SCREEN AD

\$5,995 Played in Rotation During Lunch, Breakfast, and Before Keynote (1920x1080).

*** Deadline for Materials:
August 23, 2017 ***