

2024

# WRC | NAAA WORLD REMARKETING CONVENTION

October 1-3, 2024 • Signia by Hilton Orlando Bonnet Creek

## SPONSOR & EXHIBITOR PROSPECTUS



Orlando

# WRC

NAAA  
WORLD REMARKETING  
CONVENTION

October 1-3, 2024 • Signia by Hilton Orlando Bonnet Creek



Connect with 500+ attendees searching for new and innovative business solutions.



Engage with auction and remarketing industry leaders and influencers.



Access pre- and post-meeting attendee lists.



Build brand awareness for your products and services with the support of the industry's top remarketing association.

## Connect with Top Industry Leaders and Key Decision-Makers – Showcase Innovative Products and Solutions – Elevate Your Brand and Expand Your Network

- 250+ NAAA Member Auctions represented, including all Manheim, Adesa, and America's locations and 70 independent auctions.
- Broad NAAA Associate Member representation, including OEMs and captive finance, auto lenders, rental and fleet companies, transportation and logistics providers, and technology and data solution providers.
- Access to decision makers – Owners, General Managers, CEO/COO/CFO, Presidents/Vice Presidents, and Directors represent the majority of attendees.

*\*Call or Email for Details: Jim Gibson,  
Cell: 571-246-7117 • [jgibson@naaa.com](mailto:jgibson@naaa.com)*

# ENTERTAINMENT / SOCIAL SPONSORSHIPS



## WRC

NAAA  
WORLD REMARKETING  
CONVENTION

October 1-3, 2024  
Signia by Hilton Orlando  
Bonnet Creek

Leadership Dinner  
**\$15,000 – SOLD**

*Opportunity to welcome the Board and provide remarks, includes two dinner invitations*

Cigars and Whiskey Welcome Reception  
(4 Available) – **1-SOLD, 3-AVAILABLE**  
**\$15,000** each

*Digital branding at event, sponsor recognition via social media and member email promotions*

President's Dinner (4 Available)  
**\$15,000** each – **1-SOLD, 3-AVAILABLE**

*Digital branding at event, sponsor recognition via social media and member email promotions*

Incoming President's After Dinner Party  
**\$15,000**

*Digital branding at event, sponsor recognition via social media and member email promotions*

Incoming President's After Dinner Party –  
Bar Sponsorship (2 Available)  
**\$10,000**

*Digital branding at event, sponsor recognition via social media and member email promotions*

Incoming President's "Dualing Pianos" Party  
(2 Available)  
**\$7,500** each

*Sponsor Recognition Signage*

Exhibit Hall Social Hour (Wednesday)  
**\$6,000**

*Sponsor Recognition, Signage, Branded Napkins*

PAC Breakfast  
**\$6,000**

*Sponsor Recognition Signage*

Incoming President's Ring – **SOLD**  
**\$5,000**

Exhibit Hall Breakfast (Wednesday or Thursday)  
**\$3,500**

*Sponsor Recognition Signage*

Exhibit Hall Lunch (Thursday)  
**\$3,500**

*Sponsor Recognition Signage*

# WRC

NAAA  
WORLD REMARKETING  
CONVENTION

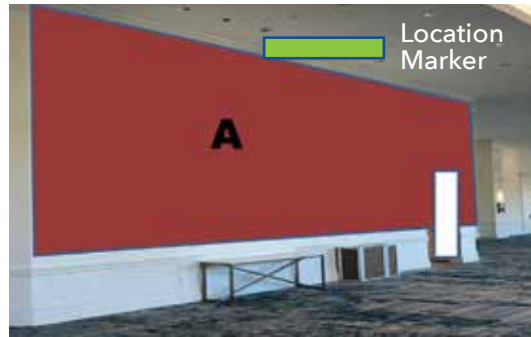
October 1-3, 2024  
Signia by Hilton Orlando  
Bonnet Creek

Branding

## BRANDING OPPORTUNITIES Location marker(s) displayed on page 8

### Escalator Branding (A, B, C) **\$25,000**

*Sponsor logo branded area*  
(A) 130" w X 36.26" h - X2  
(B & C) 470" w X 36.26" h - X4

