



DIGITAL Dealer WORKSHOPS™

FEB. 13-14, 2018
CHICAGO, IL

IN PARTNERSHIP WITH CHICAGO AUTO SHOW

SPONSORSHIP PROSPECTUS



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

Partnering with the Chicago Automobile Trade Association and the Chicago Auto Show



In partnership with the Chicago Auto Show, Digital Dealer Workshops Chicago will take place in McCormick Place. As an added benefit of attending the workshops, attendees will receive exclusive Chicago Auto Show access! This year marks the 110th edition of the Chicago Auto Show, the largest auto show in North America, which will be held from February 10-19, 2018.



THIS YEAR'S WORKSHOP WILL FEATURE:

Dual-Show Access to the Workshops & Auto Show

Great Dealer & OEM Attendance

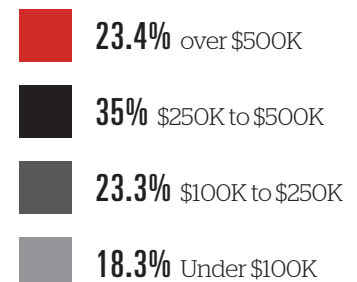
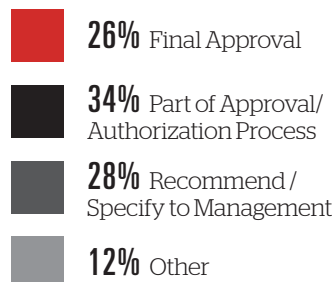
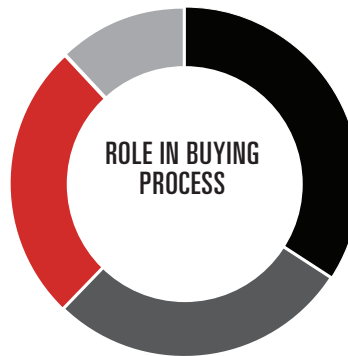
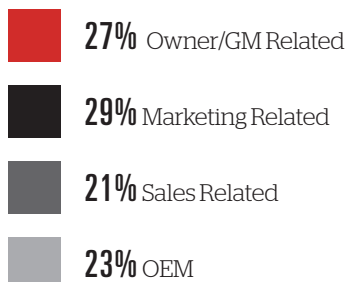
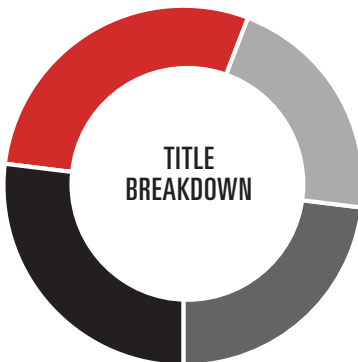
38 Educational Sessions

Improved Sponsorship Packages

An Exclusive CATA Dealer Lounge

See CATA Sponsorship on Page 6

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



Educational Topics

CUSTOMER EXPERIENCE

Create an exceptional and seamless buying experience across all departments and stages through the path to purchase (i.e. inquiry to showroom).

LEAD HANDLING / SALES TECHNIQUE

Learn what to do with the lead after it comes in. Learn about best practices, proper follow up, maximizing every interaction, overcoming pushback, and dealing with specific buyers/scenarios.

F&I STRATEGIES

Transform your F&I process from a source of frustration to a revenue-enhancing compliment to a sale. Learn how to expedite the F&I process, earn trust and keep buyers engaged, and sell more F&I products.

LEAD MANAGEMENT

Learn how to manage a variety of out-bound and in-bound leads and customer data. Learn fine-tuned BDC operations, including lead to sales-person handoff, appointment setting/follow up procedures, call tracking, and managing customer data in your CRM.

PRE-OWNED SALES

Learn how to convert leads to used-car buyers through action and language that communicates value, and builds trust and loyalty.

FIXED OPERATIONS

Learn how to handle and convert leads, satisfy customers in all scenarios, and increase revenue in parts sales, preventative maintenance, service, and repair.

PPC ADVERTISING

Maximize the performance and ROI of your paid online ad campaigns through strategic bidding techniques, planning tools, keyword selection, reporting and analysis, and targeting.

SEO/SEM STRATEGIES

Increase your online visibility through organic search efforts and paid ad campaigns. Learn content marketing strategies to drive traffic, link-building techniques, and on-page optimization.

DATA & ANALYTICS

Use data for real-time engagement, business intelligence, actionable insights, KPI measurement, and ROI analysis.

SOCIAL MEDIA

Perfect your social media results by learning the latest tools and techniques for content marketing (Live Streaming, Facebook Marketplace, etc.), and advertising on social media.

TRADITIONAL MARKETING

Learn how to best use offline marketing channels (TV, radio, direct mail, and print), and how to integrate traditional channels with your in-store and digital strategy.

MOBILE MARKETING

Drive growth and stronger consumer engagement through mobile marketing. Learn about mobile creative, design / UX, messaging, targeting, consumer trends, analytics, and attribution.

VIDEO MARKETING

Leverage the power of video by learning production techniques, video content ideas, and distribution strategies for maximum reach and engagement.

