

AF NY Automotive Forum

April 7, 2020 • Grand Hyatt • NYC

SPONSORSHIP OPPORTUNITIES

HOSTED BY



J.D. POWER





Automotive Forum

April 7, 2020 • Grand Hyatt • NYC

J.D. Power, NADA and the New York International Auto Show invite you to become a part of this all-day event on April 7th.

Scheduled to bring together more than 500 automotive professionals to discuss how current industry and economic conditions will shape the future of the automotive market.

Preceding the NY International Auto Show, the Forum will offer a mixture of keynote addresses and panels.

83% of
Forum audience
directly make
or influence
business
decisions

100% of
audience content
left them with
new insights
or applicable
information

100% of
audience would
recommend the
Forum to a peer/
colleague

For more information, contact:

Jack Valente (248) 680-6323 or at jack.valente@jdpa.com



**47.54
MILLION** TOTAL
MEDIA
REACH

13,735
WEBSITE
IMPRESSIONS

369,715
EMAIL
MARKETING
IMPRESSIONS

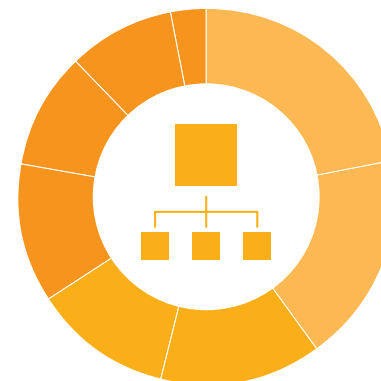
10,764,030
POTENTIAL REACH
ON TWITTER

INDUSTRY AFFILIATION



23%	Dealer
18%	Marketing Advertising
15%	Association
13%	Research/Analysis
10%	Media
8%	Dealer Supplier
8%	OEM
4%	Financial
1%	Other

TITLE



22%	Dealer/Dealer Principal
18%	EVP/SVP/VP Level
14%	Other
12%	Sr. Director/Director
12%	Co-Founder/President/C-Level
10%	Sr. Mgr./Mgr.
9%	Editor
3%	Asst. Mgr./General Mgr.

Executive Forum

POWER



"I love coming as it's always a great show and I get to meet new people and connect with people I haven't seen for a while."

- **FRITZ HITCHCOCK**, CHAIRMAN/CEO, HITCHCOCK AUTOMOTIVE RESOURCES



- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company logo on Automotive Forum homepage
- Event will promote sponsorship via social networks. A total of three (3) mentions will be made on Twitter, Facebook and/or LinkedIn
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Two (2) Sponsor spotlights in Automotive Forum email marketing
- Company logo featured when sponsors are recognized on main stage
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Largest display of company logo
- Opportunity to provide a giveaway item at each seat in the main ballroom
- Six foot exhibit table placed in high traffic location during Automotive Forum
- Back cover ad in Automotive Forum program book
- Two (2) 60-second company produced videos played during the Automotive Forum
- Reserved table at scheduled meals
- Twelve (12) complimentary event passes
- Twelve (12) discounted event passes at \$599 each

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“It was my first time attending the event and thought it was very insightful. I enjoyed the presentations of the different speakers and thought it was a good mix of sessions and topics that were covered.”

– **DAVID WIESMANN**, AMERICAN EXPRESS

NETWORKING BREAKFAST | \$25,000 | EXCLUSIVE



- Prominent signage at Networking Breakfast
- Opportunity to provide custom activation/theme during Networking Breakfast. Must be approved by Automotive Forum team
- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company logo on Automotive Forum homepage
- Event will promote sponsorship via social networks. A total of two (2) mentions will be made on Twitter, Facebook and/or LinkedIn
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Company logo featured when sponsors are recognized on main stage
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Second largest display of company logo
- Opportunity to provide a giveaway item during Networking Breakfast
- Six foot exhibit table placed in high traffic location during Automotive Forum
- Full page ad in the Automotive Forum program book
- 60-second company produced video played during the conference
- Reserved table at scheduled meals
- Eight (8) complimentary event passes
- Eight (8) discounted event passes at \$599 each

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LUNCH | \$25,000 | EXCLUSIVE



- Prominent signage at Networking Lunch
- Opportunity to provide custom activation/theme during Networking Lunch. Must be approved by Automotive Forum team
- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company logo on Automotive Forum homepage
- Event will promote sponsorship via social networks. A total of two (2) mentions will be made on Twitter, Facebook and/or LinkedIn
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Opportunity to provide a giveaway item during Networking Lunch
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Second largest display of company logo
- Opportunity to provide a giveaway item at each seat in the main ballroom
- Six foot exhibit table placed in high traffic location during Automotive Forum
- Full page ad in Automotive Forum program book
- 60-second company produced video played during the conference
- Reserved table at scheduled meals
- Eight (8) complimentary event passes
- Eight (8) discounted event passes at \$599 each

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NETWORKING RECEPTION | \$25,000 | 2 AVAILABLE



