



WORLD REMARKETING CONVENTION

# EXHIBITOR & SPONSORSHIP PROSPECTUS

## CONTACT

**James Gibson | *Senior Director of  
Business Development***

NAAA, Frederick MD

(301) 696-0400

[jgibson@naaa.com](mailto:jgibson@naaa.com)

# 2025

## Kansas City

September 22-25

## LOEWS

HOTELS



# MESSAGE FROM THE PRESIDENT



*Welcome!*



*Craig Amelung, NAAA President*

On behalf of the NAAA, I welcome you to the 2025 NAAA World Remarketing Convention sponsorship prospectus. As many of you already know, our annual convention is a can't-miss opportunity for the remarketing industry.

Each year, our convention brings together a dynamic community to exchange insights, explore emerging trends, and build meaningful connections that drive our industry forward. With your support, we continue to elevate the experience for our attendees and create lasting value for our sponsors.

We anticipate similar attendance this year, if not better than last year's convention. As a sponsor, you will have access to 500+ attendees searching for new and innovative business solutions. You can also connect with top industry leaders and key decision makers from NAAA member auctions as well as consignors and associate members like captive finance companies, auto lenders, rental and fleet companies, transportation and logistics providers, and technology and data solution providers.

This prospectus outlines a range of sponsorship opportunities designed to maximize your brand exposure, engage with key decision-makers, and demonstrate your commitment to the future of the remarketing industry.

We are excited to join forces with you to make this year's event our best yet. I look forward to seeing all of you this fall in Kansas City!

Sincerely,

Craig Amelung  
NAAA President

# CONTENT

## We're excited to be in vibrant Kansas City for NAAA's 2025 World Remarketing Convention!

Get ready for an inside look at the 2025 NAAA World Remarketing Convention! Inside, you'll find everything you need to know about this year's event—from learning objectives and session highlights to speaker information, sponsorship opportunities, and more. Let this guide help you navigate what's ahead and make the most of your convention experience in Kansas City.



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# NAAA WORLD REMARKETING CONVENTION

**Connect with Top Industry Leaders and Key Decision-Makers – Showcase Innovative Products and Solutions – Elevate Your Brand and Expand Your Network**

- 250+ NAAA Member Auctions represented, including Manheim, ADESA, America's, and more than 70 independent auctions.
- Broad NAAA Associate Member representation, including OEMs and captive finance, auto lenders, rental and fleet companies, transportation and logistics providers, and technology and data solution providers.
- Access to decision makers – Owners, General Managers, CEO/COO/CF0, Presidents/Vice Presidents, and Directors represent the majority of attendees.



## CONNECT

500+ attendees searching for new and innovative business solutions.



## ENGAGE

Auction and remarketing industry leaders and influencers.



## ACCESS

Pre- and post- meeting attendee lists.

## Upcoming Event

NAAA WRC 2025  
September 22-25,

### LOEWS Hotel

1515 Wyandotte St.,  
Kansas City, MO 64108

## Organizer

NAAA  
Frederick, MD 21703

P. (301) 696-0400

E. [naaa@naaa.com](mailto:naaa@naaa.com)

W. [www.naaa.com](http://www.naaa.com)





## AT A GLANCE

This September, Kansas City becomes the epicenter of the wholesale automotive industry as the **2025 NAAA World Remarketing Convention** kicks off—bringing together the brightest minds and biggest players in the business. Join auction leaders, consignors, dealers, and innovators for **four dynamic days of insight, innovation, and connection**.

### What's in Store

Expect high-impact keynote speakers, thought-provoking panels, and breakout sessions that dive deep into the latest trends, technologies, and challenges shaping the remarketing world. Explore a buzzing expo hall, enjoy lively networking receptions and excursions—all designed to spark fresh ideas and lasting partnerships.

### Who Should Attend

From auction executives and fleet managers to tech providers and dealers, this convention is tailor-made for anyone looking to **grow, adapt, and lead** in today's fast-moving wholesale market. Whether you're chasing new strategies, scouting future trends—or yes, even just chasing the legendary KC BBQ—this is the **must-attend event of the year**.



