



Sponsor Media Planner

Isleta Resort & Casino November 4th—5th



NMAIA.ORG
505-232-0809



NMAIA EXPO 2026



A Message from the Executive Director Cruising Into the Route 66 Centennial

Dear Valued Partners,

Every year, I look forward to our **Annual Convention & Expo** because it highlights the incredible strength of our New Mexico dealer community. To our returning partners, thank you. Your loyalty is the engine behind our success. Your dedication year after year is precisely why this has become a **completely sold-out event**.

This November, we have something truly historic to celebrate. New Mexico is kicking off the global Route 66 Centennial, and since our convention falls right at the end of the year, NMAIA is officially wrapping up the Mother Road celebrations in style!

Our Pit Stop: Isleta Resort & Casino
Save the Dates: November 4th – 5th

Because **space sells out fast**, we want our most trusted partners to have the first chance to get on the map. This media planner is your roadmap to premium visibility, from neon-lit Title Sponsorships to high-traffic Table Vendor spots.

Our Route Map:

- **Nov 4th (6 PM – 9 PM):** 2026 Awards Dinner & VIP Sneak Peek—a glamorous evening of cocktails, dinner, dancing, and our Dealer of the Year reveal and Scholarship.
- **Nov 5th (8 AM – 5 PM):** Full Expo Day—the high-energy heart of the convention built for networking and closing deals.

Space is highly limited and spots are competitive. To ensure your brand is part of this historic Centennial wrap-up, please review the pages ahead and reach out to us to lock in your package before the floor is full.

Thank you for your unwavering support, your friendship, and for driving the future of our industry down this historic highway with us.

Warmest Regards,

Adelina Torres Arreola
Executive Director

Title Sponsor - \$12,000 (1 Available)

BENEFITS INCLUDE:

- ◇ 30 Minute speaking opportunity. Must be data-based presentation highlighting benefits of your organization's expertise in your field.
- ◇ Lounge Location, 8x3 Title Vendor table, & 8 Free Conference Registrations.
- ◇ Ad on outside LED Programmable Isleta Sign
- ◇ Social Media Live Stream
- ◇ Social Media Recognition
- ◇ Recognition on NMAIA Lobby TV
- ◇ Recognition in registration and all promotional emails.
- ◇ Recognition on registration banner.
- ◇ Recognition at one of the Keynote Sessions.
- ◇ Logo recognition on Annual Conference main web page.
- ◇ Center Placement in Conference Program.
- ◇ Logo on NMAIA website year-round ends a week after event.
- ◇ Email Article sent to the Members on behalf of the sponsor prior to event.
- ◇ Highlighted in the Conference Newsletter
- ◇ Looping brand recognition throughout the day in Convention Hall & Expo Hall
- ◇ Logo on tote bag—Cobranded with Association.
- ◇ Follow-up thank you email to all attendees.
- ◇ Table at the awards ceremony and reception.
- ◇ Full attendee list





Expo Sponsorship



Diamond Sponsor - \$6,000 (9 Available)

BENEFITS INCLUDE:

- ◇ 20 Minute speaking opportunity. Must be data-based presentation highlighting benefits of your organization's expertise in your field
- ◇ 8x3 Diamond Vendor Table & 6 Free Conference Registrations.
- ◇ Exclusive Location in Expo with identifying banner placement.
- ◇ Double Sided Premium Large Banner Recognition in registration hall.
- ◇ Social Media Live Stream
- ◇ Social Media Recognition
- ◇ Recognition in registration and all promotional emails
- ◇ Recognition at one of the Keynote Sessions.
- ◇ Logo recognition on Annual Conference main web page
- ◇ Full Page Ad in Conference Program
- ◇ Logo on NMAIA sponsor page on website year-round ends a week after event.
- ◇ Email Article sent to the Members on behalf of the sponsor
- ◇ Looping brand recognition throughout the day in Convention Hall and Expo Hall.
- ◇ Follow-up thank you email to all attendees.
- ◇ 6 Dinner Passes for awards ceremony and reception.
- ◇ Full attendee list





Expo Sponsorship



Spanish Education Sponsor – \$6,000 (1 Available)

BENEFITS INCLUDE:

- ◇ 30 Minute speaking opportunity. Must be data-based presentation highlighting benefits of your organization's expertise in your field, in Spanish. Session will be with CE in the afternoon.
- ◇ 8x3 Diamond Vendor Table & 6 Free Conference Registrations.
- ◇ Exclusive Location in Expo with identifying banner placement.
- ◇ Double Sided Premium Large Banner Recognition in registration hall.
- ◇ Social Media Live Stream
- ◇ Social Media Recognition
- ◇ Recognition in registration and all promotional emails
- ◇ Recognition at one of the Keynote Sessions.
- ◇ Logo recognition on Annual Conference main web page
- ◇ Full Page Ad in Conference Program
- ◇ Logo on NMAIA sponsor page on website year-round ends a week after event.
- ◇ Email Article sent to the Members on behalf of the sponsor
- ◇ Looping brand recognition throughout the day in Convention Hall and Expo Hall.
- ◇ Follow-up thank you email to all attendees.
- ◇ 6 Dinner Passes for awards ceremony and reception.
- ◇ Full attendee list





Expo Sponsorship



Platinum Sponsor - \$3,500 (10 Available)

BENEFITS INCLUDE:

