



13TH ANNUAL
SOUTHEAST – SOUTHWEST – MIDWEST
MID-ATLANTIC – NORTHEAST and GREAT LAKES
SERVICE & PARTS CONFERENCE
SEPTEMBER 18-21, 2023 • ORLANDO, FLORIDA
www.moparvendorexpoorlando.com

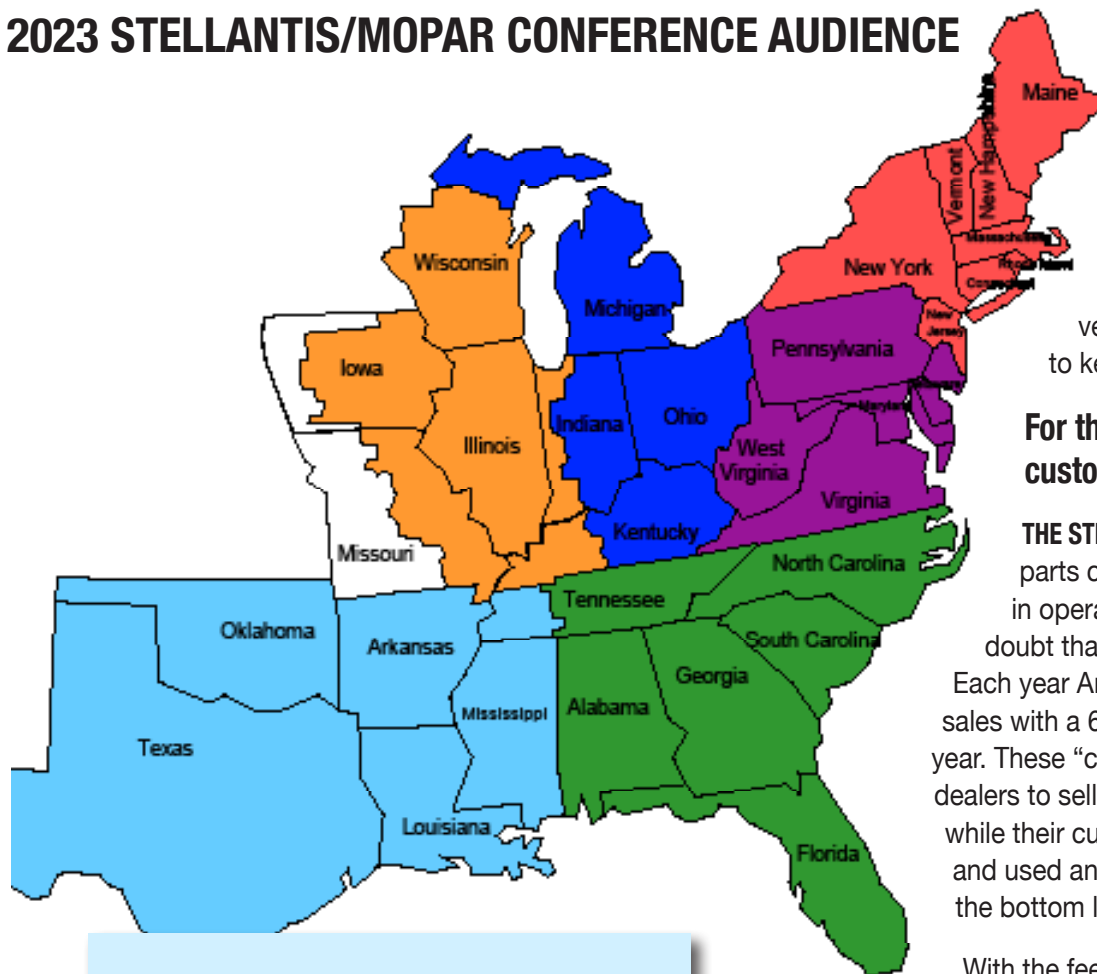


More than 900 Dealers, General Managers, Parts Managers, and Service Managers will attend this 2023 conference; representing over 550 of our highest volume dealerships in the country. The two-day conference provides numerous educational sessions specific to Dealer Principals, Service Managers and Parts Managers while also giving you 11 hours of exhibit hall time, over the two days, for review of your products and the benefits they offer our dealers.

