



www.vancouverinternationalautoshow.com

NCD A Dealer Member Opportunities 2019



Owned and operated by:



Your Show, Your Opportunity

Your show, the Vancouver International Auto Show (VIAS), owned and operated by the New Car Dealers Association of BC (NCDA), is quickly approaching and we want to ensure you know all the opportunities that exist to participate.

We don't want you to miss out on potentially connecting with over 120,000+ people during March of 2019 and hundreds of thousands more through our outreach strategies. This deck provides an overview of opportunities that all NCDA Dealer Members have at the 2019 Auto Show. We look forward to connecting with you about these opportunities and of course seeing you at the show, **Tuesday, March 19 – Sunday, March 24, 2019.**

ENGAGE.

CONNECT.

DRIVE SALES.



Promotional Advertising by Dealers at VIAS

Our NCDA policy for Dealer Promotions & Advertising is detailed in VIAS's **Social Media Usage Policy**. NCDA's Board of Directors have mandated the following for Dealer Promotions and Advertising with the VIAS:

- VIAS is owned by the 390+ members of the NCDA. Although called the "Vancouver" Auto Show, it's a provincial show and benefits every member as VIAS revenues support NCDA programming. Each member has an opportunity to participate in the various opportunities with "their" show, including: "Rolling Billboard" vehicles, contesting, exhibit space, PR activations, advertising tagging, etc.
- These opportunities are open to any and all members in good standing and will be inclusive to the entire membership, not exclusive to any one dealer, or limited by any dealer based on participation by multiple dealers for an OEM Brand (so, multiple dealers could represent the same Brand).
- Opportunities are on a first come, first serve basis. Communication on the opportunities will be sent out to all dealers at the same time.
- In the case of the "Rolling Billboard" promotions, VIAS will ensure that participation will be limited to one opportunity per "Dealership Group", if there is demand, to help ensure more opportunities are available for various dealerships.
- Dealers around BC are encouraged to promote VIAS and utilize the brand, following the VIAS Brand Standards, etc. This also extends to tagging ads in media publications; for example, Company X dealer who has an ad in the newspaper and tags that ad to say: "See the all new #Ycar #vanautoshow19, March 19-24, 2019". Further details and pre-worded content will be sent to all dealers closer to the 2019 show.
- Dealer Participation & Social Media Usage Policy here: <https://bit.ly/2DF4zwQ>



Exhibit and Meeting Space

The VIAS is growing YOUR opportunities!

As we now occupy all four Levels at the Vancouver Convention Centre, new space options are available for exhibiting, meeting spaces and future conferences and conventions.

Display Space – Are you aware that any dealership can participate in VIAS, as long as they do not simply bring a standard OEM supplied vehicle (as consumers will see in the OEM exhibits)? Modified vehicles, parts and accessories, as well as specialty branding initiatives are all fantastic ways for 120,000+ consumers to see your products and services. Forced traffic will now flow around the North and East windows surrounding the Vancouver Convention Centre allowing premium booth space opportunities.

EARLY BIRD RATE until December 1, 2018: \$10 per square foot then \$13. Book early. That is only \$2,000 for a 10x20, or \$4,000 for a 20x20 that could hold 2+ vehicles.



Feature Vignettes – New turn key themed “concours style” displays for 3-5 cars are now available. Area sponsors will have 1 backlit sign, sponsor signs around the display, carpet and sourced vehicles in themes. Concepts include: “Modern Day Muscle”, “Pick-Up and Move”, “Japanese Classics”, “Hyper-cars”, “No Gas, No Problem”, and many more. Vehicles will be sourced by VIAS, but sponsors may supply vehicles should they choose.

Meeting Space - If you are interested in hosting a sales meeting, client or employee appreciation event during the Auto Show at one of the best convention venues in North America, please contact Phil to learn more – pheard@vanautoshow.ca or 604.671.5488.

For all space inquiries, contact Exhibit Sales Manager, Joshua Peters (604.330.4290 or jpeters@newcardealers.ca).