# THE EVENT



22-25  
SEPTEMBER  
2025

## NAAA World Remarketing Convention

The NAAA World Remarketing Convention brings together leaders and innovators from across the wholesale automotive industry for four days of insights, networking, and growth. Held in Kansas City, the event delivers expert-led sessions, emerging technology showcases, and unmatched opportunities to connect with peers and partners.

### Learning Objectives

- **Discover industry trends** shaping the future of vehicle remarketing and wholesale operations.
- **Gain actionable insights** from top performers on inventory strategies, technology integration, and operational excellence.
- **Explore innovations** in digital auctions, data analytics, and customer engagement that drives results.
- **Build connections** with key decision-makers and thought leaders across the remarketing industry.

### Who Should Participate

- Auction owners and general managers
- Vehicle remarketing professionals
- Consignors and fleet/lease managers
- OEM and captive finance representatives
- Technology and digital auction providers
- Industry consultants and analysts
- Transportation and logistics partners
- Auto finance and lending professionals
- **Anyone involved in the wholesale automotive industry!**

# KEYNOTE SPEAKERS

Our keynote sessions feature dynamic speakers who inspire, inform, and ignite meaningful conversations. Sponsorship opportunities put your brand front and center as we spotlight influential voices and industry thought leaders.



## Bo Jackson

***Closing Keynote—Opportunity for Sponsor***

**Beyond the Game: Lessons in Legacy & Leadership**

Vincent “Bo” Jackson is widely considered to be one of the greatest athletes of all time. He is the only athlete in history to be named an All-Star in both professional baseball and football, one of only a few to earn this designation in any two major sports.

Some of his most notable accolades include the Heisman Trophy, the Walter Camp Award, and an NFL Pro Bowl nomination.



## Steve Brown

***Opening Keynote—Opportunity for Sponsor***

In this engaging, fast-paced, and insightful keynote, AI futurist Steve Brown uses stunning visuals, compelling videos, and memorable stories to demystify AI, showcase its latest capabilities, and offer practical guidance on how individuals and organizations can thrive in the AI era that's steering profound changes in modern life.



Understand the basics of AI



Influence of AI on business



Explore the future trajectory of AI

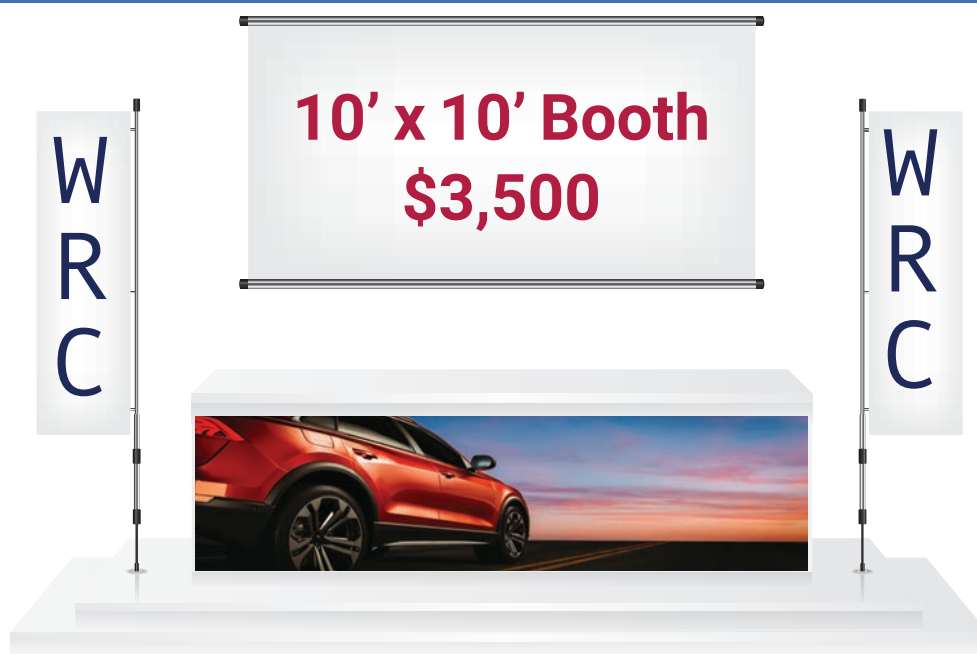


Discover how companies use AI

# Exhibitor Information

Showcase your products and services to a highly engaged audience of industry professionals and decision-makers. Our exhibitor opportunities provide valuable face-to-face connections, increasing brand visibility, and a direct way to engage with key players in the industry.