Our agenda includes more than 20 service, parts and Dealer Principal/ General Manager break-out sessions. These sessions feature corporate speakers from our Business Centers and Mopar HQ, along with industry experts, presenting elective sessions that are topic-specific. Our goal is to help attendees adapt their session choices to their individual needs, resulting in more Dealer Principals and Managers than at any previous conference.



2023 STELLANTIS/MOPAR CONFERENCE AUDIENCE



Our two-day conference and exposition will attract over 900 dealers and managers, and over 300 vendors plus Mopar personnel. Our dealers and managers will attend from six Stellantis/Mopar Business Centers comprising of 32 states. Our conference provides attendees an environment where they can explore the latest solutions being offered from Stellantis/Mopar corporate, as well as by their current and new vendors. You, as a vendor, lend great expertise to our dealers for innovative processes to keep customers for life.

For these reasons our conference emphasizes introducing a customer loyalty and service process, right at the point of sale.

THE STELLANTIS/MOPAR LOYALTY CONFERENCE is the largest service and parts conference in the United States. With over 109,000,000 vehicles in operation today and over 315 million ROs being written, there is little doubt that the franchise dealer's service centers are the new sales frontier. Each year America's franchise dealerships conduct over \$97 billion in service sales with a 6.19% net profit. Dealers average roughly 15,600 repair orders per year. These "consumer interactions" offer unprecedented opportunities for our dealers to sell other products and services, as well as cars, and accessories while their customers are in the service center. Compare the net profit from new and used and you quickly see the importance of service profit contribution to the bottom line.

With the feedback from our vendors and dealers we are always looking for ways to make vendor and dealer interactions stronger and more valuable. As a result, we are making unprecedented number of sponsorships available to help build your brand. **Our MOPAR Conference and Resource Guide, published both in print and digital version, will be part of the attendees' pre-show and arrival package and will be kept long after the conference has ended. Their heavy use of this guide, as a notebook, has prompted us to add even more notes pages for 2023. We are offering you the opportunity to be top of page and top of mind by sponsoring these note pages.**

By investing in a booth and/or sponsorship, you have the unique opportunity to place your brand in front of one of the largest dealership buying audiences offered in 2023; see who attends and what they look for.

109,000,000*
Vehicles in operation today

315,000,000**
Written ROs Custom Pay

15,600 Repair orders
per year

*All OEMs 1-10 years old: Bureau of Transportation Statistics

**2016 NADA

WHO ATTENDS AND WHY

DEALER PRINCIPAL

New and used car sales are critically important but retaining customers is also essential. Capturing these customers and then losing them for all future service, is expensive, and cost lost dealership and brand loyalty.

SOCIAL MEDIA DIRECTORS

Greater than 73% of consumers are likely to return to their most recent service provider. Search for service now outpaces search for sales.

GENERAL MANAGERS

With pressure to sell new and used they get little information on how to maximize Fixed Operations dealership profit; and learn new processes available in their Fixed Operations department.



CRM MANAGERS

Gaining service shopper's intelligence is critical. Dealerships that are invested in learning what consumers are researching when looking for service makes the difference.

MARKETING DIRECTORS

The average consumer is exposed to 5,000 and 10,000 ad messages per day.

FIXED OPERATIONS DIRECTOR

NADA states the United States service and parts market comprises \$340 billion, of which dealerships have less than a 30% share!