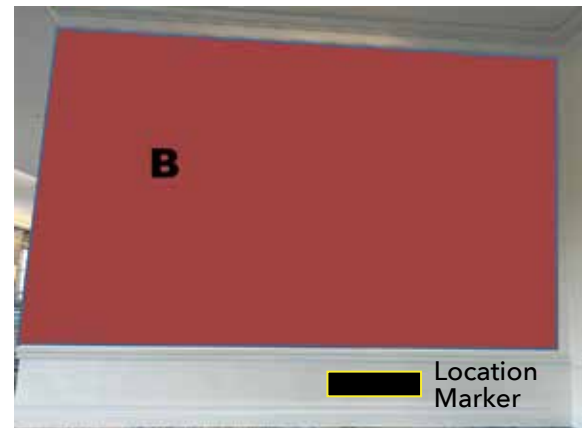


### Bonnet North Foyer Wall (A) **\$20,000**

*Sponsor logo branded area*  
(A) 453" w X 161" h

### Bonnet North Foyer Wall (B) **\$10,000**

*Sponsor logo branded area*  
(B) 185" w X 161" h



### Wall Insets (A, B, C) **\$15,000**

*Sponsor logo branded area*  
(A, B, C) 73" w X 140" h

### Header Inset (D) – **SOLD** **\$3,000**

*Sponsor logo branded area*  
(D) 83" w X 85" h

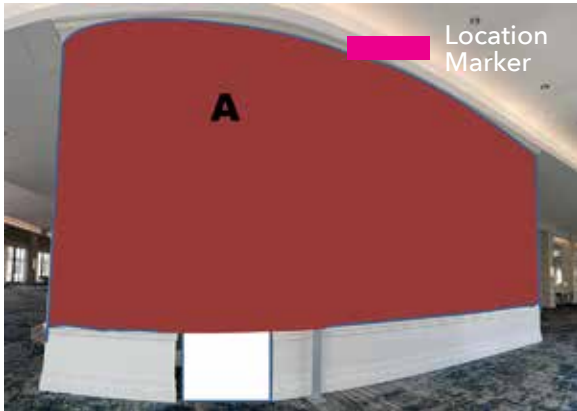
### Convention Exit Header (A) – **SOLD** **\$5,000**

*Sponsor logo branded area*  
284" w X 48" h

Location  
Marker

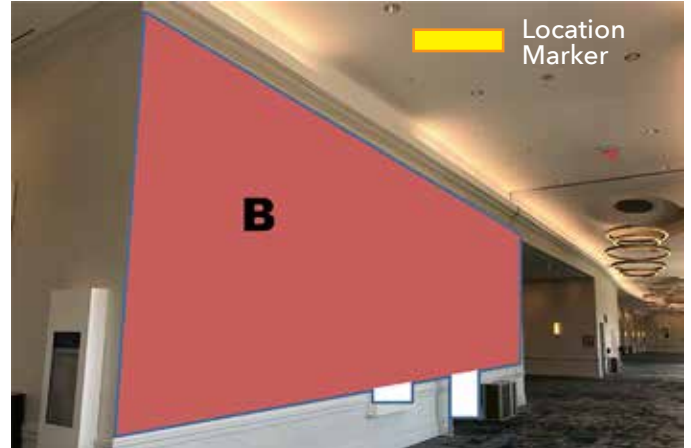


# BRANDING OPPORTUNITIES Location marker(s) displayed on page 8



**Bonnet Creek West Foyer Wall (A)**  
**\$22,500**

*Sponsor logo branded area*  
 (A) 483.25" w X 162" h



**Bonnet Creek West Foyer Wall (B)**  
**\$22,500**

*Sponsor logo branded area*  
 (B) 531" w X 162" h



**Registration Desk Wall (A) – SOLD**  
**\$4,500**

*Co-branded sponsor logo branded area*  
 218" w X 55" h

**Registration Desk Front (B)**  
**\$3,500**

*Co-branded sponsor logo branded area*  
 274" w X 36.25" h



**Bonnet North Foyer Windows (A, B, C, D)**  
**\$3,500 – 1-SOLD, 6-AVAILABLE**

*Sponsor logo branded area*  
 (A & B) 45.5" w X 42.5" h (C & D) 45.5" w X 81.75" h

# WRC

NAAA  
 WORLD REMARKETING  
 CONVENTION

October 1-3, 2024  
 Signia by Hilton Orlando  
 Bonnet Creek

# WRC

NAAA  
WORLD REMARKETING  
CONVENTION

October 1-3, 2024  
Signia by Hilton Orlando  
Bonnet Creek

Branding

Orlando

## BRANDING OPPORTUNITIES Location marker(s) displayed on page 8



Center Foyer Stairs (A)  
**\$4,500**

*Sponsor logo branded area*  
(A) 320" w X 36.25" h

Center Foyer Stairs  
Column (B)

**\$2,500**  
(B) 39" w X 162" h

*Sponsor logo branded area*

Floridian W Foyer Wall Column (B)

**\$3,000**

*Sponsor logo branded area*  
(B) 39" w X 162" h



36" Exhibit Hall Floor Clings  
(Set of 3) **\$2,500**

*Location choice of inside or outside  
Exhibit Hall*

*Sponsor logo branded area*

60" Giant Floor Cling  
(each) **\$2,500**

*Sponsor logo branded area*

# Signia by Hilton

ORLANDO BONNET CREEK

## LOBBY LEVEL



### FLOOR PLAN KEY

- Public Space
- Private
- Elevators
- Stairs
- Escalators

### Location Markers of Branding Opportunities

- Page 4
- Page 5
- Page 6

# BRANDING OPPORTUNITIES



Branded Charging Station  
**\$10,000**

*Sponsor logo branded charging station*



2 Meter Light Box  
**\$6,500**

*Sponsor logo branded area*



1 Meter Light Box  
**\$3,000**

*Sponsor logo branded area*

## WRC

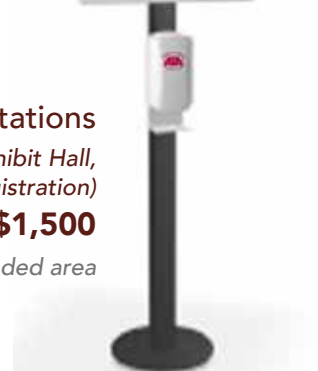
NAAA  
WORLD REMARKETING  
CONVENTION

October 1-3, 2024  
Signia by Hilton Orlando  
Bonnet Creek



Hand Sanitizing Stations  
(Locations Available: Exhibit Hall,  
Session Room, and Registration)  
each **\$1,500**