## Booth Size



## What's Included

- Two Comp Registrations  
(Additional Registrations Available at \$595)
- One 7" x 44" Identification Sign
- Carpeted Booth Space
- Table and Two Chairs
- 24-hour Exhibit Hall Security
- Pre-Show Attendee List
- Use of NAAA Event Logo in your Convention  
Related Marketing Materials

## Exhibit Hall Hours

### Exhibitor Move-in:

Tuesday, Sept 23, 8:00 a.m. - 5:00 p.m.

### Exhibitor Hall Hours:

Wednesday, Sept 24, 8:00 a.m. - 6:30 p.m.

Thursday, Sept 25, 8:00 a.m. - 3:00 p.m.

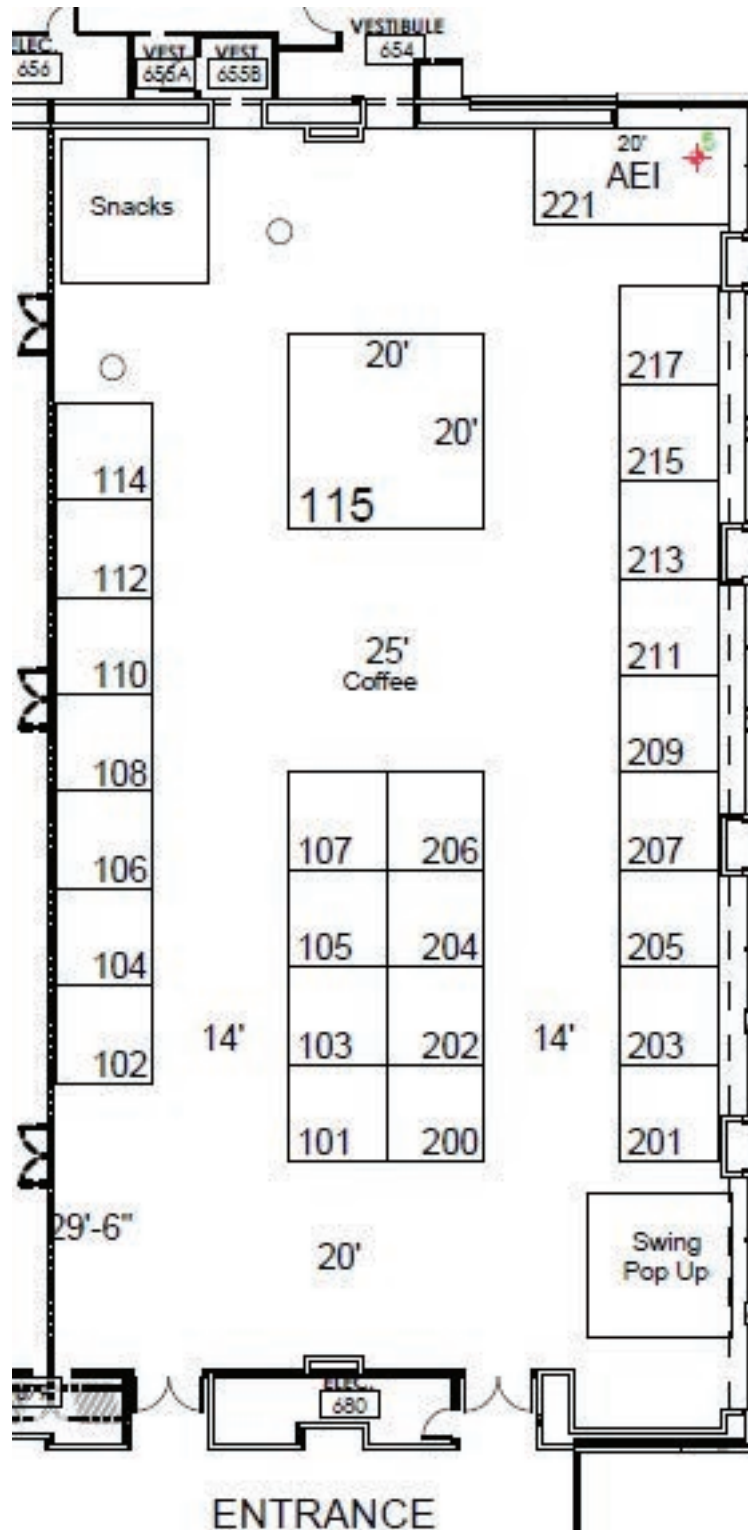
### Exhibitor Move-out:

Thursday, Sept 25, 3:00 p.m. - 5:00 p.m.