EXHIBITOR BOOTH SIZES AND RATES

For booths larger than 10' x 20' **must submit** back and side wall height. Send measurements to Greg Noonan at gnoonan.cei@gmail.com

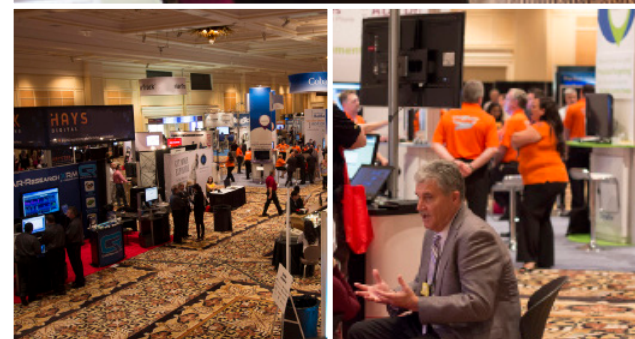
BOOTH SIZE	Sq. Ft.	Per Sq'	TOTAL COST	PASSES INCLUDED
10' x 10' BOOTH	100	\$38.95	\$3,895	4 registrations, can purchase up to 3 additional
10' x 20' BOOTH *	200	\$27.50	\$5,495	6 registrations, can purchase up to 3 additional
10' x 30' BOOTH *	300	\$24.91	\$7,475	8 registrations, can purchase up to 3 additional
10' x 40' BOOTH *	400	\$25.84	\$10,335	12 registrations, can purchase up to 3 additional
20' x 20' BOOTH *	400	\$25.84	\$10,335	12 registrations, can purchase up to 3 additional
20' x 30' BOOTH *	600	\$25.65	\$15,395	16 registrations, can purchase up to 3 additional
20' x 40' BOOTH *	800	\$25.70	\$20,565	20 registrations, can purchase up to 3 additional
30' x 50' BOOTH *	1,500	\$25.70	\$38,495	30 registrations, can purchase up to 3 additional

• After securing booth space - Freeman floor management [Click Here](#)

NOTE: The STELLANTIS/MOPAR conference is by invitation only to vendors and attendees. We give all vendors unprecedented access to our dealers, managers and our Stellantis/Mopar staff with booth and sponsorship prices that are significantly lower than any other major conferences. All products to be shown must be cleared by our Stellantis/Mopar Conference team. Selected sq. ft. of booth space must be in increments of 100 and exhibitors must provide floor coverage for booth space.

We do not offer registrations to conference without a booth. **Conference Passes do not include workshops.** All additional exhibitor registrations will be \$50/per person if pre-registered or \$100/per person on-site (must show photo ID and business card to obtain credentials).

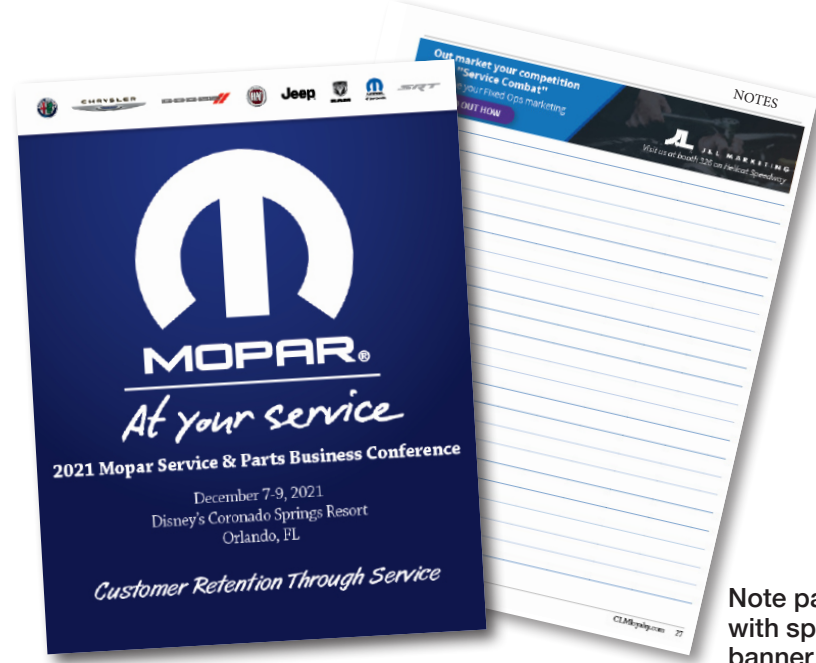
Our MOPAR Conference and Resource Guide is also the attendee's notebook and a direct communication to our exclusive list of dealers and Stellantis/Mopar team. It is an invaluable tool for describing your product or services benefit to our dealers. We now offer **(TECH-TALK)**, the opportunity to embed a 30 - 60 second video in the digital Conference Guide to further promote your product. See rates on next page.



