



NAF Association's 27th Annual  
**NON-PRIME AUTO FINANCING  
CONFERENCE**  
**JUNE 7-9, 2023 | PLANO, TX**

*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 27th Annual Non-Prime Auto Financing Conference will be held June 7-9, 2023, at the Renaissance Dallas at Legacy West Hotel.** This popular location offers countless options for dining and entertainment nearby. The conference opens with two sessions on Wednesday afternoon followed by the opening reception in the Exhibit Hall at 5:30 pm and concludes by noon on Friday, June, 9.

This event is recognized as the premier non-prime auto financing conference. 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 early bird exhibitor fee is \$1,895 for NAF Association members (dues must be current) and \$3,195 for non-members. Exhibitor fees will increase to \$2,095 for NAF Association members (dues must be current) and \$3,395 for non-members after the early bird deadline. Exhibitor benefits are listed on page 3.

Two networking receptions, two breakfasts and refreshment breaks will be hosted in the exhibit area providing ample opportunity for you to interact with the conference attendees. **Exhibitor set-up will be from 11 am – 3 pm on Wednesday, June 7. Tear down will begin at the conclusion of breakfast, approximately 9 am, on Friday, June 9.**



We look forward to your participation in the National Automotive Finance Association's 27th Annual Non-Prime Auto Financing Conference at the Renaissance Dallas at Legacy West Hotel.

To make hotel reservations, [use this link](#) or call **844 781-7383**. When calling, reference NAF Association Annual Conference. **Our group rate is \$239** plus tax based on availability.

**Diane Merino**

*diane.merino@nafassociation.com*

717-676-1533



## EXHIBITOR REGISTRATION INCLUDES:

- Registration for two company representatives
- 10-foot booth space with 6' draped table, 2 chairs, and waste basket
- Company description, logo and 1/4 page ad placed in the digital conference book if submitted by May 19, 2023
- Exhibitors and sponsors will be listed on the Association's website conference page
- Preliminary attendee mailing list will be available May 31, 2023

**For more information, please  
contact Diane Merino.**

*diane.merino@nafassociation.com*  
717-676-1533



## Registration available February 2023

**Space is limited;** reserve your  
exhibit space today.

**GRAND CORPORATE SPONSOR: ..... \$10,000** **SOLD**  
**INCLUDES:**

- Intro welcome video at start of conference
- Registration for four company representatives
- Logo on conference ad in Non Prime Times magazine
- Sponsorship signage
- Full page ad, logo and 40 word company description included in post conference digital ezine
- Link to sponsor's website from NAF Association event web page
- Attendee list provided May 31, 2023
- Recognition of sponsorship each day of conference
- GOBO with your company info during conference

**OPENING KEYNOTE: ..... \$10,000** **SOLD**  
**INCLUDES:**

- Registration for four company representatives
- Logo on conference ad in Non Prime Times magazine
- Sponsorship signage
- Full page ad, logo and 40 word company description included in post conference digital ezine
- Link to sponsor's website from NAF Association events web page
- Attendee list provided May 31, 2023
- Recognition of sponsorship each day of conference

**PINNACLE AWARD SPONSOR: ..... \$10,000** **SOLD**  
**INCLUDES:**

- Registration for four company representatives
- Presentation of the Jack Tracey Pinnacle Award
- Logo on conference ad in Non Prime Times magazine
- Sponsorship signage
- Full page ad, logo and 40 word company description included in post conference digital ezine
- Link to sponsor's website from NAF Association events web page
- Attendee list provided May 31, 2023
- Recognition of sponsorship each day of conference

**WINE & SPIRITS EXCLUSIVE SPONSOR: ..... \$10,000** **SOLD**  
Wine & Spirits Pull Sponsor

**MEDIA (PODCAST) SPONSOR: ..... \$9,000**  
**INCLUDES:**

- Registration for four company representatives
- Logo on conference ad in Non Prime Times magazine
- Sponsorship signage
- Full page ad, logo and 40 word company description included in post conference digital ezine
- 30-second audio commercial in post conference digital ezine
- Link to sponsor's website from NAF Association events web page
- Attendee list provided May 31, 2023
- Recognition of sponsorship each day of conference

**EXECUTIVE SPONSOR: ..... \$9,000** **SOLD**  
**INCLUDES:**

- Sponsor of NAF board dinner
- Registration for four company representatives
- Logo on conference ad in Non Prime Times magazine
- Sponsorship signage
- Full page ad, logo and 40 word company description included in post conference digital ezine
- Link to sponsor's website from NAF Association events web page
- Attendee list provided May 31, 2023
- Recognition of sponsorship each day of conference

**DIGITAL REGISTRATION WEBSITE SPONSOR: ..... \$7,500** **SOLD**  
**INCLUDES:**

- Registration for three company representatives
- Logo on registration website and confirmation emails
- Logo on conference ads in trade publications and web promotions
- Sponsorship signage
- 1/2 page ad, logo and 40 word company description included in post conference digital ezine
- Link to sponsor's website from NAF Association events web page
- Attendee list provided May 31, 2023
- Recognition of sponsorship each day of conference