Call or Email for Details: James Gibson – (571) 246-7117 – [jgibson@naaa.com](mailto:jgibson@naaa.com)

# Exhibit Hall Booth Layout

LOEWS Hotel



# Entertainment/Social Sponsorships

From whiskey tasting to lively dinners and social hours, our entertainment experiences are where relationships are built and memories are made.



**SOLD**

## Bourbon Brew & BBQ Welcome Reception

Sponsor logo on email to members; social media post promoting event; branding at event; 1M Lightbox\*



**Bourbon Tasting Station**

Whiskey tasting station

\$15,000



**Bar Sponsor**

Branded cups/napkins at the bar stations

\$15,000



**Entertainment**

Let's get this party started!

\$15,000

*\*Includes 1M Lightbox to be displayed at Reception and re-purposed elsewhere throughout the conference.*

# Entertainment/Social Sponsorships

Sponsorships offer premium visibility in the most relaxed and engaging settings of the World Remarketing Convention!



## NAAA Executive Committee Dinner **SOLD** \$12,000

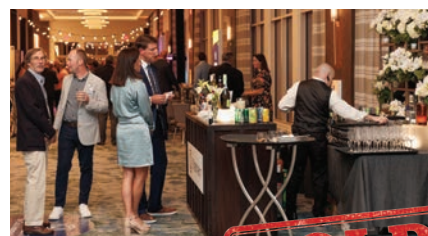
Opportunity to give remarks and attend executive committee dinner + 3 guests.



**SOLD**

**Incoming President's Ring**  
Opportunity to present ring to incoming NAAA President.

\$5,000



**SOLD**

**Incoming President Party Bar**

Opportunity to welcome guests; branded napkins and cups; 1M Lightbox at bar.

\$7,500

**Incoming President Party**

**SOLD**

(Full Sponsorship Opportunities)

Opportunity to welcome guests; branding at event.

\$6,500



# Entertainment/Social Sponsorships

Put your brand at the center of connection and conversation. Sponsoring meals and social hours offers high-visibility branding during some of the most well-attended and relaxed moments of the event.



## Morning Brew & Bites | Afternoon Refresh & Recharge in the Expo Hall

Sponsor recognition at food stations; sponsor logo on branded napkins.



Wednesday Morning  
**Brew & Bites**

\$3,500



Wednesday Afternoon  
**Refresh & Recharge**

\$3,500



Thursday Morning  
**Brew & Bites**

**SOLD**  
\$3,500

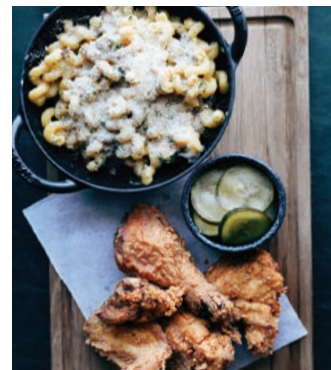


Thursday Afternoon  
**Refresh & Recharge**

\$3,500

# Entertainment/Social Sponsorships

Make a powerful lasting impression where attendees gather, network, and recharge.



## Wednesday Remarketing Industry Luncheon: Celebrating Leadership & Community (2 Available)

A seated lunch for all conference attendees; sponsor to have the opportunity to welcome guests; sponsor logo to be prominently displayed at event (easel signage).



Luncheon | Table Tents

\$15,000



Awards | Sponsor Logo on Screens \$15,000

## Breakfast & Luncheon Sponsorships

Sponsor recognition at food stations; sponsor logo on branded napkins.



