

PREVIEW PROGRAM

AUTO **SUMMIT**

SPONSORSHIP
OPPORTUNITIES

FEBRUARY 14, 2020
WYNN, LAS VEGAS



AUTO SUMMIT EVENT INFORMATION

2.14.20 | Wynn Las Vegas

AUTO SUMMIT

Automotive retail faces the continuous pressure of high-volume sales. With new business objectives and insights affecting the retail sales outlook for the foreseeable future, [Auto Summit](#) will consistently help navigate constant change. As the home of the Annual Franchise Assessment, the Summit provides exclusive insights into the auto industry with key market updates using J.D. Power data. More than 700 of auto's biggest decision-makers and experts align to give our audience the perspective needed to be highly successful in the future state of automotive retail.

VISIT OUR WEBSITE

For more information contact:

Jack Valente at 248-680-6323 or at Jack.Valente@jdpa.com

WHY SPONSOR

Generate increased
brand visibility



1:1 demos and
interactions with
Summit attendees



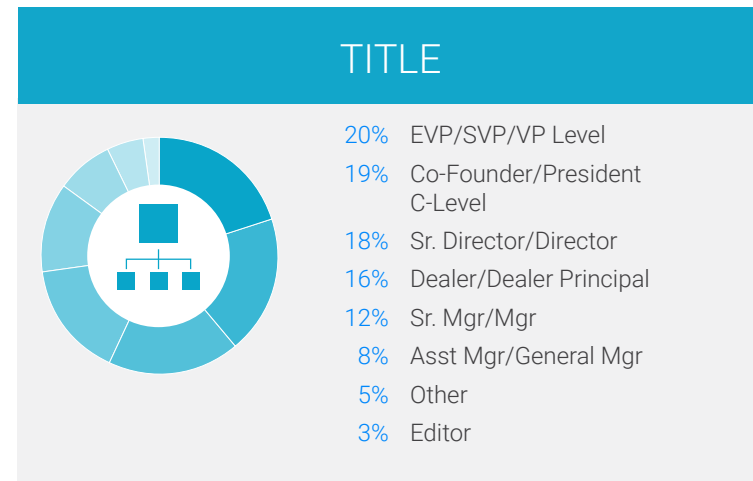
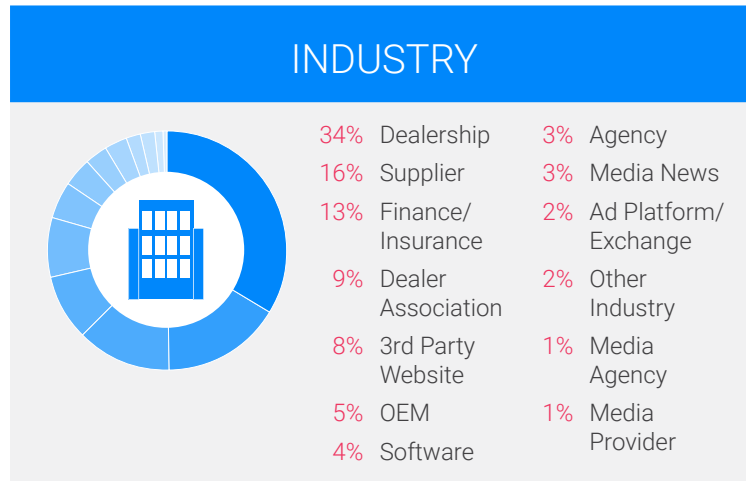
Showcase your products
and services