*Sponsor logo branded area*





# WRC

NAAA  
WORLD REMARKETING  
CONVENTION

October 1-3, 2024  
Signia by Hilton Orlando  
Bonnet Creek

Branding

## BRANDING OPPORTUNITIES

Registration Package  
**\$15,000 – SOLD**

*Sponsor branded WRC event badges,  
lanyards and giant floor cling at registration.*



NAAA Café  
**\$15,000**

*Sponsor logo branded areas,  
branded napkins, branded  
tables and signage*

Branded Leather Notebooks  
in Session Room  
**\$8,000**

*Branded notebooks with sponsor logo*



Room Keys – **SOLD**  
**\$5,000**

*Sponsor logo branded area*

# DIGITAL SPONSORSHIPS

<b>PRE</b>	<b>Pre-Event NAAA Member E-Blast</b>	<b>\$2,500</b> <i>Leaderboard banner with landing page on convention email to members/attendees</i>
------------	--	--

<i>Leaderboard banner with landing page on convention email to members/attendees</i>	<b>\$2,500</b>	<b>Pre-Event NAAA Member E-Blast</b>
--	----------------	--

<b>POST</b>	<b>Post-Event NAAA Member E-Blast</b>	<b>\$2,500</b> <i>Leaderboard banner with landing page on convention email to members/attendees</i>
-------------	---	--

<i>Leaderboard banner with landing page on convention email to members/attendees</i>	<b>\$2,500</b>	<b>Post-Event NAAA Member E-Blast</b>
--	----------------	---

<b>Event Attendee List \$3,500</b>	<i>Leaderboard banner with landing page on convention email to members/attendees</i>
--	--



<b>WiFi - Convention Sponsor \$10,000</b>	<i>Sponsor logo on WiFi splash page, QR code WiFi login and sponsor logo on tent signs in exhibit hall and session rooms</i>
---	--

## WRC

NAAA  
WORLD REMARKETING  
CONVENTION

October 1-3, 2024  
Signia by Hilton Orlando  
Bonnet Creek



# WRC

NAAA  
WORLD REMARKETING  
CONVENTION

October 1-3, 2024  
Signia by Hilton Orlando  
Bonnet Creek

Sponsorship

## MEETINGS / SESSIONS SPONSORSHIPS

Keynote Speaker (2 Available)  
each **\$10,000**

*Sponsor Digital Branding at Event*

Sessions (6 Available)  
**\$1,500**

*Sponsor Recognition at the event*



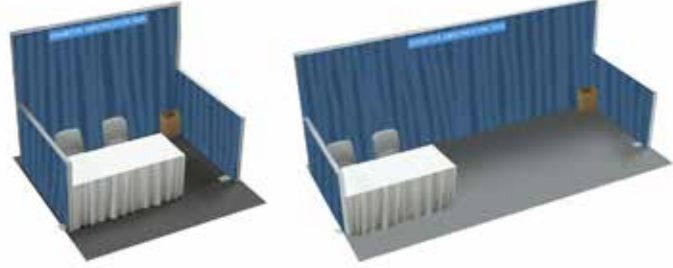
# WRC

NAAA  
WORLD REMARKETING  
CONVENTION

October 1-3, 2024  
Signia by Hilton Orlando  
Bonnet Creek

Exhibit Hall

## EXHIBITOR INFORMATION



### Booth Sizes

10' x 10' and 10' x 20' booth samples shown  
(Exhibitor name is applied across back drape)

**10' x 10' \$3,200**

*Includes  
2 Convention Registrations*

**10' x 20' \$6,400**

*Includes  
4 Convention Registrations*

**20' x 20' \$12,800**

*Includes  
6 Convention Registrations*

### What's included:

- 1 - 7" x 44" Identification Sign
- 24-Hour Exhibit Hall Security
- Pre-Show list to all exhibitors; one week prior to event
- Use of NAAA's event logo in your convention-related marketing materials

### Exhibit Hall Hours

Exhibitor Move-In: Tuesday, October 1, 1:00 p.m. - 5:00 p.m.

Exhibit Hall Hours: Wednesday, October 2, 8:00 a.m. - 6:00 p.m.

Thursday, October 3, 8:00 a.m. - 3:00 p.m.

*\*Call or Email for Details: Jim Gibson,  
Cell: 571-246-7117 • [jgibson@naaa.com](mailto:jgibson@naaa.com)*

# EXHIBIT HALL BOOTH LAYOUT