Wednesday  
*Drive-by Networking  
Breakfast*

\$7,500

Thursday  
*Drive-by Networking  
Breakfast*

\$7,500



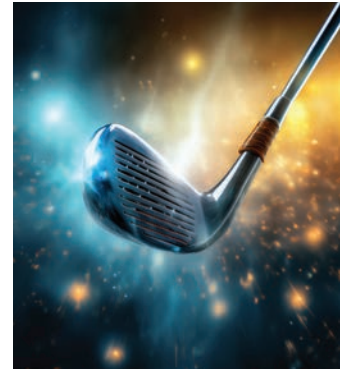
Thursday  
*Cruise & Connect  
Luncheon*

\$7,500



# GOLF Sponsorships

Sponsoring the Invitational Golf event offers prime exposure alongside industry leaders, all while enjoying friendly competition and post-round camaraderie.



**Dub's Dread Golf Club, Kansas City**



## Beverage Cart

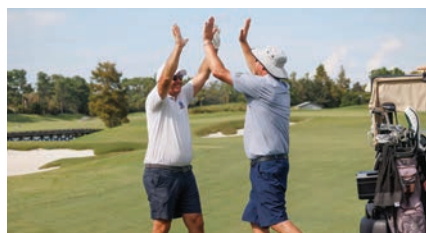
Sponsor logo prominently displayed on two beverage carts; sponsor branded koozies for all players; unlimited drinks for all players.

**\$5,000**

## Title Sponsor

Event naming rights; opportunity for displays; opportunity to participate in awards presentations.

**\$10,000**



## Cigar Bar Station

Sponsor to have table/branding at Hole #1 to hand out cigars to players.

**\$5,000**

# GOLF Sponsorships

Tee off relationship-building in a relaxed, social setting where business meets pleasure.



## Hole in One

**SOLD**

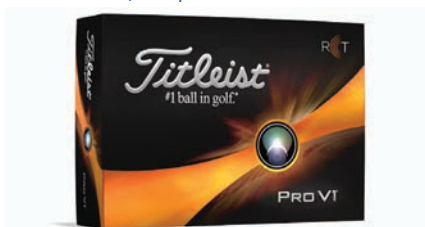
Sponsor of \$50,000 Hole in One Challenge; sponsor signage displayed at hole #4 tee box; opportunity to set up display at hole.

\$5,000

## Titleist Pro V1 Golf Balls (Two Sponsorship Opportunities)

Sponsor logo on Titleist Pro V1 golf balls; one sleeve of three balls provided to each player.

\$5,000



## Golf Towel

**SOLD**

Sponsor logo on microfiber golf towel; one towel provided to each player.

\$3,500



## Refreshment Table w/ Frozen Treats

Sponsor to have table/branding at hole #9 to hand out frozen treats to players.

\$3,500



## Divot Tool / Ball Marker

Sponsor logo on divot tool/ball marker; one tool provided to each player.

\$3,000



## Golf Cart GPS Screen/Signage

Sponsor logo on all golf cart GPS screens.

\$2,000



## Golf Tees

Sponsor logo on 3 1/4" Tee Pack (10), one pack provided to each player.

\$1,000

# Branding Opportunities

Maximize your visibility with customized branding options that put your name front and center. From signage and swag to sponsored experiences, these opportunities allow your brand to make a lasting impression.



Chair Covers - Session Rooms (Exclusive)

**SOLD**

High visibility sponsor branding and message on back of all chairs in general session room throughout the entire conference.

\$15,000

Registration Desk

Two pods; co-branded mobile check-in registration desks.

\$6,000 **SOLD**



WRC Badge

Co-branded convention badge.

\$5,000

**SOLD**

**SOLD**



WRC Lanyards \$5,000



2M Lightbox

Sponsor logo on a 77" x 120" backlit fabric banner.

(2-SOLD 1 available) (2-SOLD 1 available)

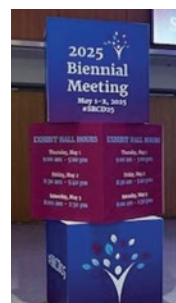
\$6,000



1M Lightbox

Sponsor logo on a 37.5625" x 96" backlit fabric banner.

\$3,000



Cube Tower

Three 32" cubes standing a total of 8' tall.

\$5,500



Branded Leather Notebook in Session Rooms (Exclusive)

Sponsor branded leather-bound notebook placed at session seats.

**SOLD**

\$8,000

# Branding Opportunities

Maximize your visibility with customized branding options that put your name front and center. From signage and swag to sponsored experiences, these opportunities allow your brand to make a lasting impression.