Facilitate new leads and
business connections



ATTENDEE DATA



PAST OEM ATTENDEES

AUTO SUMMIT



AUTO SUMMIT

BY THE NUMBERS

100.96
MILLION

TOTAL
MEDIA
REACH

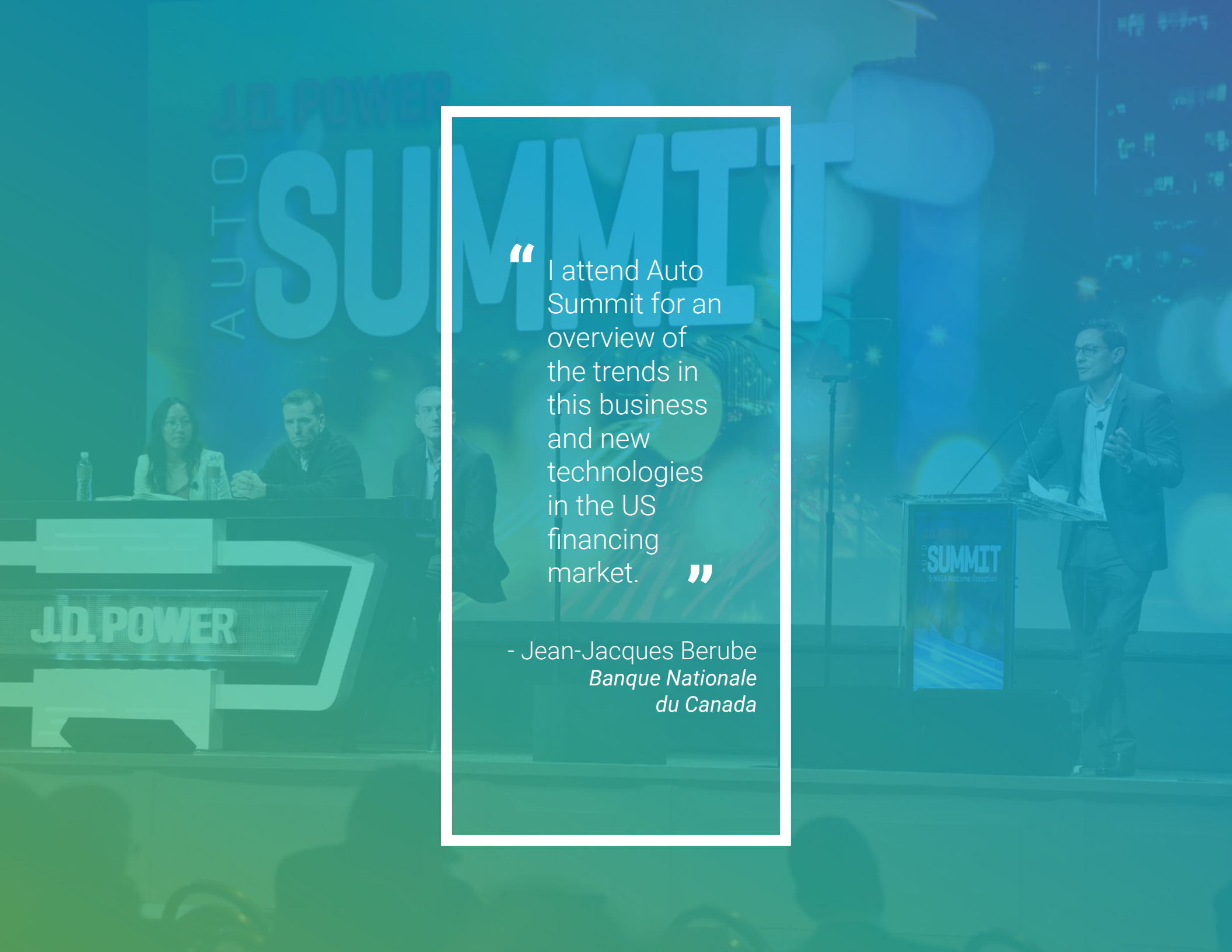
19,233
WEBSITE
IMPRESSIONS

105,763
EMAIL
MARKETING
IMPRESSIONS

4.1 MILLION
POTENTIAL REACH
ON TWITTER

TABLE OF CONTENTS

Elite Sponsor	8
Exhibiting Sponsorships	11
Branding Sponsorships	18



“ I attend Auto Summit for an overview of the trends in this business and new technologies in the US financing market. ”

- Jean-Jacques Berube
*Banque Nationale
du Canada*

ELITE SPONSOR

Join an intimate group of brands by becoming an Auto Summit Elite Sponsor. Our Elite Sponsors receive extensive brand recognition as a top-tier sponsor on marketing materials. Limited to only three sponsors, you'll receive prominent kiosk placement in the Auto Summit foyer and will be recognized during general session.

ELITE SPONSOR | \$25,000 |

PRE-EVENT BRANDING

- Company logo featured on Auto Summit sponsor page with a link to your company website
- Company logo featured on Auto Summit home page
- Company logo featured in sponsor section of the Auto Summit event communications

PRE-EVENT MARKETING

- Three (3) social media posts (Twitter, Facebook or LinkedIn) highlighting company participation on J.D. Power page(s)

ONSITE BRANDING

- Company logo featured when sponsors are recognized on stage
- Company logo included in Auto Summit program
- Included in printed sponsor graphic
- Gold-Level branding placement
- Two (2) page company-produced content placement in Auto Summit program

ONSITE ACTIVATION

- Opportunity for company to provide a giveaway to be placed at each seat in the main ballroom
- 60-Second company produced video played during conference
- Turn-Key exhibit kiosk with monitor, placed in prominent location in the Auto Summit main foyer

ACCESS

- Eight (8) complimentary event passes
- Eight (8) discounted event passes at \$599 each



“ I attend the Auto Summit to network with other dealers and vendors in the automotive environment, hear the OEM assessment and to understand what strategies we need to implement to increase dealer volume for our product. ”

- Melissa Attanasio
AutoAlert

automotiveMastermind
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SELL MORE
CARS**

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EXHIBITING SPONSORSHIPS

Leave a lasting impression on everyone who attends Auto Summit as an exhibiting sponsor. As an exhibiting sponsor, you'll be recognized on marketing materials including event signage throughout the event. Exhibiting level sponsorship offers key networking and branding opportunities you'll be able to leverage to help achieve your marketing and sales goals. It's a guaranteed way to ensure your brand is being talked about.

