

2024

WRC | NAAA WORLD REMARKETING CONVENTION

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

SPONSOR & EXHIBITOR PROSPECTUS



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

ENTERTAINMENT / SOCIAL SPONSORSHIPS



Leadership Dinner
\$15,000 – SOLD

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

Cigars and Whiskey Welcome Reception
(4 Available) – **2-SOLD, 2-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 – Bar Sponsorship (2 Available)
\$10,000 – SOLD

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

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

Sponsor Recognition Signage

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

Sponsor Recognition, Signage, Branded Napkins

PAC Breakfast – **SOLD**
\$6,000

Sponsor Recognition Signage

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

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

Sponsor Recognition Signage

Exhibit Hall Lunch (Thursday)
\$3,500 – SOLD

Sponsor Recognition Signage



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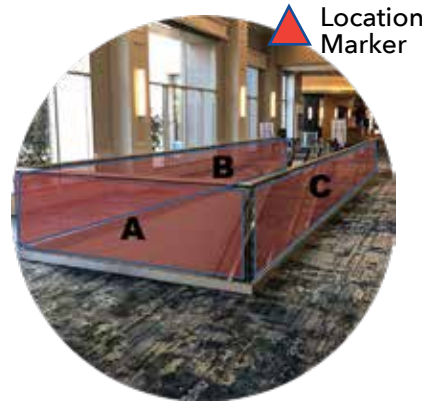
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Branding

BRANDING OPPORTUNITIES Location marker(s) displayed on page 8

Escalator Branding (A, B, C)
SOLD – \$25,000

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

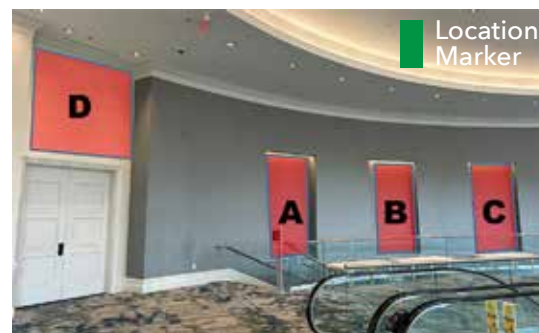
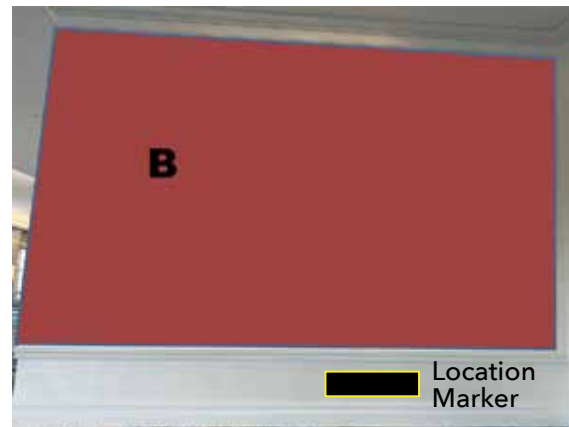


Bonnet North Foyer Wall (A)
\$20,000 – SOLD

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 – SOLD

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

Header Inset (D) – **SOLD**
\$3,000

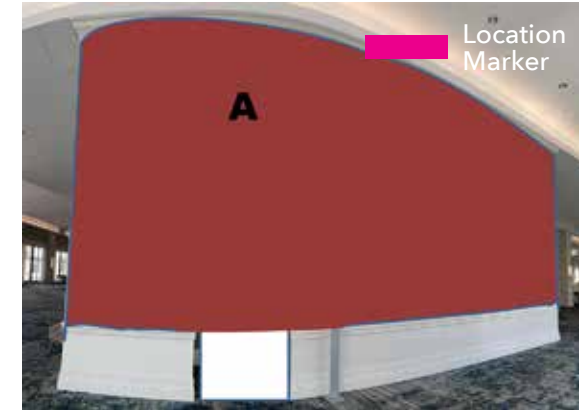
Sponsor logo branded area
(D) 83" w X 85" h