## Branded Charging Station in Expo Hall

Branded charging area including 2 branded charging tables, 8 branded stools and 8' x 10' branded backwall.

\$10,000

## Hotel Room Keys

Branded hotel room key cards to all conference registrants.

\$5,500

**SOLD**



## Glass Railing Panels

(13 available)

Branded glass rail panels viewable from hotel lobby entrance.

\$1,200/each

**SOLD**



## Floor Clings in Expo Hall

(Sold in set of 3)

**2 SOLD / 0 Available**

Branded floor clings (36" diameter) placed near expo hall entryway.

\$2,500

**SOLD**

## Floor Clings in City Beautiful Foyer Area (Sold in set of 3)

Branded floor clings (36" diameter) placed near City Beautiful foyer area.

\$2,500

**SOLD**



## City Beautiful Foyer Columns

(3 available)

4' tall wrap

\$1,500/each

# Branding Opportunities

Maximize your visibility with customized branding options that put your name front and center. From signage and swag to sponsored experiences, these opportunities allow your brand to make a lasting impression.



City Beautiful Foyer Windows  
Sold in Set of 6 Windows

(1 available)

**SOLD**

Branded window panels viewable in City Beautiful area near general session and expo.

\$6,500

City Beautiful South Windows  
Sold in Sets of 5 Windows

(2 available)

**SOLD**

Branded window panels viewable in City Beautiful area near general session and expo.

\$6,950



City Beautiful West Windows  
Sold in Set of 8 Windows

(1 available)

**ON HOLD**

Branded window panels viewable in City Beautiful area near general session and expo.

\$5,500



City Beautiful East Windows  
Sold in Set of 4 Windows

(1 available)

**ON HOLD**

Branded window panels viewable in City Beautiful area near general session and expo.

\$5,500

Meter Board Single Side

Branded 4' x 8' single sided meter board.

(1 - **SOLD** 2 available)

\$1,500



Meter Board Double Side

Branded 4' x 8' double sided meter board.

(1 - **SOLD** 2 available)

\$1,800

# Digital Sponsorships

Extend your brand's reach beyond the event floor with high-impact digital sponsorships. From on-screen recognition and digital signage to sponsored video content, these options keep your brand in front of attendees before, during, and after the convention.



Ten-second ad alternating with the conference agenda that will run continually throughout the conference.



Digital Promo Spot/  
Agenda Ad Sponsor

(5 available)

\$2,000



Mobile App Sponsor  
(2 available)

Rotating banner ad on NAAA's mobile app.

\$2,500

Wi-Fi (Exclusive)

**ON HOLD**

Sponsor logo on Wi-Fi splash page; your logo and QR code on table tent signs with customizable Wi-Fi login to be displayed on name badges.

\$7,500



Pre-Event NAAA Member E-Blast

Exclusive opportunity to place your banner within the NAAA e-blasts to members, associate members, and registered attendees.

July — ~~\$1,500~~ **SOLD**  
August — \$2,000  
September — \$2,500

# Meetings/Sessions Sponsorships

Align your brand with the core of the convention—where ideas are shared, strategies are shaped, and industry leaders gather.



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**Branded 2'x3' easel signage during session; sponsor logo on-screen visuals; verbal recognition of sponsor from emcee.**

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Session: Opening Keynote  
*September 24th*

**STEVE BROWN**

*Call for details!*



Session: Closing Keynote  
*September 25th*

**BO JACKSON**

Sponsorship includes Meet & Greet photo op and signed NFL football.  
*Call for details!*

Call or Email for Details: James Gibson – (571) 246-7117 – [jgibson@naaa.com](mailto:jgibson@naaa.com)

# Meetings/Sessions Sponsorships

Sponsoring meetings and sessions offers targeted exposure and positions your company as a supporter of innovation, education, and professional growth.



Branded 2'x3' easel signage during session; sponsor logo on-screen visuals; verbal recognition of sponsor from emcee.

## SESSIONS \$2,000/each

I. From the Source to the Sale

**SOLD**

II. Legacy in Motion: Culture, People and Talent

**SOLD**

III. AI on the Block

IV. Hot Topics in Statehouses

V. Market Pulse: Economic Forces Shaping the Auction Lane