NETWORKING BREAKFAST | \$20,000 | EXCLUSIVE

PRE-EVENT BRANDING

- Company logo featured on Auto Summit sponsor page with a link to your company website
- Company logo featured on Auto Summit home page
- Company logo featured in sponsor section of the Auto Summit event communications

PRE-EVENT MARKETING

- One (1) social media post (Twitter, Facebook or LinkedIn) highlighting company participation on J.D. Power page(s)

ONSITE BRANDING

- Company logo featured when sponsors are recognized on stage
- Company logo included in Auto Summit program
- Included in printed sponsor graphic
- Silver-Level branding placement
- Prominent signage during Networking Breakfast
- Full-page company-produced content or ad placement in Auto Summit program

ONSITE ACTIVATION

- Opportunity for company to provide a giveaway in registration bag
- Turn-Key exhibit kiosk with monitor, placed in the Auto Summit main foyer

ACCESS

- Five (5) complimentary event passes
- Five (5) discounted event passes at \$599 each

NETWORKING LUNCH | \$20,000 | EXCLUSIVE

PRE-EVENT BRANDING

- Company logo featured on Auto Summit sponsor page with a link to your company website
- Company logo featured on Auto Summit home page
- Company logo featured in sponsor section of the Auto Summit event communications

PRE-EVENT MARKETING

- One (1) social media post (Twitter, Facebook or LinkedIn) highlighting company participation on J.D. Power page(s)

ONSITE BRANDING

- Company logo featured when sponsors are recognized on stage
- Company logo included in Auto Summit program
- Included in printed sponsor graphic
- Silver-Level branding placement
- Prominent signage during Networking Lunch
- Full-page company-produced content or ad placement in Auto Summit program

ONSITE ACTIVATION

- Opportunity for company to provide a giveaway in registration bag
- Turn-Key exhibit kiosk with monitor, placed in the Auto Summit main foyer

ACCESS

- Five (5) complimentary event passes
- Five (5) discounted event passes at \$599 each

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

PRE-EVENT BRANDING

- Company logo featured on Auto Summit sponsor page with a link to your company website
- Company logo featured on Auto Summit home page
- Company logo featured in sponsor section of the Auto Summit event communications

PRE-EVENT MARKETING

- One (1) social media post (Twitter, Facebook or LinkedIn) highlighting company participation on J.D. Power page(s)

ONSITE BRANDING

- Company logo featured when sponsors are recognized on stage
- Company logo included in Auto Summit program
- Included in printed sponsor graphic
- Silver-Level branding placement
- Prominent branding where Text-In information is mentioned
- Full-page company-produced content or ad placement in Auto Summit program

ONSITE ACTIVATION

- Opportunity for company to provide a giveaway in registration bag
- Turn-Key exhibit kiosk with monitor, placed in the Auto Summit main foyer

ACCESS

- Five (5) complimentary event passes
- Five (5) discounted event passes at \$599 each

EXHIBITING | \$20,000 | 5 AVAILABLE

PRE-EVENT BRANDING

- Company logo featured on Auto Summit sponsor page with a link to your company website
- Company logo featured on Auto Summit home page
- Company logo featured in sponsor section of the Auto Summit event communications

PRE-EVENT MARKETING

- One (1) social media post (Twitter, Facebook or LinkedIn) highlighting company participation on J.D. Power page(s)

ONSITE BRANDING


- Company logo featured when sponsors are recognized on stage
- Company logo included in Auto Summit program
- Included in printed sponsor graphic
- Silver-Level branding placement
- Full-page company-produced content or ad placement in Auto Summit program

ONSITE ACTIVATION

- Opportunity for company to provide a giveaway in registration bag
- Turn-Key exhibit kiosk with monitor, placed in the Auto Summit main foyer

ACCESS

- Eight (8) complimentary event passes
- Eight (8) discounted event passes at \$599 each



“ As the president of a small dealer group, the primary reason I attend is to gather information to help me better plan the year. ”

- Tim Varnell
Lee Motor

BRANDING SPONSORSHIPS

Generate awareness for your brand via logo placement on one of the Auto Summit branded items. J.D. Power will display your logo on an item or items of your choice to help you make a big impact at Auto Summit. Branded items are great as a stand-alone or as an add-on to other levels of sponsorship.

