



Spring Remarketing  
EXCHANGE

March 2-4  
Dallas, Texas

SPONSORSHIP  
PROSPECTUS

R  
RENAISSANCE®  
DALLAS ADDISON HOTEL

**CONTACT**

James Gibson | *Senior Director of  
Business Development*

NAAA, Frederick MD  
(571) 246-7117  
jgibson@naaa.com



# MESSAGE FROM THE PRESIDENTS



On behalf of the National Auto Auction Association (NAAA) and Automotive Remarketing Alliance (ARA), we are delighted to introduce the 2026 Spring Remarketing Exchange Sponsorship Prospectus – your guide to the exciting opportunities that await at this year's event.

For the first time, ARA and NAAA are uniting for this landmark event that will bring together consignors, auctions, and service providers for three days of collaboration, innovation, and elevated networking.

The Spring Remarketing Exchange is about building bridges, fostering progressive dialogue, and delivering an experience that brings lasting value to the remarketing community. The event will feature real-world, problem-solving sessions among, auctions, and the providers that support both.

Your support enables us to deliver a robust event where industry stakeholders can collaborate to spark innovation and elevate industry standards.

As a sponsor, you will have access to hundreds of attendees in the remarketing industry searching for new and innovative business solutions. You can connect with top industry leaders and key decision makers from auctions as well as consignors like fleet management companies, subprime lenders, banks, repo/remarketing providers, and rental companies. The Spring Remarketing Exchange is the first wholesale remarketing conference of 2026, and the only one focused on uniting consignors and auctions, allowing sponsors to influence consignor decisions in Q1 of 2026, with impact throughout the calendar year.

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 inaugural Spring Remarketing Exchange a success. We look forward to seeing all of you in March in Dallas!

Sincerely,

A stylized, handwritten signature in black ink, appearing to read "Eddie Lafferty".

Eddie Lafferty  
NAAA President

A handwritten signature in black ink, appearing to read "Chris Clarke".

Chris Clarke  
ARA President





## AT A GLANCE

This March, Dallas, Texas becomes the epicenter of the wholesale automotive industry as the 2026 Spring Remarketing Exchange kicks off—bringing together the brightest minds, boldest innovators, and most influential leaders in vehicle remarketing.

Over three dynamic days, auction executives, consignors, dealers, fleet managers, and technology providers will gather to exchange ideas, explore solutions, and shape the future of the wholesale marketplace.

### What to Expect

- **High-Impact Insights:** Hear from top industry voices through keynote sessions, thought-provoking panels, and deep-dive discussions on the trends and technologies redefining remarketing.
- **Dynamic Networking:** Build meaningful connections during interactive workshops, receptions, and collaborative sessions designed to spark partnerships and fresh thinking.
- **Innovative Showcase:** Explore the latest products, platforms, and services in a vibrant expo hall buzzing with new opportunities and next-gen solutions.

### Who Should Attend

If you're part of the remarketing ecosystem—whether you're leading an auction, managing a fleet, driving dealer growth, or innovating with technology—this is your must-attend event of the year.

Come ready to connect, learn, and lead. And yes—bring your best cowboy hat for a true Dallas experience.



# 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.

## Table Top Exhibit – \$2,000



### What's Included

- One Comp Registration
- 6' Skirted Table, Two Chairs, Trash Can
- Pre-Show Attendee List
- Use of SRE Logo in your Convention Related Marketing Materials

### Exhibit Hall Details

**Exhibitor Move-in:**  
March 2nd, 8:00AM to Noon

**Exhibitor Move-out:**  
March 4th, 11:00AM to Noon

Exhibitors will have the opportunity to engage with attendees throughout the day during scheduled breaks.

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

# Why Sponsor?

Sponsorship elevates your brand across the entire event, bringing visibility, recognition, and meaningful exposure to the people who influence remarketing decisions.



---

## The Spring Remarketing Exchange is unique in the three following ways:

- It's the first conference of the year on the wholesale automotive industry calendar, giving sponsors an opportunity to **lock in consignor vehicle disposition priorities early in the year.**
- It's the only conference **exclusively focused** on improving the wholesale automotive sales cycle.
- It's the only conference with scheduled in-depth collaborative sessions for auctions, consignors and providers to proactively **focus on optimizing vehicle sale prices and improving operational efficiencies.**

## Attendance:

- 400+ total attendees expected
- 60-70 consignor organizations, including:
  - ♦ **FMCs** such as Element, Holman, Wheels, Emkay, AP Fleet, Mike Albert Leasing
  - ♦ **Subprime lenders** such as Credit Acceptance, America's Car-Mart, Exeter
  - ♦ **Banks** such as Chase, Capital One, US Bank, Bank of America
  - ♦ **Repo/Remarketing providers** such as Location Services, LaneLink, PAR
  - ♦ **Rental companies** such as Avis/Budget Group, Hertz, UHaul
- We estimate consignor attendees at Spring Remarketing Exchange will **control the annual disposition of >2.5 million vehicles**



# Entertainment/Social Sponsorships

Sponsorships offer premium visibility in the most relaxed and engaging settings of the Spring Remarketing Exchange!



