

Join us for the **National Vehicle Leasing Association (NVLA) 2025 Annual Conference, April 9-10, 2025**, at the Wyndham Grand in Clearwater Beach, Florida.

This meeting is the premier educational and networking event for vehicle leasing professionals throughout the United

States and Canada. For vehicle industry partners and related organizations, this event is an outstanding opportunity to make and solidify relationships with independent vehicle lessors through person-to-person communications and marketing.

About NVLA

Founded in 1968, NVLA provides educational opportunities, promotes responsible legislation and communicates with members regarding developments and trends in vehicle leasing. NVLA promotes the leasing concept while encouraging the highest ethical and professional standards.

Mission

NVLA is the association of choice to collaborate, network and collectively support the vehicle leasing industry.

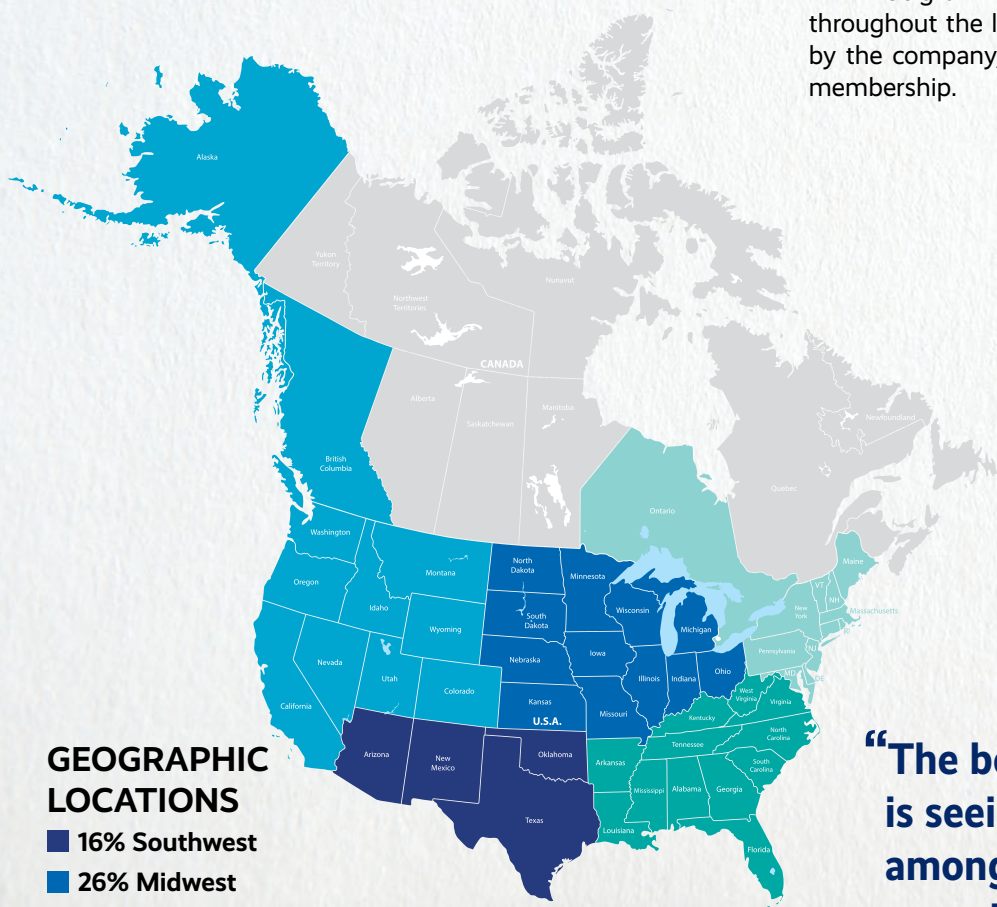
What Makes Us Unique?

NVLA is the leading organization for independent lessors in the US and Canada. Our focus on the independent lessors facilitates a community for our members to network and grow as an industry.

NVLA helps our members stay in touch with what is happening in the auto leasing industry through online communities, such as LinkedIn, as well as a member-only list-serv in conjunction with our online directory and affinity programs. Members also have access to NVLA legal and accounting counsel, legislative updates and educational programming.

Meet Our Members

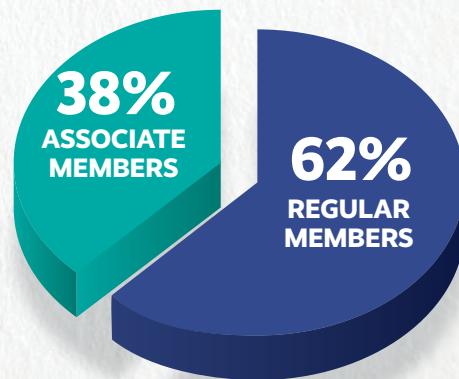
NVLA is a growing association comprised of member companies throughout the leasing industry. Membership in NVLA is held by the company, with all employees receiving the benefits of membership.