NETWORKING BREAKS | \$15,000 | EXCLUSIVE

PRE-EVENT BRANDING

- Company logo featured on Auto Summit sponsor page with a link to your company website
- Company logo featured in sponsor section of the Auto Summit event communications

ONSITE BRANDING

- Company logo featured when sponsors are recognized on stage
- Company logo included in Auto Summit program
- Included in printed sponsor graphic
- Bronze-level branding placement
- Prominent signage during networking breaks
- Half-page company-produced ad placement in Auto Summit program

ONSITE ACTIVATION

- Opportunity for company to provide branded cups, napkins, drink stirrs for networking breaks

ACCESS

- Three (3) complimentary event passes
- Three (3) discounted event passes at \$599 each

LANYARDS | \$15,000 | EXCLUSIVE

PRE-EVENT BRANDING

- Company logo featured on Auto Summit sponsor page with a link to your company website
- Company logo featured in sponsor section of the Auto Summit event communications

ONSITE BRANDING

- Company logo featured when sponsors are recognized on stage
- Company logo included in Auto Summit program
- Included in printed sponsor graphic
- Bronze-level branding placement
- Half-page company-produced ad placement in Auto Summit program

ONSITE ACTIVATION

- J.D. Power provided co-branded lanyards provided to attendees at check-in

ACCESS

- Three (3) complimentary event passes
- Three (3) discounted event passes at \$599 each

NOTEPADS AND PENS | \$15,000 | EXCLUSIVE

PRE-EVENT BRANDING

- Company logo featured on Auto Summit sponsor page with a link to your company website
- Company logo featured in sponsor section of the Auto Summit event communications

ONSITE BRANDING

- Company logo featured when sponsors are recognized on stage
- Company logo included in Auto Summit program
- Included in printed sponsor graphic
- Bronze-level branding placement
- Half-page company-produced ad placement in Auto Summit program

ONSITE ACTIVATION

- J.D. Power provided co-branded notepads and pens placed in registration bags provided to attendees at check-in

ACCESS

- Three (3) complimentary event passes
- Three (3) discounted event passes at \$599 each

REGISTRATION BAGS | \$15,000 | EXCLUSIVE

PRE-EVENT BRANDING

- Company logo featured on Auto Summit sponsor page with a link to your company website
- Company logo featured in sponsor section of the Auto Summit event communications

ONSITE BRANDING


- Company logo featured when sponsors are recognized on stage
- Company logo included in Auto Summit program
- Included in printed sponsor graphic
- Bronze-level branding placement
- Half-page company-produced ad placement in Auto Summit Program

ONSITE ACTIVATION

- J.D. Power provided co-branded registration bags provided to attendees at check-in

ACCESS

- Three (3) complimentary event passes
- Three (3) discounted event passes at \$599 each



“ The Auto Summit and the NADA Show are our Super Bowl event of the year. ”

- Ervin Clark
Axaltacs

NADA WELCOME RECEPTION | \$20,000 | 5 AVAILABLE

*Must be an exhibitor of the NADA Show to sponsor the NADA Welcome Reception

PRE-EVENT BRANDING

- Company logo featured on Auto Summit sponsor page with a link to your company website
- Company logo featured on Auto Summit home page
- Company logo featured in sponsor section of the Auto Summit event communications

PRE-EVENT MARKETING

- One (1) social media posts (Twitter, Facebook or LinkedIn) highlighting company participation on J.D. Power page(s)

ONSITE BRANDING

- Company logo featured when NADA Welcome Reception is mentioned
- Company logo included in Auto Summit program on agenda listing for NADA Welcome Reception
- Prominent signage at NADA Welcome Reception
- NADA Welcome Reception branding placement
- One (1) Page Company produced content placement in Auto Summit program

ONSITE ACTIVATION

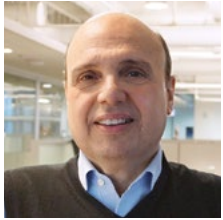
- Opportunity for company to provide a giveaway at NADA Welcome Reception

ACCESS

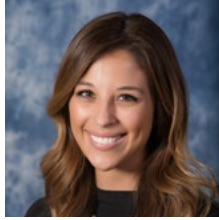
- Three (3) complimentary passes to the Auto Summit
- Ten (10) complimentary passes to NADA Welcome Reception
- Three (3) discounted Auto Summit event passes at \$599 each

For more information, contact: [Jack Valente](#) at 248-680-6323 or at Jack.Valente@jdpa.com

MEET OUR TEAM/TIMELINE



Jack Valente
Sponsorship Lead,
J.D. Power



Shawn Slater
Sr. Manager,
Conferences and Events
J.D. Power



Angelica Crosswhite
Specialist,
Conferences & Events
J.D. Power

If there is not a sponsorship package that meets your needs, please feel free to speak to your J.D. Power sponsorship representative about our ability to customize a package that meets your business objectives.

For more information, contact: [Jack Valente](#) at 248-680-6323 or at Jack.Valente@jdpa.com



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POD

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