



WHERE LEASING INNOVATORS BAND TOGETHER



NVLA 2026

MARCH 4 – 6 • NASHVILLE, TN



Sponsor and Exhibitor Prospectus 2026



Join NVLA in Nashville!

Join us for the **National Vehicle Leasing Association (NVLA) 2026 Annual Conference, March 4-6, 2026**, at the Nashville Hilton Downtown in Nashville, Tennessee!

This 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

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

NVLA is comprised of member companies throughout the leasing industry. Membership is held by the company, with all employees receiving the benefits!

NVLA helps our members stay in touch with what is happening in the industry through online communities and affinity programs. Members also have access to NVLA legal and accounting counsel, legislative updates and educational programming.

What Makes Us Unique

NVLA is the leading organization for independent vehicle 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 vehicle leasing industry. On average, our Annual Conference draws nearly 200 attendees. The majority are key leaders and decision makers in their respective companies.

4 REASONS TO ATTEND NVLA 2026!



1) Lead-Nurturing Environment

The NVLA Conference offers opportunities at the event and year-round to educate your potential buyers about your products and services.



2) Connections to Decision Makers

Attendees are owners and executives. This is the place to connect with company decision makers!



3) Product & Services Demo Opportunities

All sponsorships include exhibit opportunities. Use these live platforms to demonstrate your products and pitch your services.



4) Shorten Your Sales Cycle

Exhibit your services, and with plenty of valuable face-to-face interaction, you can build relationships that shorten the sales cycle.



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
- Scheduled 15-minute presentation by speaker of your choice from the podium during the conference. Speaker and topic listed on the program agenda.
- Participation in applicable panel presentation during the conference
- Full-page program ad
- 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 exclusive customizations – Tier 1
- Targeted eblast to NVLA members



Vehicle display
at **Platinum &
Gold** levels.
Limited spots -
Reserve today!

Gold - \$8,000

- 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
- Scheduled 15-minute presentation by speaker of your choice from the podium during the conference. Speaker and topic listed on the program agenda.
- Full-page program ad
- 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 two exclusive customizations – Tier 1

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
- Half-page program ad
- Banner ad in two (2) issues of NVLA LeaseWire
- Choice of exclusive customization – Tier 1
-

Reserve Today!

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



Sponsor & Exhibitor Levels

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 Opportunities!

Exhibitor booth

- 3'x 6' exhibit booth
- 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!

NVLA Member: \$2,000

Non-Member: \$3,000



Reserve Today!

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



Choice of Customization

Tier 1 - Platinum, Gold, Silver

Thursday President's Reception

Exclusive sponsorship of the President's Reception and musical entertainment. Logo recognition on signage and program book. Welcome attendees alongside the NVLA president at the reception. Bring your creative ideas. One Available.

Wednesday Opening Reception

Exclusive sponsorship of the Opening Reception. Logo recognition on signage and program book. Welcome attendees alongside the NVLA president at the reception. Bring your creative ideas. One Available.

Women in Leasing Social

The popular networking event returns! Logo recognition on signage and program book.

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. One Available.

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 and supply to the NVLA office in advance of the Conference. One Available.

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. One Available.

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. Limited number available.

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. Multiple Available.

Tier 2 - Bronze, Copper

Thursday Lunch

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

Thursday or Friday Breakfast

Exclusive sponsorship of the Thursday or Friday attendee breakfast with logo recognition on signage and in the program book.

Thursday AM or PM Break

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

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.

Floor Graphics

Logo floor graphics displayed in the main lobby area outside of the main ballroom entrance. App. size of design is 2' x 2'.

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.



Sponsor and Exhibitor Terms and Conditions

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 a 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 or Exhibitor will not be permitted outside of the Sponsor or 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 or 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 2026 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.

February 13, 2026

- 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 Nashville Hilton and their respective employees and agents hold 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 Nashville Hilton 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 2026 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

Sponsors of items from the 2025 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. Sponsorship packages are non-refundable.

Term

The term of NVLA's annual sponsorship runs through December 31, 2026