ADVERTISE IN THE CONFERENCE GUIDE

CONFERENCE GUIDE & NOTEBOOK

Each attendee receives a MOPAR Conference and Resource Guide during registration and it serves as their notebook as well, guaranteeing your message is in front of them every time they open it. How popular is the Guide? The 2021 edition had over 175,000 page views. We have doubled the number of notebook pages because the session content has proven to be so valuable. You also reach every attendee seven days prior to the conference when the digital guide is emailed as an e-zine.



Note page with sponsor banner

ADVERTISEMENTS	SIZE	PRICE
Video	2 minute video	\$1,095
1/2 Page	7.45" x 4.75"	\$1,695
Full Page	8.375" x 10.875"	\$2,695
SOLD Cover 2	8.375" x 10.875"	\$3,995
SOLD Cover 3	8.375" x 10.875"	\$3,995
SOLD Cover 4	8.375" x 10.875"	\$4,995
Center Spread	16.75" x 10.875"	\$6,995
Note page banners	7.5" x 1.375"	\$2,995

BENEFITS OF ADVERTISING

- Maximize pre-show presence and drive more traffic to your website and booth.
- Set your brand apart from your competition, both pre-shown, onsite and post-show. This also serves as their Buyer's Guide.
- Develop stronger brand identity, product awareness, customer loyalty, and increase sales.

Advertising places your brand in front of dealers, managers, and Stellantis/Mopar management for months to come. Attendees will use and review their notes in the conference program throughout the year. Demonstrate your leadership in the industry!



For more information, contact Greg Noonan at 607-437-3061, gnoonan.cei@gmail.com

SPONSORSHIPS



~~Dealer Registration Sponsor~~ **SOLD**

(one available)

\$13,995 (includes 10' x 20' booth)

\$11,995 (includes 10' x 10' booth)

First stop – registration! This sponsorship gives you the opportunity to make a first impression to every attendee. It's an ultimate brand-building sponsorship putting your company at the forefront of our conference registration process.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- 6 ft. table for tabletop display near registration
- Easel signage in the registration area
- Company logo on registration counters
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- The opportunity to provide marketing collateral at registration for all attendees
- 8 or 10 registrations to the conference (dependent on booth size chosen)



Keynote Session Sponsor

(two available)

\$14,995 (includes 10' x 20' booth)

\$12,995 (includes 10' x 10' booth)

Be ubiquitous by sponsoring one or both of our Keynote Sessions. Maximize your brand's exposure with Keynote Session sponsorship. This includes unique benefits that other sponsors won't have. (Bundled packages available.)

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Introduction of your company as the Keynote Session sponsor on stage
- 10' x 20' or 10' x 10' booth (Value \$5,495 or \$3,895)
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- Easel signage at entrance to the Keynote Session
- The opportunity to distribute flyers at the Keynote entrance
- Opportunity to provide a 60 or 30 second video in MOPAR Conference and Resource Guide
- 8 or 10 registrations to the conference (dependent on booth size chosen)



Vendor Registration and Vendor Dinner combined Sponsor

(one available)

\$12,995 (includes 10' x 20' booth)