- Prominent signage at the Networking Reception
- Opportunity to provide custom activation/theme during Networking Reception. Must be approved by Automotive Forum team
- Company logo displayed on event napkins
- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company logo on Automotive Forum homepage
- Event will promote sponsorship via social networks. A total of two (2) mentions will be made on Twitter, Facebook and/or LinkedIn
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Company logo featured when sponsors are recognized on main stage
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Second largest display of company logo
- Opportunity to provide a giveaway item during Networking Reception
- Six foot exhibit table placed in high traffic location during Automotive Forum
- Full page ad in Automotive Forum program book
- 60-second company produced video played during the conference
- Reserved table at scheduled meals
- Eight (8) complimentary event passes
- Eight (8) discounted event passes at \$599 each

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TEXT IN SPEAKER QUESTIONS | \$20,000 | EXCLUSIVE SOLD



- All speaker question will be submitted electronically through a text-in system
- Auto response to sender's phone noting sponsorship
- Auto response will include a link to your company website
- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company logo on Automotive Forum homepage
- Event will promote sponsorship via social networks. A total of one (1) mention will be made on Twitter, Facebook and/or LinkedIn
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Company logo featured when sponsors are recognized on main stage
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Third largest display of company logo
- Opportunity to provide a giveaway item in the registration bag
- Six foot exhibit table placed in high traffic location during Automotive Forum
- Full page ad in Automotive Forum program book
- 60-second company produced video played during the conference
- Reserved table at scheduled meals
- Five (5) complimentary event passes
- Five (5) discounted event passes at \$599 each

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WIRELESS INTERNET | \$20,000 | EXCLUSIVE



- Dedicated advertisement on the Wi-Fi login splash page
- Choice of internet login and password for all attendees to use
- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company logo on Automotive Forum homepage
- Event will promote sponsorship via social networks. A total of one (1) mention will be made on Twitter, Facebook and/or LinkedIn
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Company logo featured when sponsors are recognized on main stage
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Third largest display of company logo
- Opportunity to provide a giveaway item in the registration bag
- Six foot exhibit table placed in high traffic location during Automotive Forum
- Full page ad in Automotive Forum program book
- 60-second company produced video played during the conference
- Reserved table at scheduled meals
- Five (5) complimentary event passes
- Five (5) discounted event passes at \$599 each

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ASSOCIATE | \$15,000 | 5 AVAILABLE



- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Company logo featured when sponsors are recognized on main stage
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Fourth largest display of company logo
- 60-second company produced video played during the conference
- Six foot exhibit table in high traffic location during Automotive Forum
- Half-page ad in Automotive Forum program
- Reserved table at scheduled meals
- Four (4) complimentary event passes
- Four (4) discounted event passes at \$599 each

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“The forum provides the latest, most current, and prominent industry headlines in a format that permits interaction.”

– **LARRY CARL**, CEO, AUTO DEALERS ASSOCIATION OF KANSAS CITY



- Company to provide and distribute lanyards branded with your company logo at the registration desk
- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Fifth largest display of company logo
- Half-page ad in Automotive Forum program
- Reserved table at scheduled meals
- Three (3) complimentary event passes
- Three (3) discounted event passes at \$599 each

NOTEPADS & PENS | \$10,000 | EXCLUSIVE



- Company to provide notepads and pens branded with your company logo placed in the registration bag provided to attendees at check in
- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Fifth largest display of company logo
- Half-page ad in Automotive Forum program
- Reserved table at scheduled meals
- Three (3) complimentary event passes
- Three (3) discounted event passes at \$599 each

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REGISTRATION BAGS | \$10,000 | EXCLUSIVE



- Company to provide registration bags branded with your company logo placed in the registration bag provided to attendees at check in
- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Fifth largest display of company logo
- Half-page ad in Automotive Forum program
- Reserved table at scheduled meals
- Three (3) complimentary event passes
- Three (3) discounted event passes at \$599 each

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NETWORKING BREAK | \$10,000 | 2 AVAILABLE



- Prominent signage at one Networking Break
- Opportunity to provide custom activation/theme during Networking Break. Must be approved by Automotive Forum team
- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Fifth largest display of company logo
- Half-page ad in Automotive Forum program
- Reserved table at scheduled meals
- Three (3) complimentary event passes
- Three (3) discounted event passes at \$599 each

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MINTS | \$10,000 | EXCLUSIVE



- Company to provide boxed mints branded with your company logo placed in the registration bag provided to attendees at check in
- Company logo on Automotive Forum Sponsor Page with link to company website
- Company logo featured in official sponsor section of the email communications to prospective and pre-registered attendees
- Company to promote Automotive Forum through social media channels, email marketing and blog posts
- Company logo included in Automotive Forum program book
- Company logo printed on-site sponsor graphic
- Fifth largest display of company logo
- Half-page ad in Automotive Forum program
- Reserved table at scheduled meals
- Three (3) complimentary event passes
- Three (3) discounted event passes at \$599 each

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