

A M E R I C A N T R U C K D E A L E R S

# ATD 2019 | SHOW

EXHIBITOR  
PROSPECTUS



## THE POWER OF FACE-TO-FACE BUSINESS

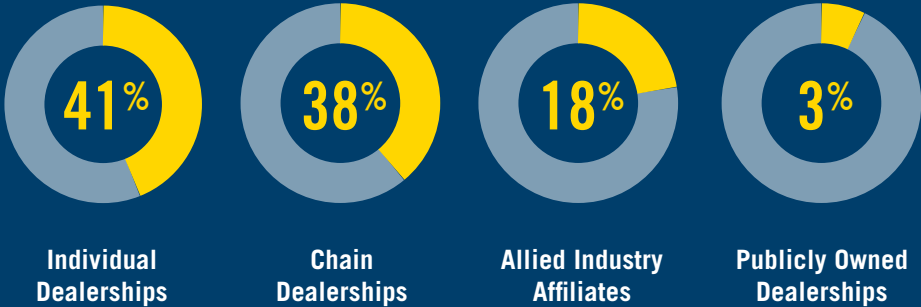
January 24-27, 2019 | San Francisco

# ATD SHOW ATTENDEE STATS

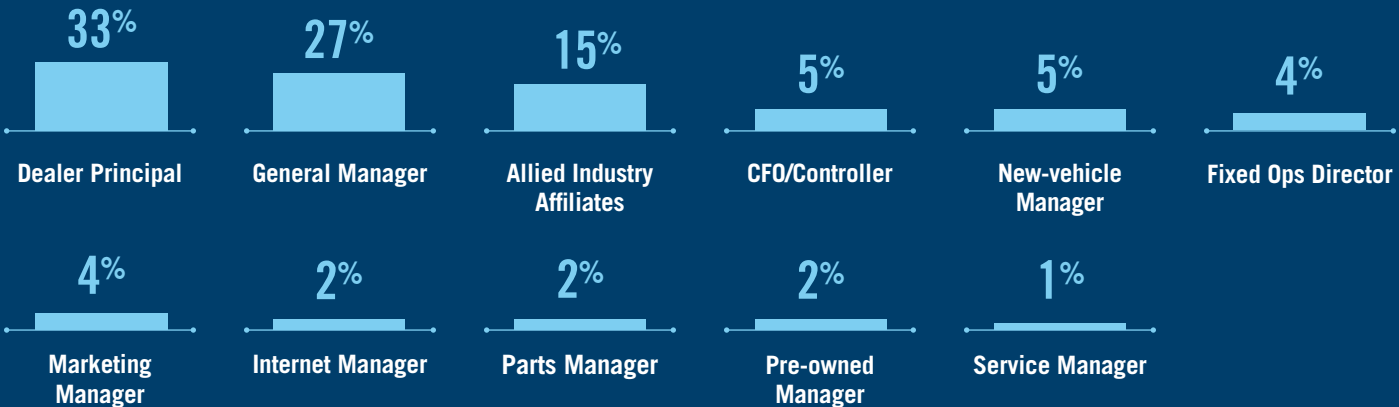
The ATD Show is the truck industry’s premier marketplace for the hottest products and coolest technologies specifically targeted to a select group—commerical truck dealerships.

ATD brings the truck-industry decision-makers to you, based on the following attendee categories. There are over 700 dealerships represented at the ATD Show.

165 } Dealers  
 201 } Managers  
 123 } Allied Affiliates



## QUALIFIED-BUYER CATEGORIES





## CONNECT WITH QUALIFIED BUYERS

Franchised truck dealers sold

**415,042**

MEDIUM- AND HEAVY-DUTY TRUCKS

New-truck dealership sales topped

**\$97 BILLION**

Truck dealerships employed more than

**145,000 PEOPLE**

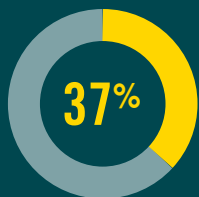
Truck dealerships totaled more than

**\$31 BILLION**  
IN SERVICE AND PARTS SALES

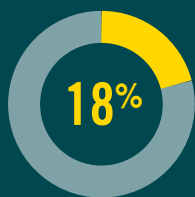
### ATD ATTENDEES HAVE THE BUYING POWER

**65%**

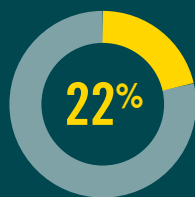
Attendees who plan to purchase products or services in the coming year.



Up to \$10,000



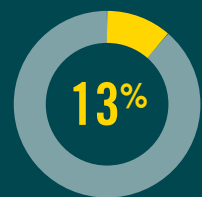
Up to \$25,000



Up to \$50,000



Up to \$100,000



Over \$100,000



## WHAT OUR EXHIBIT PARTNERS ARE SAYING

**77%**

Rated the quality of the ATD Expo “Good to Excellent”

**66%**

Percent of exhibitors rated their projected ROI for this event “Good to Excellent”

**88%**

Rated the new streamlined targeted show schedule “Good to Excellent”

“The caliber of attendees for this event is awesome!”

“Access to dealer principals is key for our continued success.”

I think the ATD Show 2018 rebrand worked well for exhibitors.”

### MARKETPLACE AND PRODUCT CATEGORIES

- Advertising/Marketing/Promotion
- Aftermarket/Accessories
- Business Consulting/Accounting
- DMS and CRM Providers
- Facility Design/Improvement/Furnishings
- Finance and Insurance
- Parts, Service, Body Shop
- Remarketing
- Social Media/Communication
- Training and Education
- Vehicle Inventory Software/Valuation
- Vehicle Reconditioning
- Website Hosting and Strategies



## BUILD YOUR BRAND

In addition to booth space, ATD helps maximize your company's exposure before, during and after the show.



### eBooth Enhancements

Maximizing your online branding and exposure



### Sponsorship and Advertising Opportunities

Targeting high-traffic venues and media platforms



### Press Conferences

Reaching hundreds of journalists, trade press and industry professionals



### Social Media Engagement

Connecting your company to the ATD community to highlight and expand your exposure in the industry

# BOOTH RATE

{ \$25 per sq. ft. }



## PAYMENT SCHEDULE

(The online booth application process is open.)



Exhibit space cost that is due with application



Exhibit space cost that is due by November 16, 2018

## WHAT'S INCLUDED

- Company online eBooth listing—[nadashow.org](http://nadashow.org)—from assignment until July 2019
- Program guide listing (only guaranteed if info is entered before press date)
- Mobile app listing, including company name, product info and booth location
- Exclusive pre-show mailing list of attendees
- Special rates negotiated by NADA at official hotels
- Press conference opportunities
- Ongoing updates, with latest news and information
- Shuttle transportation to and from official hotels
- Use of NADA Show and ATD Show logos for marketing
- Five complimentary badges per 100 sq. ft. (up to 60 badges per company)
- NADA's ongoing pre-event marketing promotions via web, email, news wires, print materials, direct mail and social engagement

# THE ATD SHOW: WHERE BUSINESS HAPPENS!

In today's world, face-to-face meetings are crucial to business success. The ATD Expo provides the ultimate platform to showcase your brand, launch and promote new products, and help boost your company's bottom line.

The ATD Expo is where business gets done. Don't miss this unique opportunity to engage with industry leaders and keep up with the latest developments. Great things happen when people come together. The entire commercial truck industry *comes together* at this premier event. You won't want to miss it!

## CONTACT INFORMATION



[expo@nada.org](mailto:expo@nada.org)



703.821.7141