First stop – Registration! This sponsorship gives you the opportunity to make a first impression to every vendor attendee and network with them as your ally. You also feed them their meal both nights, an ultimate brand-building sponsorship putting your company at the forefront of our conference registration process.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Company Reserved table at dinner each night.
- 6 ft. table for tabletop display near Vendor registration
- 10' x 10' booth' (Value \$3,895)
- Easel signage in the registration area
- Company logo on registration counters
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- The opportunity to provide marketing collateral, in Conference Bag for all attending dealers vendors
- 8 registrations to the conference

For more information, contact Greg Noonan at 607-437-3061, gnoonan.cei@gmail.com

SPONSORSHIP



~~Exclusive Coffee Bar~~

SOLD

(one available)

\$10,995 Tuesday 9:00 AM – 12:30 PM

Reach attendees during their first visit to the exhibition floor

SPONSORSHIP INCLUDES:

- We can be in your booth or be located near your booth area.
- Advance choice of booth location
- Coffee will be Tuesday, September 19th, from 9:00 AM – 12:30 PM.
- Floor signage will be placed showing you as the sponsor.
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- Branded napkins and coffee cups can be obtained at additional cost.



Official Stellantis/Mopar Conference BAG

(one available)

\$9,500 (includes 10' x 10' booth)

\$11,000 (includes 10' x 20' booth)

SPONSORSHIP INCLUDES:

- Your company logo (One Color) printed on all Conference bags.
- Advance choice of booth location
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- Up to 6 pages of literature included in the attendee Conference bag
- 10' x 10' or 10' x 20' booth (Value \$5,495 or \$3,895)
- 7 – 10 registrations to the Conference



Premier Sponsor

(one available)

\$16,000 (includes 10' x 10' booth)

\$18,500 (includes 10' x 20' booth)

SPONSORSHIP INCLUDES:

- Advance choice of booth location
- Pre- and post-show attendee list including name, company, job title, city and state (*personal contact information such as email and phone number not included*)
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- 10' x 10' booth or 10' x 20' booth (Value \$5,495 or \$3,895)
- Sponsor recognition on the Conference Hall entrance bridge and keynote screens
- Up to 10 page marketing collateral in the attendee tote bag
- 6 or 10 Conference badges
- Receive on-site branding opportunities to drive traffic in the Conference Hall

For more information, contact Greg Noonan at 607-437-3061, gnoonan.cei@gmail.com

SPONSORSHIP



Lanyard

\$19,990 (one available)

With this sponsorship, your logo will be worn around the necks of every dealer, manager, and Stellantis/Mopar Conference Attendee for our new expanded 6 Business Center Conference. (Estimated 1,500 lanyards).

SPONSORSHIP INCLUDES:

- Preferential booth placement
- One-color black logo printed on all attendee badge lanyards
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- 10 staff registrations to the conference
- Expanded listing in exclusive MOPAR Conference and Resource Guide
- Easel signage placement in hallway



Door Prize HQ

\$10,995 (one available)

During the conference every dealership attendee receives a passport to participate in our Door Prize Give Away. The passport is collected on the last day of conference and prizes are drawn. The drawing is held at the Door Prize HQ booth. The HQ booth also will serve as Lost and Found station.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Easel signage
- Literature on dinner tables
- 20' x 20' booth (Value \$10,335)
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- 5 registrations to the conference



Dealer Principal/General Manager Private Session

\$9,995 (one available)

SPONSORSHIP INCLUDES:

- Preferential booth placement
- 10' x 10' booth (Value \$3,895)
- Unique opportunity to be in front of every owner and general manager attending conference
- Private distribution of your message to every dealer/GM attendee
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- Easel signage at Private Session entrance
- 5 registrations to the conference

SPONSORSHIP



Exhibit Hall Floor Stickers

\$10,995 (one available)

Direct our attendees toward your booth with your full-color logo on 20 directional exhibit hall floor stickers.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- 10' x 10' booth (Value \$3,895)
- A full-color front design (2' x 3' floor stickers)
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- 3 registrations to the conference



Pens

(one available)

\$2,500.....If you supply 2,000 pens
\$6,500.....If we supply 2,000 pens

Every attendee will receive two pens at registration for note taking during sessions for the two days. Pens will also be available for you to hand out at your booth.



