The ATD Show is the truck industry's premier marketplace for the hottest products and coolest technologies specifically targeted to a select group—commercial 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 \{ \text{Dealers} \}

201 \{ \text{Managers} \}

123 \{ \text{Allied Affiliates} \}

**QUALIFIED-BUYER CATEGORIES**

- **Dealer Principal**: 33%
- **General Manager**: 27%
- **Allied Industry Affiliates**: 15%
- **CFO/Controller**: 5%
- **New-vehicle Manager**: 5%
- **Fixed Ops Director**: 4%
- **Marketing Manager**: 4%
- **Internet Manager**: 2%
- **Parts Manager**: 2%
- **Pre-owned Manager**: 2%
- **Service Manager**: 1%
ATD ATTENDEES HAVE THE BUYING POWER

65% Attendees who plan to purchase products or services in the coming year.

- Up to $10,000: 37%
- Up to $25,000: 18%
- Up to $50,000: 22%
- Up to $100,000: 10%
- Over $100,000: 13%

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
WHAT OUR EXHIBIT PARTNERS ARE SAYING

77%
Rated the quality if 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

**Press Conferences**
Reaching hundreds of journalists, trade press and industry professionals

**Sponsorship and Advertising Opportunities**
Targeting high-traffic venues and media platforms

**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.)

- **50%**
  - Exhibit space cost that is due with application

- **100%**
  - Exhibit space cost that is due by November 16, 2018

**WHAT’S INCLUDED**

- Company online eBooth listing—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 703.821.7141