GEOGRAPHIC LOCATIONS

- 16% Southwest
- 26% Midwest
- 31% Northeast
- 16% Southeast
- 11% Northwest

MEMBER TYPES



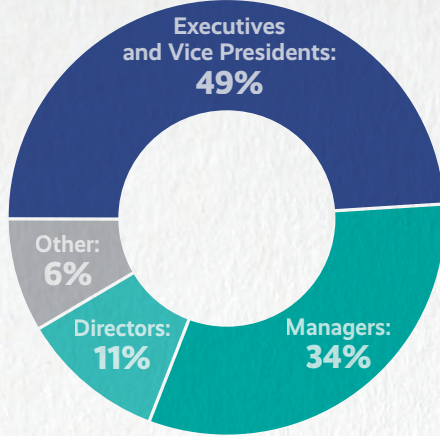
“The best thing about this conference is seeing the friendships and loyalty among everyone. NVLA is a great organization that truly desires to help others.”



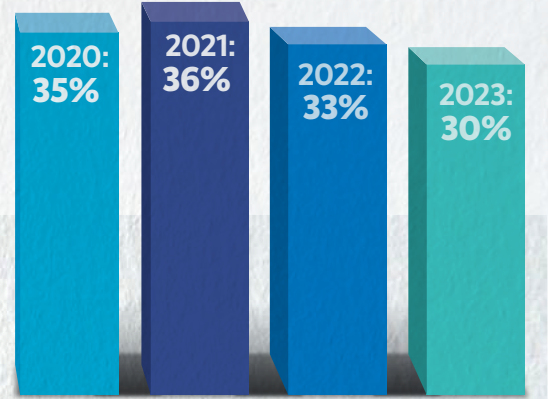
NVLA Annual Conference

On average, our annual conference draws approximately 130-180 vehicle leasing professionals each year from the United States and Canada. The majority are key leaders and decision makers in their respective companies.

ATTENDANCE BY TITLE



FIRST-TIME ATTENDEES



260

unique companies represented
over the past 5 years

4 REASONS TO ATTEND THE NVLA CONFERENCE



Lead-Nurturing Environment

Sponsoring the NVLA Conference offers an array of opportunities throughout the event and year to educate your potential buyers about your products and services.



Direct Connection to Decision Makers

NVLA Conference attendees are owners and executives within the lessor community. This is the ideal place to connect with company decision makers.



Shorten Your Sales Cycle

Attendees are exposed to your services, and with plenty of valuable face-to-face interaction, you can build those relationships that help shorten the sales cycle.



Product and Services Demo Opportunities

All sponsorship levels include exhibit opportunities to speak or present directly to all attendees. Use these live platforms to demonstrate your products and pitch your services.



SPONSOR & EXHIBITOR LEVELS

Platinum - \$10,000

- Complimentary NVLA company membership
- Conference exhibitor booth
- Pre- and post-conference attendee roster
- Company profile in the printed program
- Logo on printed and digital signage, NVLA website and conference promotions
- Five (5) conference registrations
- Full-page program ad
- Scheduled 15-minute presentation by speaker of your choice from the podium during the conference; speaker and topic listed on the program agenda.
- Company introduction
- Participation in applicable panel presentation during the conference
- Banner ad in four (4) issues of NVLA LeaseWire
- Opportunity to contribute content to two (2) issues of the NVLA LeaseWire e-newsletter
- Choice of two exclusive customizations – Tier 1
- Targeted eblast to NVLA members

Gold - \$8,000

- Complimentary NVLA membership
- Conference exhibitor booth
- Pre- and post-conference attendee roster
- Company profile in the printed program
- Logo on printed and digital signage, NVLA website and conference promotions
- Five (5) conference registrations
- Full-page program ad
- Scheduled 15-minute presentation by speaker of your choice from the podium during the conference; speaker and topic listed on the program agenda OR participation in applicable panel presentation during the conference
- Company introduction
- Banner ad in three (3) issues of NVLA LeaseWire
- Opportunity to contribute content to one (1) issue of the NVLA LeaseWire e-newsletter
- Choice of exclusive customization – Tier 1
- Targeted eblast to NVLA members



