



**DIGITAL**  
**Dealer24**  
CONFERENCE & EXPO

APRIL 10-12, 2018  
ORLANDO, FLORIDA

## EXHIBITOR & SPONSORSHIP PROSPECTUS



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.

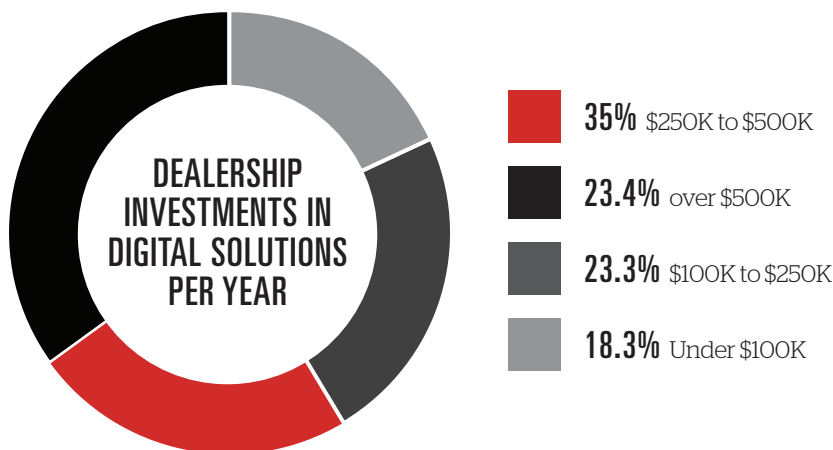
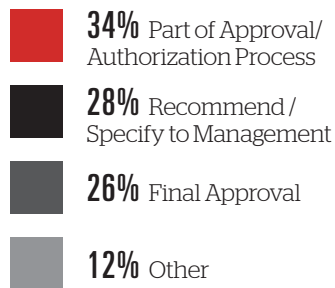
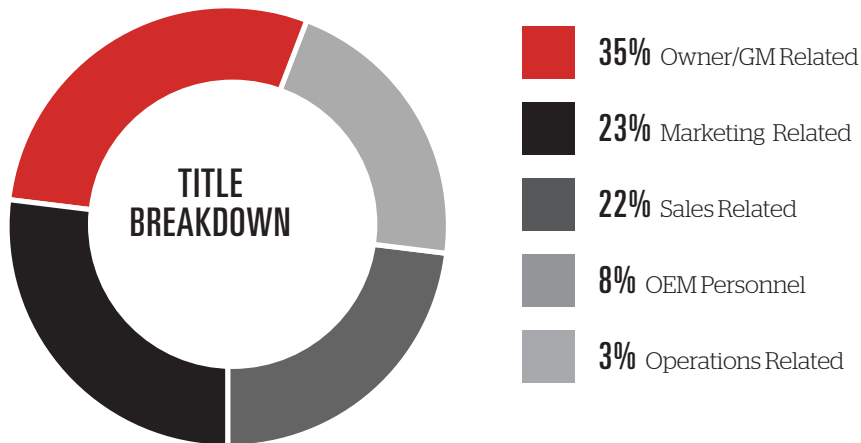
Each year the combined dealership audience invests an estimated \$125 million in digital solutions and 88% are directly involved in the purchase approval process.

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



### 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!

- ▶ 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

## Exhibitor Booth Sizes & Rates

BOOTH SIZE	SQ. FT.	TOTAL COST	PASSES INCLUDED
10' X 10' BOOTH	100	\$5,730	3 registrations, can purchase up to 3 additional
10' X 20' BOOTH	200	\$11,460	5 registrations, can purchase up to 5 additional
10' X 30' BOOTH	300	\$17,190	8 registrations, can purchase up to 8 additional
20' X 20' BOOTH	400	\$22,920	10 registrations, can purchase up to 10 additional
20' X 30' BOOTH	600	\$34,380	14 registrations, can purchase up to 14 additional
20' X 40' BOOTH	800	\$45,840	19 registrations, can purchase up to 19 additional
30' X 50' BOOTH	1500	\$85,950	35 registrations, can purchase up to 35 additional

Note: A \$150 charge per corner will be applied to new Exhibitors only (the \$150 per corner charge will be waived for the 4th corner of island booths). Selected sq. ft. of booth space must be in increments of 100 and Exhibitors must provide floor coverage for booth space. Conference Passes do not include Workshops. All additional Exhibitor Registrations will be \$495/per person if pre-registered or \$595/per person on-site (must show photo ID and business card to obtain credentials).

