

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 full day event on April 7th.

The Automotive Forum is 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.

100%

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

100%

of the audience
content left them
with new insights
or applicable
information

83%

of the audience
directly make or
influence business
decisions

For more information, contact:

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

Albert Gallegos (703) 587-9672 or at agallegos@nada.org



**47.54
MILLION** TOTAL
MEDIA
REACH

13,735
WEBSITE
IMPRESSIONS

369,715
EMAIL
MARKETING
IMPRESSIONS

10,764,030
POTENTIAL REACH
ON TWITTER

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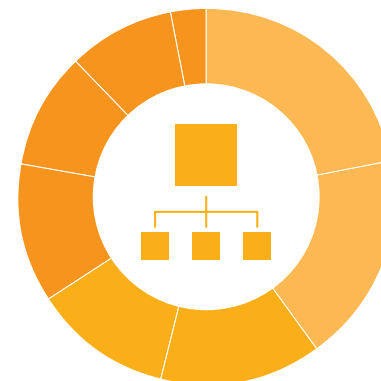
ATTENDEE DATA

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.

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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



ONSITE ACTIVATION

- A 60-second company-produced video played in the main ballroom during the conference
- Six-foot exhibit table in foyer during conference
- Opportunity to provide a giveaway in main ballroom
- Reserved table at scheduled meals

PRE-EVENT MARKETING

- Largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications
- Three (3) social media posts (Twitter, Facebook or LinkedIn) highlighting Company participation
- Two (2) sponsor spotlights in event email marketing

ACCESS

- Twelve (12) complimentary event passes (a value of \$8,388)
- Twelve (12) discounted events passes at \$599 each
- Pre- and post-event attendee list

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Prominent onsite branding
- Company logo included in event program
- Back cover ad in event program book

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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



PRE-EVENT MARKETING

- Second largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications
- Two (2) social media posts (Twitter, Facebook or LinkedIn) highlighting Company participation

ONSITE ACTIVATION

- Opportunity to provide custom activation during networking breakfast (must be approved by event team)
- Opportunity to provide a giveaway at networking breakfast
- A 60-second company-produced video played in the main ballroom during the conference
- Six-foot exhibit table in foyer during conference
- Reserved table at scheduled meals

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Company logo included in event program
- Full-page ad in event program book
- Prominent signage at networking breakfast

ACCESS

- Eight (8) complimentary event passes (a value of \$5,592)
- Eight (8) discounted events passes at \$599 each

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PRE-EVENT MARKETING

- Second largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications
- Two (2) social media posts (Twitter, Facebook or LinkedIn) highlighting Company participation

ONSITE ACTIVATION

- Opportunity to provide custom activation during networking lunch (must be approved by event team)
- Opportunity to provide a giveaway at networking lunch
- A 60-second company-produced video played in the main ballroom during the conference
- Six-foot exhibit table in foyer during conference
- Reserved table at scheduled meals

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Company logo included in event program
- Full-page ad in event program book
- Prominent signage at networking lunch

ACCESS

- Eight (8) complimentary event passes (a value of \$5,592)
- Eight (8) discounted events passes at \$599 each

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PRE-EVENT MARKETING

- Second largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications
- Two (2) social media posts (Twitter, Facebook or LinkedIn) highlighting Company participation

ONSITE ACTIVATION

- Opportunity to provide custom activation during networking reception (must be approved by event team)
- Opportunity to provide a giveaway at networking reception
- A 60-second company-produced video played in the main ballroom during the conference
- Six-foot exhibit table in foyer during conference
- Reserved table at scheduled meals

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Company logo included in event program
- Full-page ad in event program book
- Prominent signage at networking reception
- Company logo displayed on reception napkins

ACCESS

- Eight (8) complimentary event passes (a value of \$5,592)
- Eight (8) discounted events passes at \$599 each

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



PRE-EVENT MARKETING

- Third largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications
- One (1) social media posts (Twitter, Facebook or LinkedIn) highlighting Company participation