## Unite & Ignite: NAAA & ARA Opening Reception (3 Available)

\$10,000

### Pre-Event Branding

- Company logo on NAAA and ARA website featuring sponsors with link to your website
- Company logo on all email marketing identifying you as a sponsor
- Social Media post on LinkedIn featuring your sponsorship of the Welcome Reception

### On-Site

- Lightbox at event to be repurposed elsewhere throughout the entire conference
- Sponsor will be recognized in Welcome remarks to attendees

### Comp Pass

- One comp pass

# Entertainment/Social Sponsorships

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



## All Day Sip & Snacks | Refreshments

Sponsor logo on branded napkins at serving stations; 33.5" x 89" sponsor branded signage; sponsor recognition before and after break by emcee.



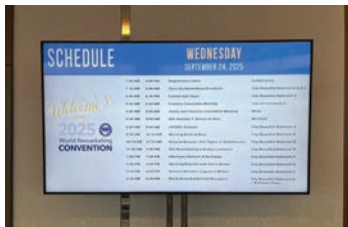
**TUESDAY**  
\$7,500



**WEDNESDAY**  
\$7,500

# Branding Opportunities

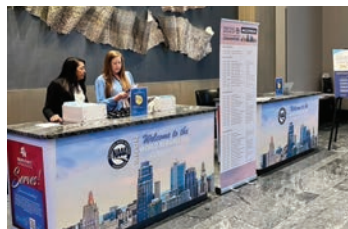
Maximize your visibility with customized branding options that put your name front and center. From signage and swag to sponsored experiences, these opportunities allow your brand to make a lasting impression.



## Agenda/Digital Sponsorship (4 Available)

10-second spot, alternating with the conference agenda that will run continually during show hours.

\$2,000 (each)



## Registration Desk

Co-branded logo on front of desk (16'3"W x 3'2"H) on each side of registration desk; three sponsor branded 36" floor clings.

\$6,000



## Co-branded SRE Badge

\$7,500



## Hotel Key

\$5,500



## Co-branded SRE Lanyards

\$7,500



## Back-Lit SEG Display (8')

\$3,500



## Back-Lit SEG Display (10')

\$6,000



## Banner Stand Display

Single-sided, sponsor logo/artwork (33"W x 81"H)

\$1,000



## Branded Leather Notebook in Session Rooms (Exclusive)

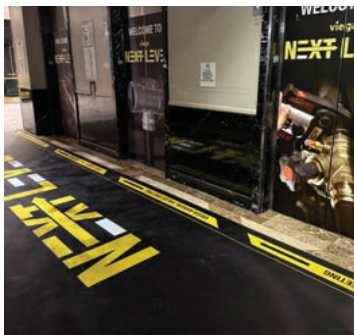
Sponsor branded leather-bound notebooks placed at session seats.

\$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.



## Elevator Main - Giant Floor Area Cling

Sponsor branded floor cling  
(108"W x 348"H)

\$12,000



## Elevator Clings

(QTY 5)

**SOLD**

Sponsor branded clings  
(44"W x 84"H)

\$9,000



## Escalator Glass Railing

Sponsor branded clings  
(420" W x 37"H), (141" W x 37"H)

\$6,000

**SOLD**



## **SOLD** Escalator Clings (2 Available)

Sponsor branded clings on the exterior left "up" side and exterior right "down" side (4) 48"W x 24"H panels on each side

\$6,000



## Table Top Clings in Social Network Break Area (18 Available)

Sponsor branded table top clings  
(30" Diameter)

\$9,000



## Banners Over Food Garden Court (QTY 6)

Hanging grommet banner  
(120"W x 36"H)

\$6,000

# 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.



**Floor Clings – 36"**  
(Sold in Set of 3)

Sponsor branded floor clings  
(36"W x 36"H)

\$2,500



**Floor Clings – 60"**  
(Sold in Set of 1)

Sponsor branded floor clings  
(60"W x 60"H)

\$2,500



**Hotel Entry Door Clings  
Center Sliding Panels**  
(QTY 2)

Sponsor branded door clings  
(36"W x 71"H)

\$3,500

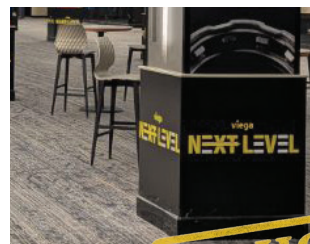
**SOLD**



**Hotel Entry Door Clings  
Side Stationary Panels**  
(QTY 2)

Sponsor branded door clings  
(41"W x 71"H)

