



# SPONSORSHIP PROSPECTUS

Delivering Unparalleled Access to a Qualified Automotive Audience

OCTOBER 16 & 17, 2017 • CROWNE PLAZA PHILADELPHIA – CHERRY HILL, NJ



# SUMMARY AGENDA

## 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.

### Sales Strategies

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

### Reputation & Loyalty

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

## DAY 1 | MONDAY | OCTOBER 16, 2017

11:30am	Badge Pick-up & Onsite Registration w/ Coffee & Refreshments in Sponsor Hall
12:30pm - 1:20pm	<b>Opening Keynote Address</b>
1:30pm - 2:20pm	4 Concurrent Sessions
2:30pm - 3:20pm	4 Concurrent Sessions
3:30pm - 4:00pm	Coffee & Refreshments Break
4:00pm - 4:50pm	4 Concurrent Sessions
5:00pm - 5:50pm	<b>Keynote Address</b>
5:30pm - 6:30pm	Cocktail Reception

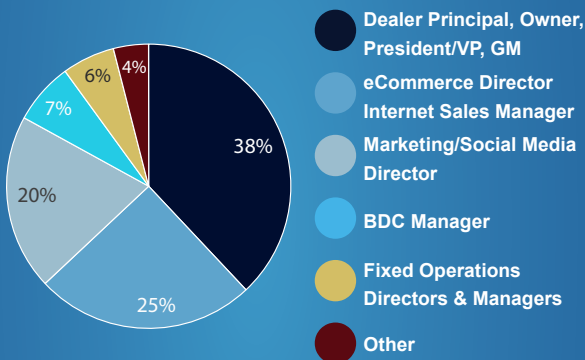
## DAY 2 | TUESDAY | OCTOBER 17, 2017

7:00am - 7:50am	Breakfast in Sponsor Hall
8:00am - 8:50am	4 Concurrent Sessions
9:00am - 9:50am	4 Concurrent Sessions
10:00am - 10:30am	Coffee & Refreshments Break
10:30am - 11:20am	4 Concurrent Sessions
11:30am - 12:20pm	4 Concurrent Sessions
12:30pm - 1:20pm	Lunch in Sponsor Hall
1:30pm - 2:20pm	4 Concurrent Sessions
2:30pm - 3:20pm	4 Concurrent Sessions
3:30pm - 4:30pm	<b>Closing Keynote Address</b>

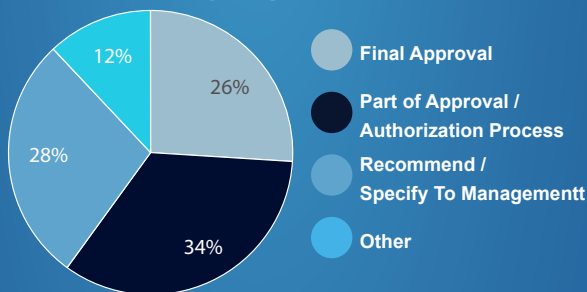
# ATTENDEES BREAKDOWN

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

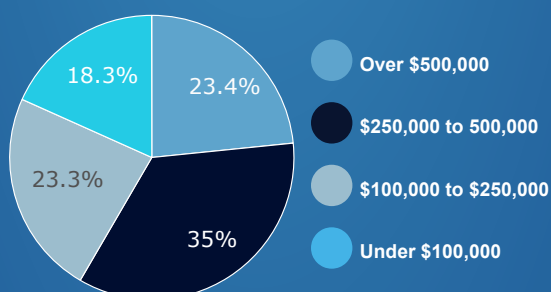
## Title Breakdown



## Role In Buying Process



## Dealership Investments In Digital Solutions Per Year



## EXECUTIVE SPONSOR

**\$7,500** YOUR SPONSORSHIP INCLUDES:

- ▶ **6' Draped Table for Tabletop Display, WiFi, & Electricity**
- ▶ **Two Staff Registration Badges**
- ▶ **Breakfast and Lunch with Attendees**
- ▶ **Your Company Logo on the Workshop Website as well as Workshop Signage**
- ▶ **Inclusion of Your Company's Promotional Materials in Attendee Gift Bag**
- ▶ **Guaranteed Speaking Opportunity** (Educational sessions only)
- ▶ **Attendee List Delivered Post Workshop** (Excludes emails and phone numbers)
- ▶ **5 Dealership Passes for Your Clients**

**LIMITED TO 18 SPONSORS**



## *Additional Sponsorships*

### **TITLE SPONSOR**



**\$6,000** Draw all of the attention to your company with this Title Sponsorship. Stand out with added perks and have your company brand showcased pre-event, as well as onsite.

