

# **DRIVEN**

**FIADA 2023**

**CONVENTION & EXPO >> OCTOBER 29-31**

**HILTON ORLANDO BONNET CREEK**



**EXHIBITOR &  
SPONSORSHIP  
OPPORTUNITIES**



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## WHAT TO EXPECT...

Dealer-focused events to drive engagement:

- Exhibit hall activities that promote interaction
- Exhibitor access to all convention events including education sessions, welcome reception, Cars & Cigars event and all meal functions for extended opportunities beyond the booth to network and interact with attendees.
- Special Exhibit Hall Happy Hour event for maximum exposure with attendees.
- Post-show list of all registered attendees provided for your follow-up efforts.

## DATES TO REMEMBER...

**Early Bird Cut Off:**

August 15, 2023

**Hotel Cut Off:**

September 1, 2023

**Sponsor Artwork, Logo & Tote Bag**

**Insert Deadline:**

September 15, 2023

**Booth Assignment Notification:**

September 1, 2023

**Annual Convention:**

October 29-31, 2023

## HOTEL INFORMATION...

The Hilton Orlando Bonnet Creek will once again be the host hotel for the FIADA Annual Convention.

**HILTON ORLANDO BONNET CREEK**

14100 Bonnet Creek Resort Lane  
Orlando, FL 32821



The group rate is **\$249**/per night plus tax. Attendees also get a discounted resort fee of \$25/per night and \$10 off self park and valet rate. Contact the hotel directly for reservations at **888.353.2013** and mention the FIADA Convention to receive the discounted rate.

Cut-off date for reservations is **September 1, 2023**.



# EXHIBITOR OPPORTUNITIES

## EARLY BIRD EXHIBITOR PACKAGE

(Registration by August 15, 2023)

**MEMBERS: \$995**

**NON-MEMBERS: \$1395**

(includes membership)

## EXHIBITOR PACKAGE

(Registration after August 15, 2023)

**MEMBERS: \$1095**

**NON-MEMBERS: \$1495**

(includes membership)

### Exhibitors receive:

- 1 – 10' x 8' Booth Space
- 2 Complimentary Registrations
- 1 - 7" x 44" Booth Identification Sign
- 1 – 6' Skirted Table
- 8' high back wall
- 3' High Side Drapes
- 2 Chairs
- 1 Waste Basket
- Company Name on the Convention Site
- Company Name and Product Listing in the Convention Program if Contracted by September 1, 2022
- Post-show List of All Registered Attendees
- The exhibit hall is carpeted

### Expo Details:



The Expo Hall holds 60 booths. Booth space is not considered reserved until paid in full. Sponsors will receive premium booth space assignments. Non-sponsor booth space assignments will be made based on order received. FIADA will assign booth space by September 1, 2023.

## EXPO HALL & EXHIBITOR SCHEDULE

### SUNDAY, OCTOBER 29, 2023

Exhibitor Registration	12:00pm - 7:00pm
Exhibitor Move In	3:00pm - 7:00pm

### MONDAY, OCTOBER 30, 2023

Exhibitor Registration	8:00am - 12:00pm
Lunch in the Expo Hall	12:00pm - 2:00pm
Expo Hall Happy Hour	5:00pm - 7:00pm

### TUESDAY, OCTOBER 31, 2023

Exhibitor Registration	7:30am - 4:00pm
Breakfast in the Expo Hall	8:00am - 9:00am
Lunch in the Expo Hall	12:00pm - 2:00pm
Exhibitor Breakdown	2:30pm - 5:00pm



# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSORS - \$8,000 | 9 SPOTS AVAILABLE

- Complimentary 8' x 20' booth at the Expo
- Recognition as a Platinum Sponsor of the FIADA Annual Convention & Expo
- *Welcome Message* – provide your pre-recorded greeting (30 seconds or less) and we'll show it during Monday's General Session
- Four (4) Associate Full Conference Registration Passes – includes admittance to general sessions, education sessions and meal functions
- 25% off all additional Associate Full Conference Registration Passes – includes admittance to general sessions, education sessions and meal functions (\$224.25)
- Up to four (4) exhibit hall passes for your booth staff (valid for exhibit hall activities only)
- Company logo on conference homepage at FIADA.com
- Two (2) Dealer Scholarships to the conference or four (4) DEALER Day Passes\*
- Your name and/or logo on all email, direct mail, print advertising and confirmation communications
- Full page color ad in the Onsite Program
- Exclusive digital advertising at the Opening General Session
- Recognition on conference signage
- Your logo, name & company description in the Onsite Program
- List of attendees
- Tote bag insert
- Your logo displayed on signage at Welcome Reception and Cars & Cigars Event.
- Company name, logo and website hyperlink on FIADA.com
- Company logo banner on mobile app hyperlinked to your website
- Company logo and description on conference mobile app

