



22ND ANNUAL

# Non-Prime Auto Financing

CONFERENCE MAY 30 - JUNE 1, 2018

*Where the non-prime auto finance industry meets*

## Exhibit & Sponsorship Prospectus

*A complete guide to maximizing opportunities at the  
NAF Association's Non-Prime Auto Financing Conference.*



**The National Automotive Finance Association's 22nd Annual Non-Prime Auto Financing Conference** will be held May 30 – June 1, 2018, at the Omni Fort Worth Hotel.

This popular location offers countless options for dining and entertainment in nearby Sundance Square. The conference opens with a reception in the Exhibit Hall at 5:30 pm on Wednesday evening and concludes by noon on Friday, June 1. A golf event is planned for Wednesday morning, May 30.

This event is recognized as the premier non-prime auto financing conference. Program content is developed by the Association's board and member companies, assuring relevant and timely topics. In addition to comprehensive programming developed for the auto financing community, this year's program will again include sessions of general interest to all participants in the industry. Finance company and bank representatives at all organizational levels and auto dealer principals are encouraged to attend.

**Register now as an exhibitor at this high-profile event.**

The exhibitor fee is \$1,895 for NAF Association members (dues must be current) and \$3,095 for non-members. A discount for repeat member exhibitors is available. The fee includes conference registration for two company representatives. Submit a brief (40 word max) description of your company's services by March 20 and it will be included in the conference marketing brochure. You may also submit

your logo and an ad for inclusion in the conference program and be listed in the 2018 directory of conference exhibitors and sponsors on the [nafassociation.com](http://nafassociation.com) website.

**Two networking receptions, breakfasts and breaks** will

be hosted in the exhibit area providing ample opportunity for you to interact with the conference attendees. Please consider sponsoring one of the food events or being a Corporate Sponsor. Recognition of your support will be included in the marketing brochure, conference program and on site.

We look forward to your participation in the National Automotive Finance Association's 22nd Annual Non-Prime Auto Financing Conference at the Omni Fort Worth Hotel.

**Hotel reservations** (group rate \$199, plus tax) can be made by following the hotel link on the Events page ([www.nafassociation.com/conference22/](http://www.nafassociation.com/conference22/)) or by calling 800-843-6664 and referencing NAF Association Annual Conference.

**Mary Ellen Tracey**

*Conference Coordinator*  
[metracey@nafassociation.com](mailto:metracey@nafassociation.com)  
410-712-4036





## **EXHIBITOR REGISTRATION INCLUDES:**

- Registration for two company representatives
- Ten-foot booth space with 6' draped table, 2 chairs, and wastebasket
- Brief company description (40 words max) included in marketing brochure if submitted by March 20 deadline
- Your description, logo and 1/4 page ad placed in the conference program if submitted by May 1 deadline
- Exhibitors and sponsors listed on the Association website: [www.nafassociation.com](http://www.nafassociation.com)
- Preliminary attendee mailing list available May 15, 2018

## **Exhibitor questions?**

**Contact Mary Ellen Tracey**

*Conference Coordinator*

*[metracey@nafassociation.com](mailto:metracey@nafassociation.com)*

410-712-4036



## ~~GRAND CORPORATE SPONSOR.....\$7,500~~

~~1 Available~~ **SOLD**

### Includes:

- Registration for four company representatives
- Logo on conference ad in *Non Prime Times* magazine
- Full page ad in the conference marketing brochure
- Logo and 40 word description in conference marketing brochure and conference program
- Prominent logo placement on marketing brochure
- Full page ad in conference program
- Signage during specific sponsorship event
- Link to sponsor's website from NAF Association events web page
- Attendee list provided two weeks prior to event
- Recognition from podium each day of conference

## ~~SUPPORTING SPONSOR ..... \$2,500~~

~~Charging Station~~ **SOLD**

~~Shoe Shine Station~~ **SOLD**

~~At-A-Glance Agenda Tri-Fold~~ **SOLD**

Breakfast, Thursday, May 31

Breakfast, Friday, June 1

- Logo and 40 word description in conference marketing brochure
- Company logo in conference program
- 1/4 page ad placement in conference program
- Signage during specific sponsorship event
- Link to sponsor's website from NAF Association events web page
- Attendee list provided two weeks prior to event

## ~~EXECUTIVE SPONSOR ..... \$7,000~~

~~1 Available~~ **SOLD**

### Includes:

- Registration for four company representatives
- Logo on conference ads in print trade publications and web promotions
- Full page ad in the conference marketing brochure
- Logo and 40 word description in conference marketing brochure and conference program
- Prominent logo placement on marketing brochure
- Full page ad in conference program
- Signage during specific sponsorship event
- Link to sponsor's website from NAF Association events web page
- Attendee list provided two weeks prior to event
- Recognition from podium each day of conference