See the floor plan and reserve your spot at [www.digitaldealer.com/conference/sponsor-exhibit/inquiry/](http://www.digitaldealer.com/conference/sponsor-exhibit/inquiry/)

### 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 small booth ID sign.*

### CARPET COLOR:

*The booths are **NOT** carpeted and aisles are carpeted in GRAY. You must 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

Become a Premier Sponsor and showcase your brand with multiple touchpoints throughout the conference. This is your chance to engage and educate the audience, bringing new leads your way.

### SPONSORSHIP INCLUDES:

- ▶ **A Guaranteed Speaking Session**  
(Session must meet educational requirements)
- ▶ **Digital Dealer Attendee List**  
(Includes Name, Company, Job Title, City, State)
- ▶ **Company Logo on Exhibit Hall Entrance Unit**
- ▶ **Company Logo on the Program Guide Cover**
- ▶ **Super Leaderboard Banner on the Conference Website** (970 x 90)
- ▶ **Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen**
- ▶ **Two Full-Page 4-Color Ads in the Program Guide**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**
- ▶ **3 Staff Badges to the Conference**



## Registration Sponsor



**\$13,995** First stop, registration! This brand-building sponsorship puts your company at the forefront of the conference registration process. In other words, you won't be missed.

### SPONSORSHIP INCLUDES:

- ▶ **6ft Table for Table Top Display** Near Registration
- ▶ **Web Banner on the Registration Website/Check-in** (300 x 250 & 728 x 90)
- ▶ **Super Leaderboard Banner on the Conference Website** (970 x 90)
- ▶ **Company Logo on Registration Counters/Back Wall**
- ▶ **Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen**
- ▶ **One Full-Page 4-Color Ad in the Program Guide**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**
- ▶ **3 Staff Badges to the Conference**

## Keynote Sponsor



**\$10,995 per Keynote** Maximize brand exposure with a Keynote Sponsorship, which includes unique 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 the Digital Dealer Website, Program Guide, and Keynote Screen**
- ▶ **One Full-Page 4-Color Ad in the Program Guide**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**
- ▶ **3 Staff Badges to the Conference**

## Lanyard Sponsor



**\$13,995** With a Badge Holder Sponsorship, your logo will be worn around the necks of every Digital Dealer 24 Attendee during the Conference.

### SPONSORSHIP INCLUDES:

- ▶ **1-Color Logo Printed on All Attendee Badge Lanyards**
- ▶ **Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen**
- ▶ **3 Staff Badges to the Conference**

## Tote Bag Sponsor



**\$12,995** As a Tote Bag Sponsor, you will have the opportunity to flash your company logo on a reusable bag which every dealership attendee receives at registration and will carry around with them for the duration of the conference.

### SPONSORSHIP INCLUDES:

- ▶ **1-Color Logo Printed on All Attendee Tote Bags**
- ▶ **Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen**
- ▶ **3 Staff Badges to the Conference**

## Hotel Key Card Sponsor



**\$11,995** Place your branded logo in the pockets of every DD24 attendee for their entire stay. Display your full-color front design logo on attendee hotel key cards.

### SPONSORSHIP INCLUDES:

- ▶ **A Full-Color Front Design**
- ▶ **Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen**
- ▶ **3 Staff Badges to the Conference**



## Program Guide Sponsor



**\$10,995** Get your brand in the hands of every Digital Dealer attendee! By becoming a DD24 Sponsor, your company will be included in our Program Guide, Keynote Screens and more!

### 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 (455 x 80)**
- ▶ **Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen**
- ▶ **One Full-Page 4-Color Ad in the Program Guide**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**
- ▶ **3 Staff Badges to the Conference**

## Peer Strategy Roundtables Sponsor



**\$9,995** Help us welcome our Peer Strategy Roundtable audience by taking advantage of a unique branding opportunity during this one-of-a-kind event.

