

WE'RE HEADING TO

70th
ANNIVERSARY



Savannah

GEORGIA

2025 CONVENTION
& TRADE EXPO

VENDOR
MEDIA KIT

Driving Success for 70 Years!

For seven decades, GIADA has been supporting vendors of independent dealers in Georgia, championing their success to shape the future of the used car industry.

BE A VENDOR AT THIS YEAR'S EVENT!



**JULY
17-19**



The Westin
Savannah Harbor
Golf Resort & Spa



giada.org/2025-convention

For inquiries, please contact michelle@giada.org





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, 2025.

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
- Attend all convention events and meals
- One free ad or article in our monthly e-newsletter (\$1500 value)
- 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
- Attend all convention events and meals
- Opportunity to meet and network with dealers everyday
- One free ad or article in our monthly e-newsletter (\$1500 value)
- One free (linked) banner ad on our website for three months (\$300 value)
- One free 1/2-page ad in one issue of our bimonthly digital magazine (\$500 value)

REGISTER NOW

Visit giada.org/2025-convention for more details 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 

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2025 CONVENTION EXHIBITOR & SPONSORSHIP REGISTRATION FORM
REGISTRATION FEES DEADLINE: JUNE 27, 2025

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

The Westin Savannah Harbor Golf Resort & Spa | 1 Resort Drive, Savannah, GA 31421 | 912-201-2000