~~Breakfasts~~

SOLD

(two available)

\$7,995 each or \$13,000 for both

First impressions are everything! Say good morning to conference attendees by becoming the Breakfast Sponsor. Gain maximum brand exposure and recognition by supplying your literature at the breakfast and mingle among the attendees. Start their day off with a great meal and great information.

SPONSORSHIP INCLUDES:

- Opportunity to place marketing collateral on the dining tables
- Preferential booth placement
- Easel signage in room
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- 7 registrations to the conference

SPONSORSHIP



Dealer Lunch Sponsor

(one available)

\$11,995

Sponsor Lunch for attendees during Conference and gain maximum brand exposure also increasing traffic at your booth. This is a time when attendees and dealers have a chance to regroup and discuss the first half of the conference with their peers. You can be the sponsor of this discussion time.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- 10' x 10' booth (Value \$3,895)
- Opportunity to place marketing collateral on dining tables
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- 3 registrations to the conference
- Easel signage



Bar Sponsors

(11 available)

\$10,995

\$2,895 - Additional 100 sq feet available

Draw attendee traffic directly to your booth during the evening exhibit hours by becoming an official Bar Sponsor. All drinks are paid for, but you can supply napkins and other branded items for your bar.

SPONSORSHIP INCLUDES:

- Prime booth placement
- Large bar and sponsor sign placed on front of bar, which is part of your booth.
- 10' x 30' booth (including 10 ft. bar) and we work with you on layout since you can split the booth space with a second exhibitor.
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- 10 registrations to the conference
- Easel signage



Vendor Dinner Sponsor

\$8,995 (two available)

\$6,459 (if no booth desired)

Terrific networking opportunity for you and our vendors if you mostly want to promote alliances with your company.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Large easel sign at front of hall
- Two mailing e-mail campaigns sent to all vendors. We sort list for you.
- 10' x 10' booth (Value \$3,895)
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- 6 registrations to the conference
- Easel signage

For more information, contact Greg Noonan at 607-437-3061, gnoonan.cei@gmail.com

SPONSORSHIP



Dealer Lounge Sponsor

\$11,995 (one available)

\$3,000 - add 200 square feet

Perhaps the best deal at our conference. Our dealers need a place to unwind and relax during the busy two-day conference. Provide a comfortable place for them to sit and meet with peers. Become the proud sponsor and associate your brand with their experience. Be the only vendor with access to this lounge, giving you direct access to dealers and managers!

SPONSORSHIP INCLUDES:

- Four branded easel signs
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- Couches and coffee tables in 400 sq. ft. area in prominent location
- 20' x 20' area
- 10 registrations to the conference



Dealer Dinner Sponsor

(two available)

One night: \$8,950

Both nights: \$16,000

Tremendous networking opportunity for you to connect with our dealers during one or both of our fine dinners. This is a very social and active part of the day.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Easel signage
- Literature on dinner tables
- 10' x 10' booth (Value \$3,895)
- Sponsorship promotion will be in MOPAR Conference and Resource Guide, on our sponsorship page
- 10 registrations to the conference



Breaks/refreshment stations

(three available)

\$5,995 each

\$12,995 for all three

TUESDAY, Afternoon

WEDNESDAY, Morning and Afternoon

THURSDAY, Morning

Multi-day discounts available, contact show management for details. Ask about the opportunity to place brand/logo napkins, table cards and handouts on refreshment tables.
*Refreshments will be ongoing after breakfast/ lunch and throughout the morning and afternoon. Contact Greg Noonan for details 607-437-3061.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Easel signage
- 3 registrations to the conference
- 10' x 10' booth (Value \$3,895)