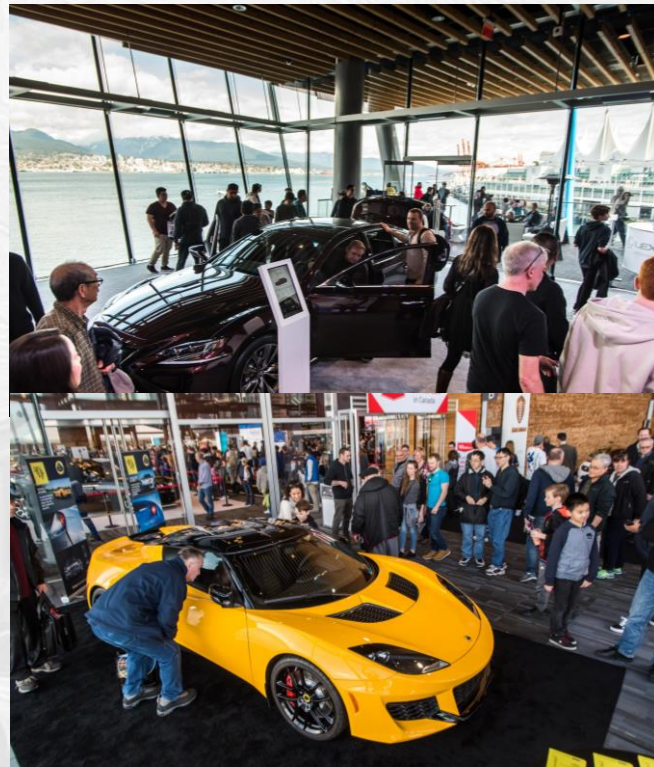
WHY EXHIBIT AT VIAS?

- ✓ Connect with the best attended consumer show audience in Western Canada.
 - 70/30%: Male to Female Audience
 - Ages: 18.6% (18-24), 20.6% (25-34), 16.2% (35-44), 19.3% (45-64).
 - Average Household Income: 50.8 % over \$75,000.
- ✓ Gain valuable exposure to consumers who are currently purchasing new vehicles and/or vehicle services.
- ✓ Take advantage of an extremely advanced advertising, communication, outreach, public relations and promotions campaign that has resulted in more than 35% increase attendance over the past three years.
- ✓ Receive brand rub from the world's leading auto manufacturers and suppliers.

Key Research Findings Based on 65 Auto Shows in North America
(VIAS is a Proud Member of ASNA- Auto Shows of North America)



- Auto Show attendance increased by 57% (from 2012 - 2016 Show Seasons)
- Average time spent at Auto Shows: 3.5 hours
- 2 of 3 attendees plan to purchase a vehicle in the next year
- Auto Shows are: advising 2X as many other people about new cars and trucks they should consider 50% + are influenced by auto show experience during purchase decisions



OUR SURVEY DATA SAYS

Our survey data shows that **47%** of attendees are likely to purchase a new vehicle within **1-6 months** of attending VIAS. **57%** say their reason for attending VIAS is to see new vehicles and **80%** are likely to spend **\$30,000+** on a new vehicle purchase. **94%** are likely to attend VIAS 2019.

Take advantage of VIAS's \$1.9Million+ advertising value

Social media reach of:

- ✓ Facebook: 465,000+
- ✓ Twitter: 240,100+
- ✓ Instagram ad reach: 52,000+
- ✓ Website views: 459,600+

Get mentioned on VIAS Facebook to 28,000+ fans and followers (top followed English auto show in Canada!).

EXHIBIT AND MARKETING SUPPORT

Looking for that extra support in exhibit design, set-up and marketing expertise? Want to reach those prospective new car buyers more effectively? Consider contacting Drive Marketing Group, a VIAS Official Media Sponsor since 2015. Drive Marketing Group provides marketing support for a variety of NCDA member dealers. They offer expertise in: Branding, Social Media, Advertising, Event Management, Graphic Design, Promotional Print & Goods. **Contact Josh Chow, Drive Marketing Group:** 604.837.3536 or josh@drivemarketinggroup.ca.

OUR SURVEY DATA

(Comprehensive Data Gathered Online & Onsite, March 28-April 30)



WEBSITE

81% EXPERIENCE AS GOOD OR EXCELLENT



VENUE RANK SURVEY

89% AS GOOD OR EXCELLENT



LOOK OF THE SHOW

88% AS GOOD OR EXCELLENT



ATTENDEE SATISFACTION

88% AS SOMEWHAT SATISFIED OR VERY SATISFIED



SOCIAL MEDIA

76% FOLLOW VIAS ON FACEBOOK, INSTAGRAM OR TWITTER



PURCHASES

80% LIKELY TO SPEND \$30,000+ ON A NEW VEHICLE



CARS

47% LIKELY TO PURCHASE A NEW VEHICLE WITHIN 1-6 MONTHS
57% REASON FOR ATTENDING WAS LOOKING AT NEW MODELS
70% AWARENESS OF ELECTRIC CARS OFFERED IN MARKET
SOMEWHAT OR SIGNIFICANTLY IMPROVED
68% ARE FAMILIAR WITH CEVFORBC™ PROGRAM INCENTIVES