### SPONSORSHIP INCLUDES:

- ▶ **Opportunity to Welcome Peer Strategy Roundtable Audience on Stage (2-3 Minute Welcome)**
- ▶ **Opportunity to Place Marketing Collateral on the Peer Strategy Roundtables**
- ▶ **Opportunity to Provide an Ad on the Keynote Screens (1920 x 1080)**
- ▶ **Banner Ad on Conference Mobile App (455 x 80)**
- ▶ **Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen**
- ▶ **One Full-Page 4-Color Ad in the Program Guide**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**
- ▶ **3 Staff Badges to the Conference**



## Presentation Sponsor



**\$9,995** As a presentation sponsor, you will be able to host all presentation slide decks from the conference on your website/ landing page. Digital Dealer will direct all website traffic to your landing page for those who are searching for presentation slide decks.

### SPONSORSHIP INCLUDES:

- ▶ Opportunity to Create a Branded Landing Page with All Presentation Slide Decks
- ▶ Branding on the Digital Dealer Agenda Board
- ▶ Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen
- ▶ One Full-Page 4-Color Ad in the Program Guide
- ▶ The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag
- ▶ 3 Staff Badges to the Conference

## WiFi Sponsor

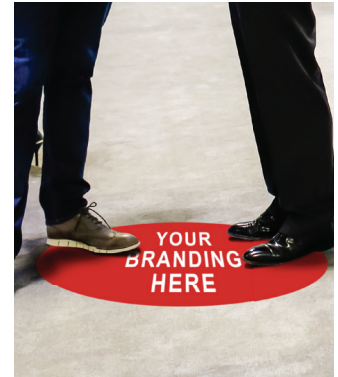


**\$9,995** One of the best ways to connect with dealers at a digital-focused conference is through the Internet. Become the official Wi-Fi sponsor for DD24 and draw/cookie all attendees on your website!

### SPONSORSHIP INCLUDES:

- ▶ Redirect to Your Company's Landing Page When Attendees Connect to the Wi-Fi Network
- ▶ Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen
- ▶ One Full-Page 4-Color Ad in the Program Guide
- ▶ The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag
- ▶ 3 Staff Badges to the Conference

## Exhibit Hall Floor Stickers



**\$8,995** Point Digital Dealer attendees in your direction. Display your full-color logo on 22 directional exhibit hall floor stickers. These stickers will be placed in between booth aisles so that attendees can easily navigate through the exhibit hall.

### SPONSORSHIP INCLUDES:

- ▶ A Full-Color Front Design (22- 4' x 6' Floor Stickers)
- ▶ Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen
- ▶ 3 Staff Badges to the Conference

## Leadership Sponsor



**\$7,995** Place your brand and logo in the hands of each and every Digital Dealer attendee.

### SPONSORSHIP INCLUDES:

- ▶ **Sponsorship Recognition on the Digital Dealer Website, Program Guide and Keynote Screen**
- ▶ **One Full-Page 4-Color Ad in the Program Guide**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**
- ▶ **3 Staff Badges to the Conference**

## Affiliate Sponsor



**\$3,995** Looking for different ways to promote your brand? Make it easier for your audience to find you.

### SPONSORSHIP INCLUDES:

- ▶ **Company Logo & Description on the Digital Dealer Website, Program Guide, and Keynote Screen**
- ▶ **The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag**
- ▶ **2 Staff Badges to the Conference**

## Tech Tank Sponsor



**\$2,995** Present your NEW product on stage to hundreds of dealers & managers During Digital Dealer Tech Tank. Tech Tank will take place at the Digital Dealer Keynote Hall and will feature eight, 6-minute product presentations. At the end of the last presentation, the audience will vote for the most innovative product.