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Company logo included in event program
- Full-page ad in event program book

ONSITE ACTIVATION

- All speaker questions submitted through text-in technology with auto responses sent directly to sender's phone
- Auto responses will note sponsorship and include a link to company website
- A 60-second company-produced video played in the main ballroom during the conference
- Six-foot exhibit table in foyer during conference
- Reserved table at scheduled meals

ACCESS

- Five (5) complimentary event passes (a value of \$3,495)
- Five (5) discounted events passes at \$599 each

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ONSITE ACTIVATION

- Dedicated advertisement on the wifi splash page
- Choice of internet password for all attendees to use
- A 60-second company-produced video played in the main ballroom during the conference
- Six-foot exhibit table in foyer during conference
- Reserved table at scheduled meals

PRE-EVENT MARKETING

- Third largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications
- One (1) social media posts (Twitter, Facebook or LinkedIn) highlighting Company participation

ACCESS

- Five (5) complimentary event passes (a value of \$3,495)
- Five (5) discounted events passes at \$599 each

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Company logo included in event program
- Full-page ad in event program book

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ONSITE ACTIVATION

- A 60-second company-produced video played in the main ballroom during the conference
- Six-foot exhibit table in foyer during conference
- Reserved table at scheduled meals

PRE-EVENT MARKETING

- Fourth largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications

ACCESS

- Four (4) complimentary event passes (a value of \$2,796)
- Four (4) discounted events passes at \$599 each

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Company logo included in event program
- Half-page ad in event program book

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PRE-EVENT MARKETING

- Fifth largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications

ONSITE ACTIVATION

- Opportunity to provide a giveaway at networking break
- Reserved table at scheduled meals

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Company logo included in event program
- Half-page ad in event program book
- Prominent signage at networking break

ACCESS

- Three (3) complimentary event passes (a value of \$2,097)
- Three (3) discounted events 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



ONSITE ACTIVATION

- Company to provide lanyards branded with company logo to be distributed at registration desk
- Reserved table at scheduled meals

PRE-EVENT MARKETING

- Fifth largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications

ACCESS

- Three (3) complimentary event passes (a value of \$2,097)
- Three (3) discounted events passes at \$599 each

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Company logo included in event program
- Half-page ad in event program book

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ONSITE ACTIVATION

- Company to provide notepads and pens branded with company logo to be distributed at event
- Reserved table at scheduled meals

PRE-EVENT MARKETING

- Fifth largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications

ACCESS

- Three (3) complimentary event passes (a value of \$2,097)
- Three (3) discounted events passes at \$599 each

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Company logo included in event program
- Half-page ad in event program book

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REGISTRATION BAGS | \$10,000 | EXCLUSIVE



ONSITE ACTIVATION

- Company to provide registration bags branded with company logo to be distributed at registration desk
- Reserved table at scheduled meals

PRE-EVENT MARKETING

- Fifth largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications

ACCESS

- Three (3) complimentary event passes (a value of \$2,097)
- Three (3) discounted events passes at \$599 each

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Company logo included in event program
- Half-page ad in event program book

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ONSITE ACTIVATION

- Company to provide boxed mints branded with company logo to be distributed at event
- Reserved table at scheduled meals

PRE-EVENT MARKETING

- Fifth largest display of company logo
- Company logo on event website with link to company website
- Company logo featured in sponsor section of event communications

ACCESS

- Three (3) complimentary event passes (a value of \$2,097)
- Three (3) discounted events passes at \$599 each

ONSITE BRANDING

- Company logo featured when sponsors are recognized on main stage
- Company logo included in event program
- Half-page ad in event program book

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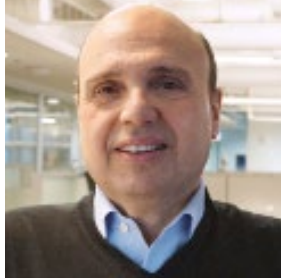
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MEET THE TEAM



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