



GIADA ANNUAL CONVENTION & EXPO

JULY 11-13, 2024
STONE MOUNTAIN, GA

IT'S A CONTINUING EDUCATION YEAR!
LET'S MAKE THE MOST OF IT.

EXCLUSIVE: MEMBERS ONLY | LIMITED SPACE IS AVAILABLE

350+

INDEPENDENT
AUTO DEALERS
IN GEORGIA

50+

FIRST-TIME
DEALER
ATTENDEES

50+

BOOTHS ENSURE
NETWORKING
WITH DECISION
MAKERS

100%

EXCLUSIVE
FOR GIADA
MEMBERS

For inquiries, please contact michelle@giada.org



CE YEARS
HAVE THE
LARGEST
CROWDS

EXHIBITOR OPPORTUNITIES

NOTE: VENDORS MUST RENT BOOTH SPACE OR SPONSOR AN EVENT TO ATTEND.

EXCLUSIVE: MEMBERS ONLY LIMITED SPACE IS AVAILABLE

You won't find another event that has this kind of concentrated attendance by Georgia independent automobile dealers. Your exclusive exhibitor investment includes publicity across all convention media channels for being a part of the largest IADA Trade Expo in the United States! Get face to face with the decision makers who can keep your business growing. These dealers are dedicated entrepreneurs who invest heavily in their future, are passionate about achieving success, and are **willing to do what it takes to gain an advantage.**

CHOOSE FROM THESE PACKAGES

BOOTH RENTAL, \$1595 (includes 2 seats)

DOUBLE BOOTHS, \$3150 (includes 2 seats)

Additional attendees, \$395

To attract more visitors to your booth, please consider bringing a giveaway item to be showcased at your booth for a drawing held at the end of the evening.

There will be no refunds for booths, sponsorships or attendee registrations after May 15, 2024.

BOOTH UPGRADE OPTIONS

SILVER UPGRADE WITH BOOTH RENTAL: \$1000

- Includes name & logo on signage around tradeshow
- Ability to put a flyer or promo item in registration bag
- One free ad placement or article in our monthly e-newsletter (\$1500 value)
- Attend all convention events and meals
- Opportunity to meet and network with dealers everyday

GOLD UPGRADE WITH BOOTH RENTAL: \$1500

- Includes name & logo on signage around tradeshow
- Ability to put a flyer or promo item in registration bag
- One free placement or article in GIADA's monthly e-newsletter (\$1500 value)
- Attend all convention events and meals
- Opportunity to meet and network with dealers everyday
- One free (linked) banner ad on our website for three months (\$300 value)
- One free 1/6 page advertisement in the GIADA magazine for one edition (\$500 value)

REGISTER NOW

Visit giadaconvention.org or complete the attached form.





SPONSORSHIP OPPORTUNITIES

NOTE: VENDORS MUST RENT BOOTH SPACE OR SPONSOR AN EVENT TO ATTEND.



Kids Club (6 sponsorships) -	\$650
Saturday Breakfast (2 sponsorships) -	\$1250
GIADA Board Meeting (2 sponsorships) -	\$1250
Friday Training Breakfast (2 sponsorships) -	\$1850
Friday Training Lunch (2 sponsorships) -	\$1850
Water Bottles (1 sponsorship) -	\$2500
Passport to Prizes (1 sponsorship) -	\$2850
Saturday Evening President's Reception (1 sponsorship) -	\$3500
Hospitality Suites (3 sponsorships) -	\$5000
Registration Bags (1 sponsorship) -	\$5000
Lanyards & Name Badges (1 sponsorship) -	\$6500
Friday Training Dinner (4 sponsorships) -	\$15,000
Casino Night/Dinner (3 sponsorships) -	\$15,000
Saturday Night Awards Banquet (4 sponsorships) -	\$20,000
Trade & Expo (4 sponsorships) -	\$20,000

REGISTER NOW

Visit giadaconvention.org or complete the attached form.



2024 CONVENTION EXHIBITOR & SPONSORSHIP REGISTRATION FORM

REGISTRATION FEES DEADLINE: JUNE 28, 2024

Email or fax this form to michelle@giada.org / 770-745-9655.

1. EXHIBITOR REGISTRATION

Contact Name for Registration

Company Name [as you wish it to appear on convention marketing material]

Website URL

Address

City

State

Zip

Phone

Email Address

☐ Check if your company will be giving away an item that you would like to have announced by the MC to drive more traffic to your booth.

2. ATTENDEE NAMES

1. (included in booth rental) _____

2. (included in booth rental) _____

3. (included in Gold) _____

3. PAYMENT METHOD

Booth Rental (\$1595).....\$ _____

Double Booth Rental (\$3150).....\$ _____

Optional Upgrade Package: ☐ Silver \$1000 or ☐ Gold \$1500\$ _____

Sponsorship Selection:\$ _____

No of Attendees (Applicable if attendees exceed registrations included in package.) _____ @ \$ 395 =\$ _____

GIADA Annual Dues \$250, if applicable (Membership must be current for vendor registration and attendance.)\$ _____

TOTAL REGISTRATION FEES\$ _____

Select one form of payment: ☐ Visa ☐ MC ☐ Discover ☐ AMEX ☐ Check No. _____

Name on Card

Card Number

Exp. Date

Security Code

Signature of Cardholder

4. SUBMIT YOUR LOGO

Logo **MUST** be submitted electronically at the time of registration. **Files MUST be .AI or .EPS format** (no exceptions). Horizontal iterations are preferred. Email to michelle@giada.org.

5. MAKE YOUR HOTEL RESERVATIONS

Atlanta Evergreen Marriott Conference Resort (4021 Lakeview Drive, Stone Mountain, GA) | 888-670-2250

Questions? Contact GIADA at 770-745-9650 or 800-472-8101