VIAS 2019

94% LIKELY TO ATTEND 2019 VIAS

Tickets for You and Your Clients

Free Dealer Employee Tickets! – In it's 4th year, VIAS will again be offering a **FREE Employee Ticket Program**, so your valuable employees can enjoy the Auto Show. The Program will offer 30 tickets per employee day to each NCD dealer 'rooftop' for complimentary employee access on Tuesday, March 19th and Wednesday, March 20th. Order your tickets today. Please note, we cannot accept bulk orders from dealership groups, and they must be ordered by senior management at each dealership. **Contact tickets@newcardealers.ca to order your tickets today.**

Client and General Admission Tickets – NCD dealership members qualify **for half-priced tickets** to the Auto Show. Contact Maria to order your tickets at info@newcardealers.ca.

Gala Tickets – The Auto Show Gala serves as the industry launch event for the VIAS. This highly anticipated gala evening gives dealer and associate members, manufacturers, government and media guests an opportunity to network and mingle over cocktails and food stations concurrently running with the live opening of the Auto Show. Details to follow in e-communications and Signals magazine.

The prestigious **BC Salespeople of the Year Awards** and **Community Driver Awards** will once again be a major part of the VIAS. A new format is currently being developed and will be shared shortly. The format will see a break out event focused on the awards, and recognition taking place at the Gala event. These will be charity events, with funds going to the New Car Dealers Foundation of BC. **Contact Maria at info@newcardealers.ca to order your tickets today.**



Additional Opportunities

✓ **Rolling Billboards** – This program sees dealer supplied vehicles utilized as promotional tools to promote the show. There is no cost to participate other than supplying an insured vehicle. VIAS pays the cost to use the vehicle, decal the vehicles and utilize them at a variety of events, interviews, meetings and promotional opportunities throughout BC (mainly Metro Vancouver) in the lead up to the Auto Show (*a VIAS 2018 Rolling Billboards pictured to the right*).

✓ **PR and Contesting Opportunities** – Although the Auto Show relies on partner OEM's for our multiple vehicle giveaway promotions, we also have a number of smaller radio, print and online contest opportunities for our local dealers to source prizeing. Weekender vehicles to select destinations are always needed and result in fantastic promotion for the supplying dealer. We connect all interested partners directly with our PR firm to find the best fit. Anyone who tries to organize major contests know they come with a major ad spend - here you can tag onto our ad spend and still receive the benefits of the contest promotion!

Our PR firm, LBMG, from time to time, requires a vehicle at a location, supplied to a DJ or experts to be available for interviews. We have experienced some great results with having media partners on-air personalities driving a select vehicle for the week leading up to the Auto Show, resulting in great exposure for the dealer as well as the show. These can be very specific based on vehicle type, brand and other factors. Contesting leverages the large media buys and the partnerships the VIAS has in place, yielding massive ROI.

✓ **Show Guide Advertising** – With a wide and diverse distribution, and having both an English and Mandarin Show Guide, the opportunity to connect with lasting impact on consumers happens within the pages of the Show Guide. For more information visit - <https://carlingmedia.com/>



Promote Your Show

Ad Tagging and Dealer Promotions – We want as many dealers involved in as many ways as possible and we hope you want to support the 2019 Auto Show as well. Think about how you can use the VIAS logo within your materials to promote and highlight the Auto Show. Tag an ad, or let us know if you want a decal added to your loaner or service vehicles. The more eyes on show dates and the more reminders the better.

We are happy to provide our Brand Standards document and logo to any dealer who wishes to support the event. To obtain these documents, please contact Joshua Peters – 604.330.4290 or jpeters@newcardealers.ca.

Social Media – We are active on Social Media and we are planning promotions and contests, while sharing industry news and making announcements about some fun we will be having at the Auto Show this year. Please tag us where you can and help us all build a fantastic auto show network!

Facebook.com/VIAS Twitter @VanAutoShow Instagram @VanAutoShow #VanAutoShow19
YouTube: Vancouver International Auto Show

Contact us now!

Don't wait, all items are on a first come basis and most will sell out. See something you like, have ideas or questions?

Contact Us: Jason Heard (jheard@VanAutoShow.ca, 604.220.2725)



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