EMAIL MARKETING

Improve email marketing efforts by learning the latest in email design, targeting, automation and personalization, technical tips for optimization, best practices, and strategy integration.

WEBSITE/DIGITAL RETAILING

Learn vehicle merchandising tools and techniques to maintain compelling, accurate vehicle listings online, and assess if they're performing.

FIXED OPERATIONS

Learn new marketing and advertising strategies and campaigns (seasonal, factory recall, etc.) to attract and retain customers in your service and parts department.

Summary Agenda

TUESDAY, FEBRUARY 13, 2018

8:30am	Badge Pickup & Onsite Registration
9:00am - 9:50am	4 Concurrent 50-minute Sessions
10:00am - 10:50am	4 Concurrent 50-minute Sessions
11:00am - 11:50am	4 Concurrent 50-minute Sessions
11:50am - 12:50pm	Lunch in Sponsor Hall
12:50pm - 1:40pm	4 Concurrent 50-minute Sessions
1:50pm - 2:40pm	4 Concurrent 50-minute Sessions
2:50pm - 3:40pm	4 Concurrent 50-minute Sessions
3:50pm - 4:40pm	4 Concurrent 50-minute Sessions
4:45pm - 5:35pm	Keynote Panel
5:30pm - 6:30pm	Cocktail Reception

WEDNESDAY, FEBRUARY 14, 2018

8:00am -	Badge Pickup & Onsite Registration
8:00am - 9:00am	Breakfast in Sponsor Hall
9:00am - 9:50am	Keynote
10:00am - 10:50am	4 Concurrent 50-minute Sessions
11:00am - 11:50am	4 Concurrent 50-minute Sessions

Executive Sponsorship



\$5,995 Become an Executive Sponsor and showcase your brand with multiple touchpoints throughout the workshop. This is your chance to engage and educate the audience, bringing new leads your way.



SPONSORSHIP INCLUDES:

- ▶ **6' Draped Table for Tabletop Display**
(Includes Wi-Fi and Electricity)
- ▶ **A Guaranteed Speaking Session**
(Session must meet educational requirements)
- ▶ **Digital Dealer Attendee List**
(Includes Name, Company, Job Title, City, and State)
- ▶ **Company Logo on the Program Guide Cover**
- ▶ **Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen**
- ▶ **1 Full-Page 4-Color Ad in the Program Guide**
- ▶ **2 Staff Badges to the Conference**
- ▶ **5 Dealership Registrations for Your Clients**

Title Sponsorship



\$4,995 Looking for different ways to promote your brand? Make it easier for your audience to find you.

SPONSORSHIP INCLUDES:

- ▶ **Sponsorship Recognition on the Digital Dealer Website, Program Guide, and Keynote Screen**
- ▶ **1 Full-Page 4-Color Ad in the Program Guide**
- ▶ **2 Staff Badges to the Conference**
- ▶ **5 Dealership Registrations for Your Clients**

Breakfast Sponsorship



\$1,995 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.
**Must be an Executive Sponsor.*

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 on the Keynote Screens (1920x1080) During Breakfast
- ▶ Sponsor Recognition on the Digital Dealer Website, Program Guide and Keynote Screen
- ▶ 2 Staff Badges to the Conference

Lunch Sponsorship



\$2,995 Sponsor Lunch for attendees during Digital Dealer and showcase your company's expertise during a prime time. 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!
**Must be an Executive Sponsor.*

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 on the Keynote Screens (1920x1080) During Lunch
- ▶ Sponsor Recognition on the Digital Dealer Website, Program Guide and Keynote Screen
- ▶ 2 Staff Badges to the Conference

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")

*** Deadline for Materials:
February 2, 2018**

CATA Dealer Lounge Sponsor



FOR MORE INFORMATION

Contact
Jim OBrill
Director of Marketing
Chicago Automobile Trade
Association / Chicago Auto Show
O - (630) 424-6085
jobrill@drivechicago.com

Enhance your brand presence at Digital Dealer Workshops with this high-visibility sponsorship by helping increase dealers' networking experience! The Dealer Lounge will be open to Chicagoland Dealers at the conference and will be a favorite spot to relax, network, and refocus.

DEALER LOUNGE SPONSOR:

- ▶ **Presenting Sponsor (1) or Associate Sponsor (4)**
- ▶ **5 Maximum sponsors of the dealer lounge**
- ▶ **Direct access to Chicagoland Dealers in attendance at the conference**
- ▶ **Held Tuesday 2/13 - Wednesday 2/14 during public show**
- ▶ **LOUNGE AREA WILL INCLUDE:**
 - ▶ Seating for attendees
 - ▶ Light food / beverages
 - ▶ Charging stations
 - ▶ Working areas
 - ▶ Coat racks
- ▶ **Provides dealers a lounge area to catch up on work, network, or recharge from the workshop**
- ▶ **Sponsors to receive branding on the entrance signage (Presenting)**
- ▶ **Includes individual sponsor banner**
- ▶ **Promotional / Informational materials placed in Media Center**

ADDITIONAL OPPORTUNITIES:

- ▶ **Tote Bags**
- ▶ **Cocktail Reception**
- ▶ **Banners outside Workshop Halls**