SPONSOR & EXHIBITOR LEVELS

Silver - \$6,500

- Complimentary NVLA company membership
- Conference exhibitor booth
- Pre- and post-conference attendee roster
- Company profile in the printed program
- Logo on printed and digital signage, NVLA website and conference promotions
- Four (4) conference registrations
- Participation in applicable panel presentation during the conference
- Banner ad in two (2) issues of NVLA LeaseWire
- Choice of exclusive customization – Tier 1
- Half-page program ad

Bronze - \$5,000

- Conference exhibitor booth
- Pre- and post-conference attendee roster
- Company profile in the printed program
- Logo on printed and digital signage, NVLA website and conference promotions
- Three (3) conference registrations
- Choice of exclusive customization – Tier 2
- Banner ad in one (1) issue of NVLA LeaseWire

Copper - \$3,000

- Conference exhibitor booth
- Pre- and post-conference attendee roster
- Company profile in the printed program
- Company name on printed and digital signage, NVLA website and conference promotions
- Two (2) conference registrations
- Choice of exclusive customization – Tier 2

Exhibitor - Member - \$2,000 Non-Member - \$3,000

Exhibitor booth

- 3'x 6' exhibit booth w/ chairs
- Pre- and post-conference attendee roster
- Company profile in the printed program
- One (1) conference registration

An NVLA exhibit booth is the perfect opportunity for product and services demonstrations





CHOICE OF CUSTOMIZATION

Tier 1 (Platinum, Gold and Silver Levels)

Exclusive to one per company unless otherwise noted

Thursday President's Reception

Exclusive sponsorship of the President's Reception and musical entertainment. Logo recognition on signage, program book and in the attendee app. Welcome attendees alongside the NVLA president from the reception podium. Make the space your own with interactive lawn games, giveaways, or other creative ideas.

Wednesday Opening Reception

Exclusive sponsorship of the Opening Reception. Logo recognition on signage, program book and in the attendee app. Welcome attendees alongside the NVLA president from the reception podium. Make the space your own with interactive lawn games, giveaways, or other creative ideas.

Keynote Sponsor

Includes acknowledgement from the podium, logo on signage, app, in the program book and on-screen, plus the opportunity to place collateral on the attendees' seats.

Lanyard Sponsor

Seen on the neck of every attendee, this is one of the most visible ways to put your brand in front of NVLA members. Sponsor must secure the lanyards and supply to the NVLA office in advance of the Conference.

Tote Bag Sponsor

Your company's logo will be seen everywhere as it is prominently placed on the side of bags carried by attendees during (and after!) the event. Sponsor must secure the totes and supply to the NVLA office in advance of the Conference. Choice of tote is up to the sponsor.

LinkedIn Headshot Booth

NVLA attendees will flock to your photo booth for an NVLA-provided professional photographer headshot. Dedicated time scheduled for the headshots, plus logo recognition on signage and in the program book.

Room Key Sponsor

Hotel room keys with your logo distributed to guests at the time of check-in. Sponsor to secure room keys with the assistance of the NVLA office.

30-Second Video – Multiple available

Your message or ad to be played at the beginning or end of the session of your choice. Exclusions may apply. Sponsor provides the video.

Premium Branding: Everyone loves swag!

Fun promotional item of your choice to all NVLA attendees. Sponsor to secure and deliver to NVLA office in advance of conference.

Tier 2 (Bronze and Copper Levels)

Exclusive to one per company unless otherwise noted

Thursday Lunch

Exclusive sponsorship of the Thursday attendee lunch with logo recognition on signage, program book and in the attendee app.

Thursday or Friday Breakfast

Exclusive sponsorship of the Thursday or Friday attendee breakfast with logo recognition on signage, program book and in the attendee app. Interested in sponsoring both? Packages available.

Thursday AM or PM Break

Exclusive sponsorship of the Thursday attendee breaks with logo recognition on signage, program book and in the attendee app. Interested in sponsoring both? Packages available.

Conference Notebook

A must-have for all conference attendees during sessions! Ensure your logo is in everyone's hands throughout the conference. Sponsor must secure the notebooks and supply to the NVLA office in advance of the Conference. Choice of notebook is up to the sponsor.

Hand Sanitizer

Perfect for travel and attendees on the go! Ensure your logo is in everyone's hands throughout the conference. Sponsor must secure the product and supply to the NVLA office in advance of the Conference. Choice of product is up to the sponsor.

Floor Logos

Place your brand throughout the NVLA Conference space in one of the most visible places – the floor! Exclusive branding stickers to be placed near registration and in the exhibit hall. Estimated size is 2'x2' and includes five stickers.

Premium Branding: Everyone loves swag!

Fun promotional item of your choice to all NVLA attendees. Sponsor to secure and deliver to NVLA office in advance of conference.