**CORPORATE SPONSOR:..... \$5,500 per**

- Chair Covers **SOLD**
- Cocktail Reception - June 7
- Cocktail Reception - June 8
- Coffee/Water Station - June 7 & 8
- Conference Hub
- E-Registration Table Drop, Ipad logo & Lanyards
- Featured Speaker
- Hotel Door Hangers
- Hotel Room Drop - June 6 & 7
- Hotel Room Keys **SOLD**
- Legal/Compliance Track **SOLD**
- Lounge Area
- Luncheon - June 8
- Pocket Agenda
- Refreshments Sponsor June 7-9
- Wifi

**EACH CORPORATE SPONSORSHIP INCLUDES:**

- Registration for three company representatives
- Logo on conference ads in trade publications and web promotions
- 1/2 page ad, logo and 40 word company description included in post conference digital ezine
- Signage during specific sponsorship event
- Link to sponsor's website from NAF Association events web page
- Attendee list provided May 31, 2023
- Recognition of sponsorship each day of conference



**Sponsorship questions?**

**Contact Diane Merino**

[diane.merino@nafassociation.com](mailto:diane.merino@nafassociation.com)

717-676-1533

*Sponsorship information continues on the next page.*

*\*Digital conference program sent to 12,000 post conference*

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

- Breakfast, June 8
- Breakfast, June 9
- Charging Station
- Conference Totes (sponsor provides totes)
- Shoe Shine Station
- Notepads for General Session Room (sponsor provides notepads)

**EACH SUPPORTING SPONSORSHIP INCLUDES:**

- 1/4 page ad, logo and 40 word company description included in post conference digital e-zine
- Signage during specific sponsorship event
- Link to sponsors's website from NAF Association web page
- Attendee list provided May 31, 2023

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

- Welcome refreshments – June 7
- Mid morning refreshment – June 8
- Afternoon refreshment – June 8
- Mid morning refreshment – June 9

**EACH CONTRIBUTING SPONSORSHIP INCLUDES:**

- Signage during specific sponsorship event
- Company logo in post conference digital e-zine



**Sponsorship questions?**

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*\*Digital conference program sent to 12,000 post conference*

**TOP GOLF:**

**HEADLINE SPONSOR ..... \$8,000**

**INCLUDES:**

- Company name and logo on all conference marketing
- Company name and logo on all Top Golf marketing
- Signage at Top Golf event
- 5 minute welcome prior to Top Golf event
- Sleeve of personalized golf balls with your company name and logo to each participant
- Recognition in general session each day of conference
- 1/2 page ad in post conference digital e-zine

**FOOD SPONSOR..... \$5,500**

**INCLUDES:**

- Company name and logo on all conference marketing
- Company name and logo on all Top Golf marketing
- Signage at Top Golf event
- Recognition in general session each day of conference
- 1/2 page ad in post conference digital e-zine

**BAR SPONSOR..... \$5,500**

**INCLUDES:**

- Company name and logo on all conference marketing
- Company name and logo on all Top Golf marketing
- Signage at Top Golf event
- Recognition in general session each day of conference
- 1/2 page ad in post conference digital e-zine

**DESSERT SPONSOR..... \$4,500**

**INCLUDES:**

- Signage at Top Golf event
- 1/2 page ad in post conference digital e-zine

**LIVE LEADERBOARD SPONSOR ..... \$4,500**

**INCLUDES:**

- Company name and logo on "Live Leaderboard" at Top Golf event
- Signage at Top Golf event
- 1/2 page ad in post conference digital e-zine

**GOLF:**

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

- 2 foursomes
- 2 hole sponsorships (include sign with company name and logo on 2 holes)
- Signage at golf event
- Opening remarks prior to golf event
- Company name and Logo on all golf/conference marketing
- 1/2 page ad in post conference digital e-zine
- Recognition each day of conference

**BEVERAGE CART SPONSOR ..... \$3,500**

- 1 foursome
- 2 hole sponsorship (includes sign with company name and logo on 2 holes)
- Signage on beverage cart
- Signage at golf event
- Company name and logo on all golf/conference marketing

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

- 1 foursome
- 1 hole sponsorship (includes signs with company name and logo on 1 hole)
- Signage at golf event
- Company name and logo on all golf/conference marketing

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

- 1 foursome
- 1 hole sponsorship (includes sign with company name and logo on 1 hole)
- Signage at event
- Company name and logo on all golf/conference marketing

**HOLE SPONSOR ..... \$1,000**

- 1 foursome
- 1 hole sponsorship (includes sign with company name and logo on 1 hole)

**FOURSOME SPONSOR..... \$500**

- 1 foursome

**SINGLE GOLF SPONSOR..... \$150**

- One golfer