#### **TITLE SPONSORSHIP INCLUDES:**

- ▶ **Logo inclusion in promotional materials going out pre-event**
- ▶ **Logo inclusion on DDW Chicago website**
- ▶ **Full Page Ad in Program Guide**
- ▶ **Logo Presence on-site**
- ▶ **2 Staff Registration Badges**

### **KEYNOTE SPONSOR**



**\$7,500** Flaunt your company brand with a Keynote Sponsorship, which includes added benefits that other sponsors won't have access to. Enhance your exposure with speaking and digital opportunities.

#### **KEYNOTE SPONSORSHIP INCLUDES:**

- ▶ **Opportunity to introduce the keynote presenters.**
- ▶ **Logo inclusion in promotional materials going out pre-event**
- ▶ **Logo inclusion on DDW Chicago website**
- ▶ **Full Page Ad in Program Guide**
- ▶ **Logo/Video Presence on screen prior to keynote address**
- ▶ **2 Staff Registration Badges**



## BREAKFAST SPONSOR

**\$1,995** Have your logo visible to attendees at the start of the day with the Breakfast Sponsorship. Get attendees minds on your brand first thing in the morning.

### BREAKFAST SPONSORSHIPS INCLUDES:

- ▶ Logo inclusion in promotional materials going out pre-event
- ▶ Logo inclusion on DDW Chicago website
- ▶ Collateral presence on the tables for attendee review

*\* Must be an Executive Sponsor to purchase this sponsorship*



## LUNCH SPONSOR

**\$2,995** Mid-day when attendees retreat to eat lunch, they will have access to your branded collateral on tables as they dine with the Lunch Sponsorship. Promote your brand, even when attendees are taking a break at lunch.

### LUNCH SPONSORSHIPS INCLUDES:

- ▶ Logo inclusion in promotional materials going out pre-event
- ▶ Logo inclusion on DDW Chicago website
- ▶ Logo on napkins and signage
- ▶ Collateral presence on the tables for attendee review

*\* Must be an Executive Sponsor to purchase this sponsorship*



## COFFEE SPONSOR

**\$995** All attendees need a cup of coffee to get the day started! Coffee station sponsors will receive their logos printed on napkins, as well as additional exposure online and on pre-event promotional materials.

### COFFEE SPONSORSHIPS INCLUDES:

- ▶ Logo inclusion in promotional materials going out pre-event
- ▶ Logo inclusion on DDW Chicago website
- ▶ Logo on napkins and signage

*\* Must be an Executive Sponsor to purchase this sponsorship*

### PROGRAM GUIDE ADVERTISEMENTS

**\$2,995 (FULL PAGE) | \$3,995 (INSIDE FRONT COVER) | \$4,995 (BACK COVER)**

#### Advertising Unit Dimensions (width x height)

Full Page (8.5" x 11"), Bleed Dimension (8.75" x 11.25"), Live Space for Bleed (8" x 10.5")

**Material Deadline: October 9, 2017**



# **DIGITAL Dealer™ WORKSHOPS**

**PHILADELPHIA - CHERRY HILL, NJ  
OCTOBER 16-17, 2017**

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## **WORKSHOP LOCATION**

CROWNE PLAZA PHILADELPHIA CHERRY HILL  
2349 Marlton Pike West, Cherry Hill, NJ 08002

## **CONTACT US TO RESERVE YOUR SPOT**

[SPONSORSHIPS@DIGITALDEALER.COM](mailto:SPONSORSHIPS@DIGITALDEALER.COM)

[DIGITALDEALERWORKSHOPS.COM](http://DIGITALDEALERWORKSHOPS.COM)

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