ADDITIONAL CONFERENCE EXPERIENCE SPONSORSHIPS

Sponsors and Exhibitors can **ADD-ON** an additional Conference Experience sponsorship. Exclusive unless otherwise noted.

Room Keycard - \$3,000

Imagine this: Hotel room keys with YOUR logo on them, handed out to all the guests at check-in. It's a genius way to make a lasting impression and get your name out there. Whether you're a small business or a big player in the industry, this is the perfect way to boost brand recognition. Includes logo recognition in conference promotions, the program book and event signage.

Sunrise Beach Walk With the President

Title Sponsor - \$3,000

Join the NVLA President as he hosts an invigorating morning beach walk, led by the hotel's health and fitness coach! Your brand on the conference t-shirt, plus logo recognition in conference promotions, the program book and event signage. Sponsor to brand and produce shirt, plus distribute top attendees at branded table near registration or in the exhibit area.

Digital Signs and Welcome Banner - \$3,000

The hotel features two digital 41" x 24 " digital signs. These plus a welcome banner will feature your brand, welcoming all attendees to the NVLA Conference! Sponsor input in final design.

Golf Title Sponsor - \$2,000

Tee off with a fantastic chance to showcase your brand – Title sponsorship of the golf scramble. Includes logo recognition in conference promotions, the program book and event signage, plus an ad in the program book, the rights to provide a giveaway and complimentary golf registration for company attendees. Don't miss out on this hole-in-one opportunity!

Photography Sponsor - \$2,000

NVLA-provided photographer to capture the best moments of the NVLA Conference. Special signage and recognition in the program book.

Hydration Station Sponsor - \$2,000

A perfect opportunity for our Exhibitors! Hydration stations placed within your exhibit booth area. Give each attendee a water bottle with your logo on it to bring people to your booth and ensure they carry your brand with them around the conference.

Poolside Social Sponsor - \$1,500

Make splash at NVLA's poolside social, hosted by NVLA and the Women in Leasing Committee! This Wednesday afternoon casual networking event is open to all attendees and will take place poolside. It offers event signage, logo promotion on conference materials, program book recognition and the opportunity to host refreshments and offer a unique branded giveaway. Multiple opportunities available.

Room Drop - \$10/room in block

Deliver your brand right to the room! Room drop on Wednesday or Thursday of the conference to the full room block at the NVLA Conference with item of your choosing. Item to be provided by sponsor. Multiple opportunities available.



2025 SPONSOR COMPARISON GRID

FEATURES	PLATINUM	GOLD	SILVER	BRONZE	COPPER	EXHIBITOR
Exhibit Space	<i>Premium Placement</i>	✓	✓	✓	✓	✓
Registrations	5	5	4	3	2	1
Attendee Rosters	✓	✓	✓	✓	✓	✓
Logo/Name Recognition	Logo	Logo	Logo	Logo	Name	Name
Featured Company Profile	✓	✓	✓	✓	✓	
LeaseWire Banner Ads	4	3	2	1		
NVLA Membership	✓	✓	✓			
Program Ad	Full	Full	Half			
Speaker Opportunities	✓	✓	✓			
LeaseWire Article	2	1				
Choice of Visibility Customization	Tier 1	Tier 1	Tier 1	Tier 2	Tier 2	
Targeted E-blast to NVLA Members	✓	✓				

To reserve your sponsorship exhibit booth or if you have ideas or branding items that you would like to use and don't see them offered, **contact Suzanne Fedie** for availability and pricing.

Suzanne Fedie, sfedie@nvla.org and 414-533-3300.



SPONSORSHIP AND EXHIBITOR TERMS & COMMITMENTS

Please read carefully. All sponsors and exhibitors must adhere to the following Sponsorship and Exhibitor Terms & Commitments and all guidelines in this prospectus. It is the responsibility of the Sponsor to see that all staff is aware of and adheres to these rules and deadlines. NVLA reserves the right to interpret and make final decisions regarding all rules & regulations.

In applying for sponsorship, Sponsors and Exhibitors agree to abide by the following regulations:

Annual Conference Admission Policy

Admission to the Annual Conference is by name badge only. All sponsor and exhibitor company personnel must show an official NVLA Registrant badge to gain access to any of the sessions or networking activities.

Exhibit Table Displays

NVLA staff will assign table space based off sponsorship and exhibitor level to those who have chosen a table display as part of their sponsorship choice benefits. No portion of the display may extend into adjoining table space. NVLA reserves the right to adjust the floor plan at any time and relocate sponsors should it become necessary or advisable in the best judgment of NVLA. Every effort will be made to relocate the Sponsor/Exhibitor to another comparable space if NVLA deems such a relocation to be necessary or appropriate.

