

2018 Participating Sponsor Details

Congratulations on your Innovative Dealer Summit Sponsorship! Get the most out of your investment by completing the items below.

All resources can be found at the sponsor details page located here:

WWW.INNOVATIVEDEALERSUMMIT.COM/SPONSORDETAILS

CONTENTS:

Sponsor Checklist	2
Sponsor ROI	3
Booth Prize Information	3
Presenter Details (When applicable)	3
Conference Location	3
Hotel & Accommodations	4
Staff Registrations	4
Exhibit Booth Assets	4
Shipping and trade show services	5
Exhibitor Booth Layout	5
Contact Information	6
FAQS	6



CHECKLIST:

- Sign sponsor contract and submit payment. All payments must be received before the start of the show.
- Submit company logos immediately (Vector, ESP, PNG, JPEG). Upload on the sponsor page or email them to Cameron@FoxDealer.com
- Submit company logos immediately (Vector, ESP, PNG, JPEG). Upload on the sponsor page or email them to: Cameron@FoxDealer.com
- Submit Your Booth Prize (Booth Prizes will be used as a part of a promotion to drive more traffic to your booth).
- Secure hotel accommodations (space is limited). Room block details [HERE](#). Ship promotional materials by March 20th, 2018 to be inserted in attendee bags (300 items)

TO: Colorado Dealers Association I/C #IDS18
290 E Speer Blvd, Denver, CO 80203

- Submit an #IDS18 special offer to be included in promotional materials, newsletters & social campaigns. Example: Free first month when you sign up at IDS or Free Gift with demo.
- Ship Booth to arrive by April 2nd, 2018. All trades show materials must be at the Convention Center and set up by 7:00 AM Tuesday, April 3rd, 2018.

EXHIBITOR SCHEDULE:

Exhibitor Move-in:

Monday April 2, 2018 1:00 PM — 5:00 PM
Tuesday April 3, 2018 6:30 AM — 7:00 AM

Show Hours:

Tuesday April 3, 2018 7:00 AM — 6:30 PM
Wednesday April 4, 2018 7:00 AM — 5:00 PM

Exhibitor Move-out:

Wednesday April 4, 2018 5:00 PM — 9:00 PM



SPONSOR ROI Make the most of your Sponsorship!

SPONSOR IS RESPONSIBLE FOR:

1. Prompt payment of Sponsor Packages
2. Staff travel and accommodations
3. Handouts or company sales collateral on products if they choose
4. Shipping all company materials and booth management
5. Submitting a presenter

SPONSOR IS ENCOURAGED TO:

- Promote the event through social media venues
- Supply a booth giveaway prize
- Attend the Cocktail Reception and Preview Gala
- Promote their participation in the event

BOOTH PRIZES:

Get more traffic to your booth by offering a booth prize! We will do drawings on Wednesday afternoon (April 4th) for Dealership attendee's that visited your booth. Attendees will be encouraged to visit each vendor through a vendor bingo card that each vendor will mark off after a visit. Prizes must be a value of \$50.00 or more. Examples include Tablets, Gift Cards, GoPro's, Apple TV, Small Electronics, etc. ALL booth prizes must be a tangible item (no services or vendor promotions will be accepted). Prizes must be physically turned into the CADA conference team PRIOR to or AT registration. Submit your booth prize in the sponsor portal to be added to the drawings.

[SUBMIT YOUR PRIZE HERE.](#)

PRESENTER DETAILS:

If your sponsorship includes a speaking engagement, you must still submit your Presenter's Session **[HERE](#)**.
Deadline March 10th.

Any questions relating to speaking engagements or the Speakers Dinner should be directed to Arnold Tijerina.

CONFERENCE LOCATION:

COLORADO CONVENTION CENTER
700 14th St, Denver, CO 80202
[HTTP://DENVERCONVENTION.COM/](http://DENVERCONVENTION.COM/)



HOTEL & ACCOMMODATIONS:

Embassy Suites - Downtown Denver

1420 Stout Street, Denver, Colorado 80202

Magnolia Hotel - Denver

1405 Curtis Street, Denver, Colorado, 80202

Get more details and book your room at <http://www.innovativedealersummit.com/hotel>.

STAFF REGISTRATIONS:

included in sponsorship. (Presenters are automatically registered and do not count toward your staff registration.)

Elite: 10

Premier: 8

Performance: 6

Sportster: 4

Fast-Lane: 2

Listed: 1

Additional registrations are \$695 if you register by Fri March 23rd. Additional registrations are \$745 after the early bird deadline.

BOOTH ASSETS INCLUDE:

Each 10' x 10' and 10' x 20' booth includes:

- 8' high back drape - Black
- 3' high side drape - Black
- (1) 6' x 30" draped table - Black
- (2) side chairs
- (1) waste basket
- (1) one-line booth ID sign with booth number

**Electricity available upon request through Brede Exposition

Contact Brede Customer Service Representative with questions at cscolorado@brede.com
ph: 303.399.8600



SHIPPING AND TRADE SHOW SERVICES:

DIRECT to SHOW Site - Do Not Deliver Prior to: April 02, 2018

SEE THE BREDE EXHIBITION PACKED FOR PRICES AND LABELS

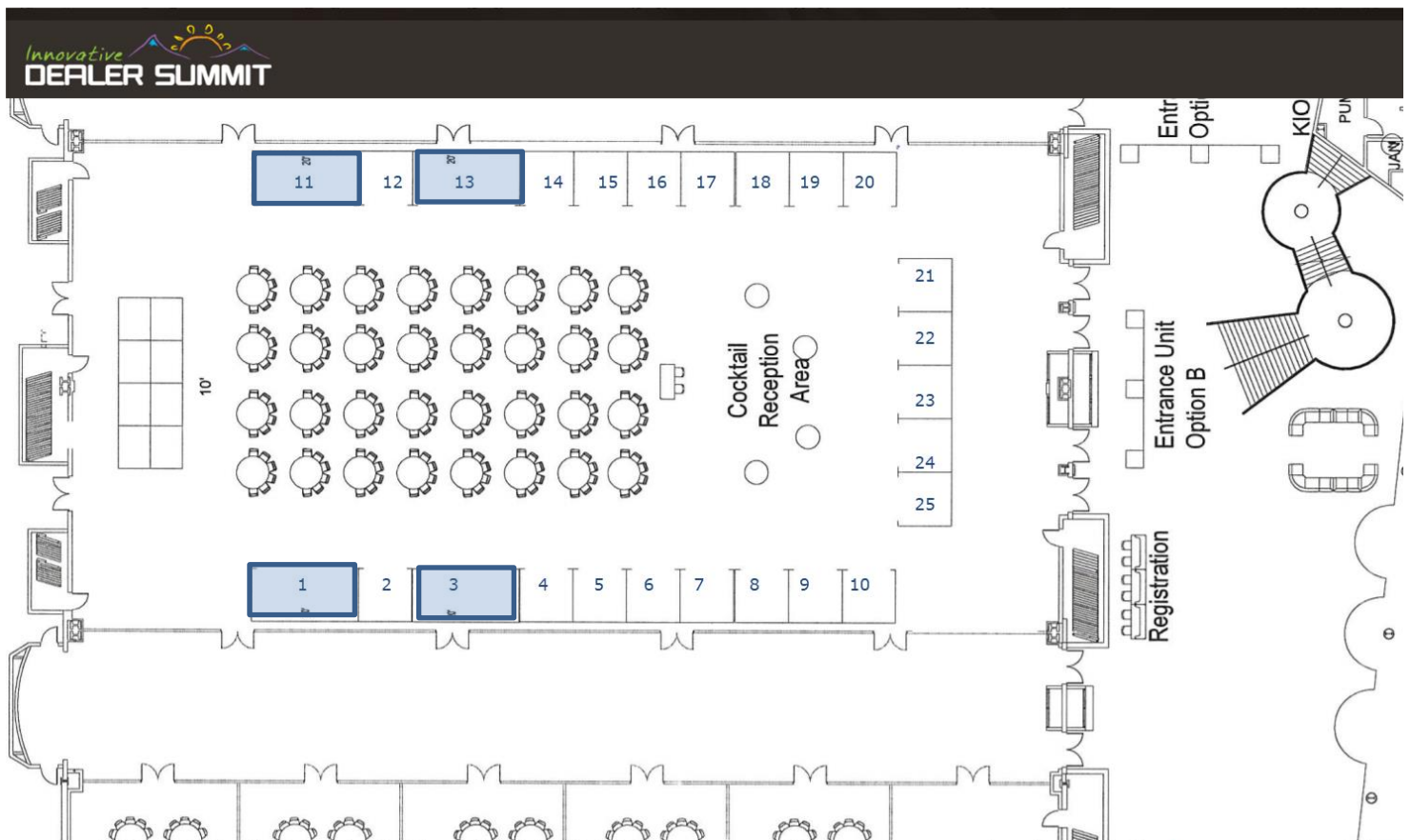
TO: Exhibiting Company Name and Booth #

FOR: Innovative Dealer Summit c/o Brede Exposition Services
 Colorado Convention Center – Mile High Ballroom
 700 - 14th St., Denver, CO 80202

Additional Equipment: Electricity, TV's, lighting, etc. must be ordered from Brede. Contact a Brede Customer Service Representative at CSCOLORADO@BREDE.COM, ph: 303.399.8600

*Full exhibitor handbook and shipping guidelines are available in the sponsor portal.

TRADESHOW LAYOUT:





CONTACT INFORMATION:

Billing questions: Sidney Goulet - SIDNEY.GOULET@COLORADO.AUTO

Submit Payments to:
Colorado Dealers Association I/C
Sidney Goulet
290 E Speer Blvd,
Denver, CO 80203

Sponsor / Exhibitor Questions or Concerns: Cameron Penny CAMERON@FOXDEALER.COM 313.646.5746

Exhibitor equipment: CSCOLORADO@BREDE.COM

Submit Logos: CAMERON@FOXDEALER.COM

Speaker or Presentation questions: Arnold Tijerina ARNOLD.TIJERINA@COLORADO.AUTO

FAQS:

Is there WIFI for exhibitors?

Yes, there is free attendee and exhibitor WIFI available during IDS. There is a cap on the total speed of wireless connections, so additional or private exhibitor WIFI or hardware lines need to be purchased through Smart City.

Do you supply a list of attendees?

No, the Dealers Association protects the information of their members. However, we do create many opportunities for dealers to visit your booth and receive a demo and we highly encourage you to obtain their contact information.

Does my ticket gain me entrance to the Preview Gala?

Yes, All IDS registrations include a ticket to the Preview Gala on Tuesday night.

Should I bring Swag?

Yes, everyone loves free stuff.

How many dealers should I expect at my booth?

IDS average 250-300 attendees, how many of those dealers you will receive depends on your product, your offers, your engagement, your materials & your booth prize. Sponsors that maximize these opportunities see tremendous value in IDS and return year after year.