## ~~CONTRIBUTING SPONSOR..... \$1,500~~

Morning Refreshment Break, Thursday, May 31

~~Afternoon Refreshment Break, Thursday, May 31~~ **SOLD**

Morning Refreshment Break, Friday, June 1

~~Conference Totes~~ **SOLD**

~~Registration Refreshments, Wednesday, May 30~~ **SOLD**

~~Beverage Cart - Golf Outing~~ **SOLD**

~~Lanyards~~ **SOLD**

Notepads for General Session Room

- Signage during during specific sponsorship event
- Company logo in conference program

### **\$1,000 SPONSOR**

Conference Bag Insert

### **\$500 SPONSOR**

May 31 Sessions

- Signage during specific sponsorship event
- Company logo in conference program

## ~~CORPORATE SPONSOR..... \$5,000~~

~~Meeting Room Internet~~ **SOLD**

~~Chair Cap Covers~~ **SOLD**

~~Conference App~~ **SOLD**

~~Program Book (Includes back cover ad)~~ **SOLD**

~~Hotel Room Keys~~ **SOLD**

~~Featured Speaker~~ **SOLD**

~~Legal Track~~ **SOLD**

~~Evening Reception, Wednesday, May 30~~ **SOLD**

~~Coffee Station - All day beverages, May 31 - June 1~~ **SOLD**

~~Evening Reception, Thursday, May 31~~ **SOLD**

~~Luncheon, Thursday, May 31~~ **SOLD**

~~Fraud Track, Friday, June 1~~ **SOLD**

- Registration for three company representatives
- Logo on conference ads in print trade publications and web promotions
- Logo and 40 word description in conference marketing brochure
- Prominent logo placement on marketing brochure
- 1/2 page ad in marketing brochure
- 1/2 page ad in conference program
- Signage during specific sponsorship event
- Link to sponsor's website from NAF Association events web page and conference program
- Attendee list provided two weeks prior to event
- Recognition from podium each day of conference

### **Sponsorship questions?**

#### **Contact Diane Merino**

*Conference Coordinator*

*diane.merino@nafassociation.com*

717-676-1533

*Sponsorship registration is on the next page.*

## SPONSORSHIPS AVAILABLE:

**GRAND CORPORATE SPONSOR** .....\$7,500

~~1 Available~~

**EXECUTIVE SPONSOR** .....\$7,000

~~1 Available~~

**CORPORATE SPONSOR** .....\$5,000

~~Meeting Room Internet~~

~~Chair Cap Covers~~

~~Conference App~~

~~Program Book (includes back cover ad)~~

~~Hotel Room Keys~~

~~Featured Speaker ..~~

~~Legal Track~~

~~Evening Reception, Wednesday, May 30~~

~~Coffee Station - All day beverages, May 31 - June~~

~~Evening Reception, Thursday, May 31~~

~~Luncheon, Thursday, May 31~~

~~Fraud Track, Friday, June 1~~

**SUPPORTING SPONSOR** .....\$2,500

~~Charging Station~~

~~Shoe Shine Station~~

~~At A Glance Agenda Tri Fold~~ .....

~~Breakfast, Thursday, May 31~~ .....

~~Breakfast, Friday, June 1~~ .....

**CONTRIBUTING SPONSOR** .....\$1,500

~~Morning Refreshment Break, Thursday, May 31~~ .....

~~Afternoon Refreshment Break, Thursday, May 31~~

~~Morning Refreshment Break, Friday, June 1~~ .....

~~Conference Totes~~

~~Beverage Cart - Golf Outing~~

~~Lanyards~~

~~Notepads for General Session Room~~ .....

**\$1,000 SPONSOR**

~~Conference Bag Insert~~ .....

**\$500 SPONSOR**

~~Thursday, May 31 Sessions~~ .....

Representative's Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_ <sup>www.</sup> \_\_\_\_\_  
 URL \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

40 word company description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please make check payable to NAF Association or provide credit card information (MC/Visa/AmEx)

Total \$ \_\_\_\_\_ If sending check, please initial here \_\_\_\_\_

Credit Card Number \_\_\_\_\_ CCV \_\_\_\_\_ Exp. Date \_\_\_\_\_

Credit Card Billing Name/Address (**Req**) \_\_\_\_\_

\_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature (Sponsor's Authorized Representative) \_\_\_\_\_ Date \_\_\_\_\_

**Email or fax completed form to**

**Diane Merino**

diane.merino@nafassociation.com

Fax: 410-712-4038

**NAF Association**

7037 Ridge Road, Suite 300

Hanover, MD 21076