\$3,500



**Crystal Foyer Columns Base**  
(10 Available)

Sponsor branded clings  
(Four sides; each 33"W x 32"H)

\$10,000



**Crystal Foyer Columns Top**  
(10 Available)

Sponsor branded clings  
(Two sides; each 103"H x 27.5"W)

\$15,000

**ON HOLD**

**ON HOLD**

# 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.



**SEG Display 3'** \$1,500  
**SEG Display 10'** \$2,500  
**SEG Display 20'** \$5,000



**Fabric Display 20'**

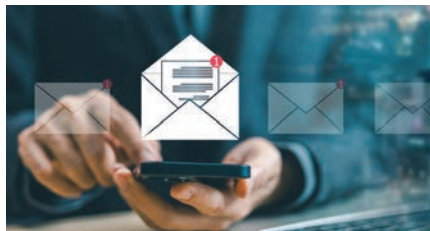
\$4,000



**General Session Podium Sign**

Sponsor branding displayed on the general session podium throughout sessions.

\$7,500



## Pre Attendee List

Before the conference, your landing page banner/link will be emailed to all registered attendees.

## Post Attendee List

After the conference, your landing page banner/link will be emailed to all registered attendees.

\$3,500 (each)



## Pre-Event Member E-Blast

Before the conference, your key events will be promoted, including featuring your sponsor landing page banner.

(2 available)

\$3,500



## Post Event Member E-blast

After the conference, event highlights featuring key sponsor activities and quotes will be shared and promoted across social media channels.

(1 available)

\$3,500



# Meetings/Sessions Sponsorships

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



## ARA Board Meeting

Sponsor to attend opening of board meeting; provide welcome remarks to the ARA Board with a brief spotlight on company's services.

Branded 24" x 36" easel signage.

\$10,000



## ARA Consignor-Only Session

Show your appreciation to the best consignors in the industry; includes refreshments during the session.

Branded 24" x 36" easel signage.

\$10,000



## PowerPoint Deck Sponsor

Sponsor branding to be included on the event's official slide deck used during the event.

\$7,500

# Meetings/Sessions Sponsorships

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



## Exhibitor Spotlight

### Exclusive Opportunity

\$3,000/each

Sponsor will deliver a 5-minute overview of their products or services and invite attendees to visit their booth for additional information.  
Sponsor-branded 24" x 36" easel signage will be displayed at event.

#### I. Exhibitor Spotlight: Session 1 Sponsor

#### II. Exhibitor Spotlight: Session 2 Sponsor

#### III. Exhibitor Spotlight: Session 3 Sponsor

#### IV. Exhibitor Spotlight: Session 4 Sponsor

#### V. Exhibitor Spotlight: Session 5 Sponsor

# Terms and Conditions

By submitting payment or participating in this event, all Sponsors and Exhibitors agree to the following Terms and Conditions.

---

## **Failure to Make a Payment**

All fees must be paid in full by stated deadlines. Booth space, signage, marketing placement, and sponsorship benefits are not guaranteed until payment is received. Late or missing payments may result in forfeiture of participation without refund.

## **Cancellations**

Cancellations must be submitted in writing. Certain fees may be non-cancelable if materials have already been produced. The organizer may postpone or modify the event if necessary. In such cases, credits or alternative participation options may be offered.

## **Refunds**

Refunds follow the cancellation policy and agreement terms. No refunds for late arrivals, no-shows, or withdrawals after production of promotional assets. If the event is rescheduled or reformatted, payments may be applied to a future date or comparable benefit.

## **Attendance / Traffic**

No guarantees are made regarding attendee volume, booth traffic, sales, or return on investment. Sponsors and Exhibitors are responsible for their own activation and marketing efforts.

## **Copyright Infringement**

Sponsors and Exhibitors must have legal rights to all images, logos, designs, music, or materials displayed or distributed. The organizer is not liable for infringement claims. Violators may be removed without refund.

## **Indemnification & Liability**

Sponsors and Exhibitors assume full responsibility for their personnel, equipment, displays, and activities. They agree to indemnify and hold harmless the event, venue, and organizers from claims, damages, injuries, or losses arising from their participation.



# Terms and Conditions *cont...*

---

## **Insurance Requirements**

Sponsors and Exhibitors are encouraged to carry general liability insurance covering their exhibit, staff, and materials. The event organizer is not responsible for lost, stolen, or damaged property.

## **Table/Booth Setup & Facility Rules**

All displays must be safe, professional, and within assigned space. Exhibitors must follow venue guidelines, safety rules, and setup/tear-down schedules. Damage to the facility or rented equipment is the responsibility of the Exhibitor.

## **Media Rights**

By participating, Sponsors and Exhibitors grant permission for the event to use photos or video of booths, products, and branded materials for event marketing, social media, and advertising, without compensation.