## GOLD SPONSORS - \$6,000

- Complimentary 8' x 10' booth at the Expo, may select Premier booth with no upcharge
- Three (3) Associate Full Conference Registration Passes – includes admittance to general sessions, education sessions and meal functions
- 20% off all additional Associate Full Conference Registration Passes – includes admittance to general sessions, education sessions and meal functions (\$239.20)
- Two (2) Dealer Scholarships to the conference or four (4) DEALER Day Passes\*
- Up to four (4) exhibit hall passes for your booth staff (valid for exhibit hall activities only)
- Full page color ad in the Onsite Program
- Your logo on all print advertising communications
- Your logo, name & company description in the Onsite Program
- Recognition on conference signage
- List of attendees
- Company name, logo and website hyperlink on FIADA.com
- Company logo and description on conference mobile app

# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSORS - \$4,000

- Complimentary 8' x 10' standard booth at the Expo
- Two (2) Associate Full Conference Registration Passes – includes admittance to general sessions, education sessions and meal functions
- Up to four (4) exhibit hall passes for your booth staff (valid for exhibit hall activities only)
- One (1) Dealer Scholarship to the conference or two (2) DEALER Day Passes\*
- Your logo on all print advertising communications
- Your logo, name & company description in the Onsite Program
- Recognition on conference signage
- List of attendees
- Company name & logo on FIADA.com
- Company description on conference mobile app

## BRONZE SPONSORS - \$2,500

- Complimentary 8' x 10' standard booth at the Expo
- One (1) Associate Full Conference Registration Pass – includes admittance to general sessions, education sessions and meal functions
- Your name on all print advertising communications
- Your name & company description in the Onsite Program
- Up to four (4) exhibit hall passes for your booth staff (valid for exhibit hall activities only)
- List of attendees
- Company name on FIADA.com

## EVENT SPONSORSHIPS

**Welcome reception - \$4,000 | 2 spots available**

**Cars & Cigars - \$4,000 | 3 spots available**

**Exhibit Hall Happy Hour - \$4,000 | 3 spots available**

## STAND-ALONE SPONSORSHIPS

**Wi-fi Sponsor - \$3,000 | 1 spot available**

**Coffee Break - \$2,000 | 6 spots available**

**Breakfast - \$3,000 | 2 spots available**

**Tote Bags - \$2,500 | 1 spot available**

**Lunch - \$3,000 | 2 spots available**

**Convention App- \$1,000 | 1 spot available**

**Lanyard Sponsorship - \$2,000 | 1 spot available**

**Tote Bag Insert - \$250 | Unlimited**

# Terms & Conditions

1. AGREEMENT & BOOTH ASSIGNMENT – Contract is not valid unless paid in full. Booths will be assigned by September 1, 2023 and exhibitor contact will be notified via email confirmation.
2. CANCELLATION – No cancellation shall be acknowledged unless received by FIADA's Orlando office in writing. All cancellations will be assessed a \$50.00 administrative fee. Should an exhibitor wish to cancel 60-30 days before the set-up date, a 50% refund will be made by FIADA; no refunds will be made for cancellation with less than 30 days' notice.
3. LITERATURE DISTRIBUTION – All literature must be distributed within the booth space assigned. No materials may be placed on tables or chairs, attached to meeting space walls or ceilings or left in public placed or distributed in aisles, lounge areas or other exhibitor booths. Items found in these places will be disposed.
4. DAMAGE TO PROPERTY – Exhibitors are liable for any damage caused to building, floors, walls, columns or to standard exhibit equipment or to other exhibitor's property.
5. FIRE AND SAFETY REGULATIONS – All local regulations will be strictly enforced and the exhibitor assumes all responsibility for compliance with such regulations. Fire hose cabinets and exits must be left accessible and in full view at all times. All disposable materials and decorations must be flameproof and subject to inspection.
6. LIABILITY AND INSURANCE – Exhibitors are responsible for securing all necessary licenses or consents. Exhibitor agrees to indemnify, defend and hold FIADA harmless and against any claim of consents. Exhibitor agrees to indemnify, defend and hold FIADA harmless from and against any claim of liability and any incident or resulting loss, cost or damage for failure to obtain these licenses or consents.
7. ELIGIBLE EXHIBITS – FIADA reserves the right to determine the eligibility of any company or products for inclusion in the convention and reserves the right to reject, evict or prohibit any exhibit in whole or in part, or any exhibitor, or his representatives, with or without cause.
8. EXHIBITOR SETUP & BREAKDOWN – Early Breakdown Penalty: This contract is a binding exhibit agreement between the exhibiting company and the FIADA. In signing this agreement, the exhibiting company agrees that its exhibit materials will be setup by the stated "Setup Time" of this contract. During expo hours, all materials and furniture must be maintained within the designated booth space. Also, by signing this contract, the exhibiting company agrees that no party will disassemble or "tear-down" exhibit materials before the aforementioned "tear-down" time. If exhibit materials are broken down without the consent of show management (FIADA) before the designated tear down time, the exhibiting company will be charged a \$500.00 contract penalty. This penalty will be invoiced to the company via the US Mail and the invoice will state the that charge is because of breach of contract by the early dismantling of the exhibiting company's exhibit booth and/or materials. If this penalty invoice is not paid and remains outstanding, the exhibiting company will not be allowed to exhibit at future FIADA conventions until the penalty invoice is paid in full.

