



# 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](http://www.bhphinfo.com) ♦ Email: [nabd@bhphinfo.com](mailto:nabd@bhphinfo.com)

November 30, 2009

## **RE: Platinum / Platinum Plus Sponsorship**

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](http://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.
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 Platinum Plus and Platinum 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 committed 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 **Platinum Plus Sponsorship** costs \$12,500 and includes the following:

1. Your company will be named as an event sponsor for a reception, luncheon, coffee or other activity. Please contact Keith Shilson to discuss further details.
2. You will be provided with a 20 ft. x 20 ft. exhibit booth space (one company per exhibit booth) and you will be given a preferential position in the exhibit hall upon receipt of your deposit.
3. You will be provided with the names, addresses and contact information of attendees after the show.
4. You will be listed as a major sponsor and your logo will appear in the conference mailers and receive a free banner ad on the NABD web site, [www.bhphinfo.com](http://www.bhphinfo.com).
5. You will be given a program designation in the conference workbook, as a major sponsor.
6. You will be offered the personal opportunity to participate as a speaker at the conference on a topic to be mutually agreed upon in advance. Speaking spots are subject to availability and available only to committed sponsors.
7. You will receive up to twelve (12) 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. Additional registrations may be awarded to those committed sponsorships received by December 31, 2009.

8. You will be designated as a sponsor on our NABD web site, [www.bhphinfo.com](http://www.bhphinfo.com), for one year at no additional charge. You may submit articles for posting on the "News & Views" section of our web site. Posting of these articles is subject to final approval by NABD in advance of posting.

A **Platinum Sponsorship** costs \$7,500 and includes the following:

1. You will be provided with a 10 ft. x 20 ft. exhibit booth space (one company per exhibit booth) and you will be given a preferential position in the exhibit hall upon receipt of your deposit.
2. You will be listed as a major sponsor of this show in the conference workbook.
3. You will be offered the personal opportunity to participate as a speaker at the conference on a topic to be mutually agreed with NABD in advance. Speaking spots are available only to committed sponsors and are subject to availability.
4. You will receive up to ten (10) free registrations to the conference for your employees to staff your booth. Each registration includes conference meals, invitations to two cocktail receptions and conference workbook materials. Each registration is a \$795 value.
5. You will be designated as a major sponsor on our NABD website, [www.bhphinfo.com](http://www.bhphinfo.com), for one year at no additional charge. You may submit articles for posting on the "News & Views" section of our website. Posting of these articles is subject to prior approval by NABD in advance of posting.
6. Upon request, you will receive the names, addresses, and the telephone numbers of all registrants.

### **Event Sponsorships:**

Platinum Plus sponsors will be designated as a conference event sponsor for a reception, luncheon or coffee or other activity. Your company will receive individual recognition for sponsoring these events and other special amenities during the conference. Anyone interested in expanding their event sponsorship should call us for details.

Please note that event sponsorships are limited, so we encourage you to advise us of your participation as soon as possible. Booth locations will be made on a first come - first serve basis based upon receipt of your sponsorship deposit.

Please designate your sponsorship by completing the attached form and returning it so us with your deposit and mail to: NABD, 2180 North Loop West, Suite 260, Houston, Texas 77018-8120.

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

Sincerely,

A handwritten signature in black ink that reads "Kenneth Shilson". The signature is written in a cursive style with a prominent initial "K".

Kenneth B. Shilson, CPA  
Convention Chairman

A handwritten signature in black ink that reads "Keith Shilson". The signature is written in a cursive style with a prominent initial "K".

Keith A. Shilson  
Marketing Director

KBS / jb



# 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

## SPONSOR APPLICATION

### 1. Please check one:

Designation:	<input type="checkbox"/> <u>Platinum Plus</u>	<input type="checkbox"/> <u>Platinum</u>
Sponsorship Fee	\$12,500	\$7,500
Deposit Enclosed (33 <sup>1</sup> / <sub>3</sub> %)	<u>(4,200)</u>	<u>(2,500)</u>
Balance due by April 13, 2010	<u>\$8,300</u>	<u>\$5,000</u>

### 2. 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

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

\_\_\_\_\_  
Official Contact Telephone (If different from above.)

\_\_\_\_\_  
Email

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

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

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

\_\_\_\_\_  
Company Name Telephone

\_\_\_\_\_  
Address Fax

\_\_\_\_\_  
City, State, Zip Website

### 6. Signature

\_\_\_\_\_  
Signature Date

\_\_\_\_\_  
Print Name Title



## 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

### *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