The table-top expo area might not be locked. NVLA and/or the hotel will not be held responsible for any loss or damage to Sponsor/Exhibitor property.

Cancellation of Conference

It is mutually agreed that in the event the NVLA Annual Conference is cancelled as result of disasters, strikes, governmental regulations or causes that would prevent its scheduled opening or continuance, then and thereupon, portions of this agreement may be terminated and the management of NVLA shall determine an equitable basis for the refund of such portion of the sponsor fees as is possible after due consideration of expenditures and commitments already made.

Compliance

The Sponsor/Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, state and federal governing bodies concerning labor, fire, safety and health, together with the rules and regulations of the operators and/or owners of the property wherein the conference is held. Cloth decorations must be flameproof.

Canvassing

Canvassing or distribution of advertising material by a Sponsor/Exhibitor will not be permitted outside of the Sponsor/Exhibitor's table space. Canvassing or marketing of any product in any part of the meeting rooms or public areas by anyone is strictly prohibited.

Conflicting Events

Sponsors/Exhibitors are prohibited from organizing events (meals, golf, etc.) that conflict with any official NVLA activity without the express written consent of the NVLA Executive Director. Official NVLA activities are defined as any activity or scheduled event as listed in the NVLA program schedule at NVLA.org.

Food & Beverage

NVLA must be notified of a Sponsor/Exhibitor's intent to distribute food or beverage items in the table expo area. All such items must be approved by NVLA and ordered through NVLA. Sponsors/Exhibitors are not permitted to bring in outside food or beverage.

Key Deadlines:

Sponsors/Exhibitors recognize and agree to comply with the following deadlines for the 2024 sponsorship year. These deadlines indicate the last date where new sponsors, certain recognition add-ons, and/or special invoicing are able to be processed and guaranteed.

March 24, 2025

Deadline for inclusion on sponsor recognition signage.
Deadline for submitting conference benefit choice options.
Deadline for inclusion in program book recognition.
Deadline for registration bag items to be received.

Eviction

NVLA reserves the right to evict any Sponsor/Exhibitor from the event with or without cause. In case of eviction, Sponsor/Exhibitor must leave the event immediately without protest or appeal and may be accompanied from the event by security if deemed necessary by NVLA. Sponsor/Exhibitor shall not return to the event nor dismantle their table booth until the event ends for the day. NVLA is not liable for any refunds on table space or other expenses.

Indemnification and Insurance

The Sponsor/Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and save NVLA, the Wyndham Grand Clearwater Beach and their respective employees and agents harmless against all claims, losses, and damages to persons or property, government charges or fines, and attorney's fees arising out of or caused by Sponsor/Exhibitor's installation, removal, maintenance, occupancy, or use of the conference premises or part thereof, excluding any such liability caused by the negligence of said parties, employees or agents. In addition, the Sponsor/Exhibitor acknowledges that neither NVLA nor the Wyndham Grand Clearwater Beach maintains insurance covering the Sponsor/Exhibitor's property and that it is the responsibility of the Sponsor/Exhibitor to obtain business interruption and property damage insurance covering such losses by the Sponsor. Sponsors/Exhibitors wishing to insure their exhibit materials and goods against theft or damage by fire, accident or loss of any kind must do so at their own expense. Every Sponsor/Exhibitor is responsible for obtaining insurance (liability, fire and theft) in such amounts deemed appropriate to comply with its obligations hereunder.

NVLA Logo Usage

The name, logo and acronym of the National Vehicle Leasing Association and NVLA 2024 are proprietary marks. Any use of these marks is strictly prohibited, for any purpose, without written permission and approval of NVLA. Permission to use the name, logo and acronym (NVLA) of the National Vehicle Leasing Association must be requested at least two weeks prior to the printing or intended usage of the mark(s). Written requests for logo usage should be sent to the NVLA Executive Director and include a clear description of how the name, logo or acronym will be used as well as a sample of the intended piece. If approval is granted, an electronic file of the NVLA logo will be made available.

Sponsorship Order Form

Sponsors of items from the 2024 year have the right of first refusal for those items according to any timeline granted by NVLA's Executive Director. Sponsors are then given priority for the different opportunities based on their sponsorship level. After this time, sponsorship opportunities are available on a first-come, first-served basis. Please complete this form and return it with payment to NVLA; payments must be received with this form in order to secure sponsorship. Sponsorship packages are non-refundable.

Term

The term of NVLAs' annual sponsorship runs through December 31, 2025.