### NEW PRODUCT PRESENTATION FORMAT:

- ▶ **(1 Minute) Company & Speaker(s) Introduction**
- ▶ **(3 Minutes) Product Presentation**
- ▶ **(3 Minutes) Q&A with Dealership Panel**
- ▶ **(30 seconds) Wrap-up/ Exit**

### SPONSORSHIP INCLUDES:

- ▶ **Includes 2 Staff Badge to the Conference.**
- ▶ **Sponsor Recognition on the Digital Dealer Website, Program Guide and Keynote Screen**

## Breakfast Sponsor



**\$4,995 per day** First impressions are everything! Say good morning to Digital Dealer attendees by becoming a Breakfast Sponsor. Gain maximum brand exposure and recognition by presenting on stage while attendees have their most important meal of the day.

### SPONSORSHIP INCLUDES:

- ▶ Opportunity to Place Marketing Collateral on the Dining Tables
- ▶ Opportunity to Present a 30-Minute Demo on the Keynote Stage During Breakfast
- ▶ Opportunity to Provide an Ad/Video on the Keynote Screens (1920 x 1080) During Breakfast
- ▶ Banner Ad on Conference Mobile App (455 x 80)
- ▶ Sponsor Recognition on the Digital Dealer Website, Program Guide and Keynote Screen
- ▶ 2 Staff Badges to the Conference

## Lunch Sponsor



**\$5,995 per day** Sponsor Lunch for attendees during Digital Dealer and gain maximum brand exposure. This is a time when attendees and dealers have a chance to regroup and discuss the first half of the day with their peers. You can be a part of that discussion!

### SPONSORSHIP INCLUDES:

- ▶ Opportunity to Place Marketing Collateral on Dining Tables
- ▶ Opportunity to Present a 30-Minute Demo on the Keynote Stage During Lunch
- ▶ Opportunity to Provide an Ad/Video on the Keynote Screens (1920 x 1080) During Lunch
- ▶ Banner Ad on Conference Mobile App (455 x 80)
- ▶ Sponsor Recognition on the Digital Dealer Website, Program Guide and Keynote Screen
- ▶ 3 Staff Badges to the Conference

## Bar Sponsor



**\$3,995** Draw attendee traffic directly to your booth during the Digital Dealer cocktail reception by becoming an official DD24 Bar Sponsor.

### SPONSORSHIP INCLUDES:

- ▶ Bar & Sponsor Sign Placed next to Your Booth
- ▶ Company Logo on 500 Cocktail Napkins
- ▶ 25 Drink Tickets for Clients
- ▶ Company Logo Printed on Drink Tickets
- ▶ Sponsor Recognition on the Digital Dealer Website, Program Guide and Keynote Screen
- ▶ The Opportunity to Provide Marketing Collateral in the Attendee Tote Bag
- ▶ 2 Staff Badges to the Conference

*Purchase Additional Drink Tickets for Your Prospects. \$100 for 10 Tickets; Additional drink tickets are available for purchase in increments of 10.*



## Advertisements for Purchase



### PROJECTION ENTRANCE UNIT- 50' X 30'

**\$3,200 Each** (Only 8 Spots Available)

With a new dynamic sense of arrival, this 50'X30' digital projection unit will be located at the entrance of the exhibit hall. Each ad supports a 30 second video (no sound). Wave goodbye to the days of the static banner and enhance your branding experience!



### LOBBY VIDEO WALLS- 13' X 22'

**\$3,750 Each** (Only 10 Spots Available)

Increase foot traffic at your booth by displaying your brand on 12 digital banners that will be displayed at the Orange County Convention Center. Each ad spot supports a 12 second video (no sound). These eye-catching displays will be placed strategically throughout Digital Dealer, giving you the opportunity for branding, advertising, revenue generation, as well as enhancing attendee interaction.



### EMAIL TO ATTENDEE LIST

**\$3,995** Reach conference attendees via email! Digital Dealer will send out a dedicated email blast to registered conference attendees. Sponsored email communications can be sent pre/post show. Digital Dealer will reserve the right to approve email creative/messaging and scheduling.

**(Only 6 Available)**



### PROGRAM GUIDE ADVERTISEMENTS

**\$ 995** (1/4 Page)

**\$1,995** (1/2 Page)

**\$2,995** (Full page)

**\$3,995** (Inside Front Cover)

**\$4,995** (Back Cover)

*\*Deadline for Materials:  
March 14, 2018*