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

Sponsor logo branded area
284" w X 48" h

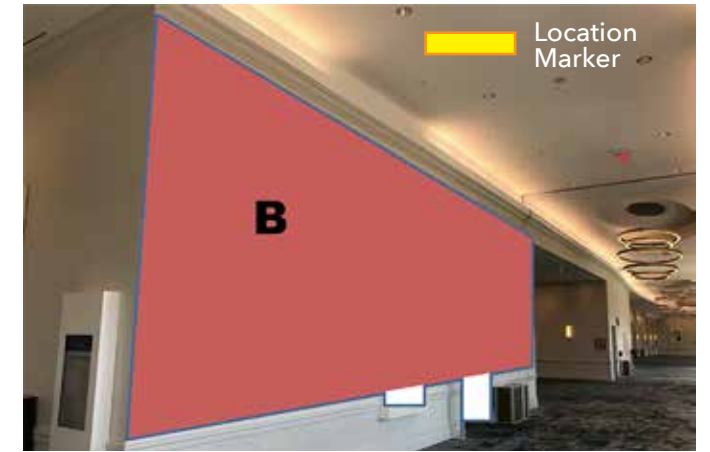


BRANDING OPPORTUNITIES Location marker(s) displayed on page 8



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) – **SOLD**
\$3,500

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



Bonnet North Foyer Windows (A, B, C, D)
\$3,500 – 4-SOLD, 3-AVAILABLE

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

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Branding

Orlando

BRANDING OPPORTUNITIES Location marker(s) displayed on page 8



Center Foyer Stairs (A)
\$4,500 – SOLD

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

Center Foyer Stairs
Column (B)

\$2,500 – SOLD

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**

1-SOLD, 2-AVAILABLE

*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



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



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

Sponsor logo branded area

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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 – SOLD

Branded notebooks with sponsor logo



Room Keys – **SOLD**
\$5,000

Sponsor logo branded area

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Branding

DIGITAL SPONSORSHIPS

PRE	Pre-Event NAAA Member E-Blast	\$2,500 – SOLD <i>Leaderboard banner with landing page on convention email to members/attendees</i>
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PRE	SOLD – \$2,500 <i>Leaderboard banner with landing page on convention email to members/attendees</i>	Pre-Event NAAA Member E-Blast
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POST	Post-Event NAAA Member E-Blast	\$2,500 <i>Leaderboard banner with landing page on convention email to members/attendees</i>
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POST	\$2,500 <i>Leaderboard banner with landing page on convention email to members/attendees</i>	Post-Event NAAA Member E-Blast
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Event Attendee List
\$3,500

Leaderboard banner with landing page on convention email to members/attendees



WiFi - Convention Sponsor
\$10,000

Sponsor logo on WiFi splash page, QR code WiFi login and sponsor logo on tent signs in exhibit hall and session rooms

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Orlando

MEETINGS / SESSIONS SPONSORSHIPS

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

Sponsor Digital Branding at Event

Sessions (4 Available)
2-SOLD – \$1,500

Sponsor Recognition at the event



Sponsorship

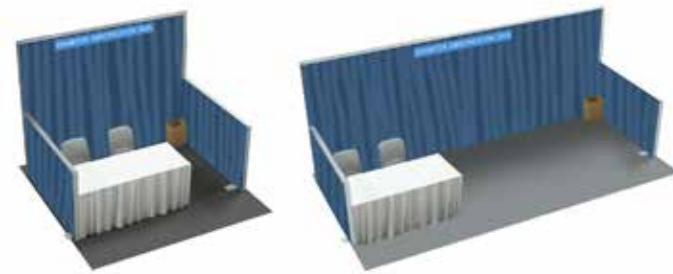
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Exhibit Hall

EXHIBITOR INFORMATION



Booth Sizes

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

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

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.

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EXHIBIT HALL BOOTH LAYOUT