The Sponsor has reviewed and agrees to abide by the conditions indicated in the Sponsorship Opportunities materials. Sponsor authorizes the use, publication, dissemination, and placement of its logos, trademarks, service marks, copyrighted materials, or any other materials it provides to the convention or its organizers for publication or use on or in connection with any written, audio, and video materials, advertisements, signs, website, or any other form of media. The Florida Independent Automobile Dealers Association reserves the right to reject or terminate this Application and Contract for Sponsorship at its sole discretion.

## Contact Information

For more information about sponsorship or exhibit opportunities contact Chuck Bonanno, Executive Director, at (407) 987-2411 or by email at [chuck@fiada.com](mailto:chuck@fiada.com).

# 2023 FIADA Annual Convention Exhibitor and Sponsor Application

## COMPANY INFORMATION

Company Name

Mailing Address

City

State

Zip

Official Contact

Title

Phone

Email

## INFORMATION FOR DIRECTORY LISTING IN CONVENTION PROGRAM

Company Name

Website

Phone

**40 Word Company Description** Print a short promotional, one paragraph description to be included in the convention program. Do not make any references to competitors or their products. FIADA reserves the right to edit text to conform to format and length limit.

## SPONSORSHIP AND EXHIBITOR PACKAGES

### Sponsorship Level

- |                                                          |                                                         |
|----------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> \$8,000 Platinum                | <input type="checkbox"/> \$3,000 Breakfast Sponsor      |
| <input type="checkbox"/> \$6,000 Gold                    | <input type="checkbox"/> \$3,000 Lunch Sponsor          |
| <input type="checkbox"/> \$4,000 Silver                  | <input type="checkbox"/> \$2,000 Lanyard Sponsorship    |
| <input type="checkbox"/> \$2,500 Bronze                  | <input type="checkbox"/> \$2,000 Coffee Break           |
| <input type="checkbox"/> \$4,000 Welcome Reception       | <input type="checkbox"/> \$2,500 Tote Bags              |
| <input type="checkbox"/> \$4,000 Cars & Cigars Event     | <input type="checkbox"/> \$1,000 Convention App Sponsor |
| <input type="checkbox"/> \$4,000 Exhibit Hall Happy Hour | <input type="checkbox"/> \$500 Tote Bag Insert          |
| <input type="checkbox"/> \$3,000 WIFI Sponsor            |                                                         |

### Exhibitor Registration

Member Exhibitor Package  
8 x 10 includes 2 attendees

### Early Bird (before 8/15/23)

☐ \$995

### Standard (after 8/15/23)

☐ \$1095

Non-Member Exhibitor Package  
8 x 10 includes 2 attendees

☐ \$1320

☐ \$1420

**Additional Representatives:** You may purchase additional name badges for \$195 each

☐ \_\_\_\_\_ x \$195

**Badge Information:** Please enter your attendee badge names. Use additional paper if needed.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PAC Contribution:** Make a donation to the FIADA PAC Fund

☐ 10% of total ☐ Other \_\_\_\_\_

**TOTAL (Sponsorship, Exhibit Fees and PAC donation):** \_\_\_\_\_

## CONTRACT ACCEPTANCE

I, the undersigned, have received, read and agree to comply with the terms and conditions of contract. Exhibitor understands that exhibit space shall be at the discretion of Show Management.

Print Name and Title

Signature

Date

## PAYMENT

**Return this signed contract to [info@fiada.com](mailto:info@fiada.com).**

Upon receipt, you will receive email confirmation as well as an electronic invoice with online payment options.



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