



NABD 2010 NATIONAL CONFERENCE FOR BUY HERE, PAY HERE

2180 NORTH LOOP WEST SUITE 260 ♦ HOUSTON, TEXAS 77018

Phone: 713-290-8171 ♦ Fax: 713-680-BHPH (2474)

Website: www.bhphinfo.com ♦ Email: nabd@bhphinfo.com

December 1, 2009

RE: Gold / Silver Sponsorship

Dear Sponsor,

The attached gold/silver sponsorship letter corrects the one you recently received. The attached information is final and supersedes the previous version. Please call with any questions.

We look forward to seeing you in Las Vegas, Nevada, on May 11-13, 2010.

Sincerely,

Kenneth B. Shilson, CPA
Convention Chairman

Keith A. Shilson
Marketing Director

KBS / jb



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December 1, 2009

RE: Gold / Silver Sponsorship

AMENDED 11/30/09

Dear Sponsor,

NABD is proud to announce that its 2010 National Buy Here Pay Here Conference will be held at the fabulous Venetian in Las Vegas, Nevada, May 11-13, 2010. The Venetian is the only five-diamond all-suite Resort Hotel in Las Vegas and we are very excited about our new venue. Our special thanks to all of the exhibitors and attendees who made last year's conference a big success! We plan to make NABD 2010 even better as follows:

1. The Venetian is one of Las Vegas' finest casinos. Discounted luxury suite packages with special amenities are available at special rates. Our luxury suite packages are available from May 9-14, for those who wish to extend their Las Vegas visit. The outstanding facilities and discounted suite rates make this conference a must-attend for everyone!
2. NABD will offer luxury suite discounts, meeting facilities and special amenities to sponsors who would like to have business meetings around the dates of the conference. Meeting space is limited so contact either Keith Shilson or myself. Arrangements are needed before Dec. 31, 2009. Those sponsors who arrange advance meetings will be given larger, preferred booth locations.
3. Our exhibit hall has been expanded to accommodate all of our sponsors' needs. A preliminary floor plan has been posted on our website at www.bhphinfo.com. The program has been arranged so the educational sessions won't conflict with exhibit hall hours. Sponsors who wish to expand their booth sizes should contact Keith Shilson for details. Booth assignments will be based upon the date your sponsorship payment is received.
4. The conference begins on Tuesday, May 11 (with the general education sessions starting in the early afternoon) and a welcome reception in the exhibit hall on Tuesday evening. All meals and receptions during the conference will be held inside the exhibit hall to facilitate interaction with attendees.

5. The show will conclude at 5:00 P.M. on Thursday afternoon, May 13, so you should plan to stay in Las Vegas on Thursday evening.
6. The Tuesday – Thursday format facilitates travel and enables attendees to enjoy Las Vegas over both the preceding and/or the following weekends at unbelievable discounts.
7. NABD will again offer speaking opportunities to Gold Sponsors to increase each attendee's knowledge of your products or services. Such speaking spots are by mutual agreement and are subject to availability. These spots will be assigned on a first-come basis.
8. Last year we had over 1,500 attendees. We have already begun receiving commitments from sponsors and early registrations from attendees so this year's conference is expected to be larger. Everyone is excited about the new Venetian venue!
9. Your advertising banner on our newly updated website permits interaction with dealer attendees year 'round. The web site has been active since 2000 and has averaged over 200,000 hits per month. We have recently added a new "Jobs Board" so sponsors who wish to list employment opportunities should contact us for details. We will also post press releases and articles subject to NABD approval in advance.
10. Pre-conference advertising will include listings of our paid sponsors which will enhance your business opportunities both before and after the show. A sponsor is considered committed upon receipt of the sponsorship payment.

This letter summarizes our request for your sponsorship of the **NABD 2010 National BHPH Conference to be held May 11 through May 13, 2010, in Las Vegas, Nevada.** Select the sponsorship package which best meets your needs as described below.

A **Gold Sponsorship** costs \$5,000 and includes the following:

1. You will be provided with a 10 ft. x 20 ft. exhibit booth space, subject to availability (one company per exhibit booth).
2. You will be offered the personal opportunity to participate as a speaker during a breakout session designed specifically to promote your company's product or service, on a topic to be agreed upon with NABD in advance.
3. You will be listed as a Gold Sponsor in the conference workbook upon receipt of your sponsorship payment.
4. You will be provided with the names, addresses and contact information of attendees after the show.
5. You will receive five (5) free registrations to the conference for your employees which includes admittance to all conference events (including the educational sessions) and conference meals (a \$795 value).
6. You will be designated as a sponsor on our NABD web site, www.bhphinfo.com, for one year at no additional charge.

A **Silver Sponsorship** costs \$2,500 and includes the following:

1. You will be provided with a 10 ft. x 10 ft. exhibit booth space, subject to availability (one company per exhibit booth).
2. **After the conference**, you will receive the names, addresses, and the telephone numbers of all registrants, upon request. Pre-conference listings are not available, due to the large number of attendees who register.
3. You will be listed in the conference workbook as a silver sponsor.
4. You will receive two (2) free registrations to the conference for your employees to staff your booth. Each registration includes conference meals, invitations to two receptions and conference workbook materials. Each registration is a \$795 value.

Event Sponsorships:

Sponsors are offered the opportunity to sponsor one of the conference events such as a reception, luncheon, coffee or other activity. Your company will receive individual recognition for sponsoring these events and other considerations during the conference. Please call to discuss such opportunities if you have an interest.

We have already received commitments from several prominent sponsors and space is limited so make your decision as soon as possible.

Your purchase of a banner advertisement on the new web site will greatly enhance your business opportunities with attendees after the conference. You may purchase a banner ad for one year for just \$300. Just complete the attachment and fax it back to us at 713-680-BHPH (2474).

We must finalize the speaker / sponsor list by January 15, 2010, so your early response is appreciated. Speaker / Panelists and booth location will be on a first come – first serve basis. You should complete the attachment and fax it back to us at 713-680-BHPH (2474) as soon as possible.

We look forward to seeing you in Las Vegas, Nevada, on May 11-13, 2010.

Sincerely,



Kenneth B. Shilson, CPA
Convention Chairman



Keith A. Shilson
Marketing Director

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Website Banner

Company Information

Company Name Telephone

Address Fax

City, State, Zip Website

Contact Name Email

Payment Information - \$300 for One Year

Check Enclosed (Please make payable to NABD)

Visa MasterCard American Express Discover

Card Number Expiration

Billing Address (If different from above) City, State, Zip

Cardholder Name Signature

Date

The banner will be displayed on <http://www.bhphinfo.com/sponsors.htm>.
Please send banner as a GIF or JPEG file with the link to jo@kenshilson.com.
The size limit is 460 pixels x 60 pixels and banners can be animated.



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SPONSOR APPLICATION

Sponsor for NABD 2010 - *Payment due in full by January 15, 2010:*

_____ **Gold Sponsor (\$5,000):** Please contact about speaking at the NABD 2010 Convention.

_____ **Silver Sponsor (\$2,500):** Please invoice accordingly.

_____ **Event Sponsorship:** If interested, please contact Conference Chairman Ken Shilson for details at ken@kenshilson.com.

1. Exhibitor Information *(Note: This information will be used when mailing & shipping all exhibitor materials.)*

Company Name Telephone

Address (If PO Box, please provide shipping address also) Fax

City, State, Zip Website

2. Contact Information: *The official contact will receive all sponsor related materials.*

Official Contact Telephone (If different from above.)

Email

3. Product or Service: *Please select a category for the type of product(s) or service(s) to be exhibited.*

- Advertising / Marketing Attorney / Legal Auto Transport Capital – Floor Plans
- Capital – Lines of Credit Capital – Notes Certified Public Accountants Collection Training
- Dealer Education Dealer Management Software Key Systems Lead Management
- Payment Devices / GPS Recoveries Reinsurance / Insurance Tax Preparation
- Trade Publication Training Twenty Groups Vehicle Remarketing
- Warranty / Service Contract Other _____

4. Directory Information: *This information will be printed in the conference workbook given to all attendees.*

Company Name Telephone

Address Fax

City, State, Zip Website

5. Signature

Print Name Title

Signature Date



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CREDIT CARD INFORMATION

CONTACT INFO:

Name

Company

Phone

Fax

PLEASE CHARGE MY:

AMEX

Discover

MasterCard

Visa

Amount

Apply To

Card No.

Expiration

Name (as it appears on the card)

Billing Address

City, State, Zip

CHARGE AGREEMENT: This cardholder agrees to pay the amount entered above to the NABD Conference. No refunds are allowed. The cardholder agrees not to dispute this charge with the credit card company. This document may be used as proof of goods or services purchased.

I, the Cardholder, understand the above statement and agree to abide by the "No Refunds" policy.

Signature

Date