- ◇ Prime Vendor Location in Expo with Identifying Signage in Platinum Row.
- ◇ 8x3 Platinum Vendor Table & 4 Free Conference Registrations
- ◇ Banner recognition in registration hall
- ◇ Social Media Live Stream
- ◇ Social Media Recognition
- ◇ Full Page Ad in Conference Program
- ◇ Logo on NMAIA website year-round ends a week after event.
- ◇ Logo recognition on Annual Conference main web page
- ◇ Logo recognition in conference program
- ◇ Recognition in registration on all promotional emails
- ◇ Follow-up thank you email to all attendees.
- ◇ 4 Dinner Passes for awards ceremony and reception.
- ◇ Full attendee list





Expo Sponsorship



Gold Sponsor - \$2,500 (16 Available)

BENEFITS INCLUDE:

- ◇ Exclusive Location in Gold Row with identifying signage.
- ◇ 8x3 Gold Vendor Table & 2 Free Conference Registrations
- ◇ Banner recognition in registration hall
- ◇ Social Media Recognition
- ◇ Recognition in registration and all promotional emails
- ◇ Half Page Ad in Conference Program
- ◇ Logo on NMAIA website year-round ends a week after event
- ◇ Logo recognition on Annual Conference main web page
- ◇ Logo recognition at event
- ◇ Logo recognition in conference program
- ◇ Full attendee list





Expo Sponsorship



Silver Sponsor - \$1,800 (11 Available)

BENEFITS INCLUDE:

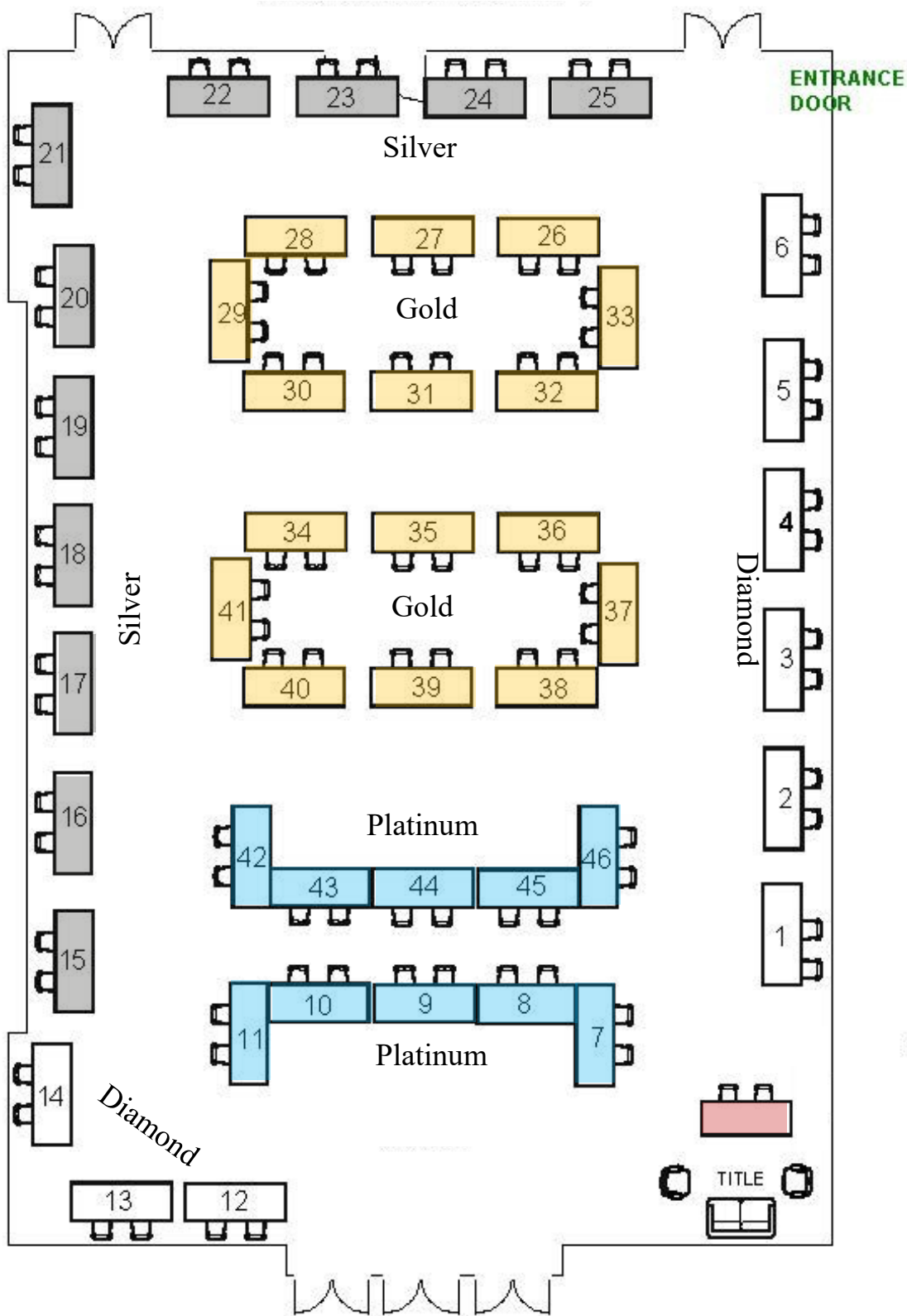
- ◇ 8x3 Silver Vendor Table & 2 Free Conference Registration
- ◇ Banner Recognition in registration hall
- ◇ Social Media Recognition
- ◇ Quarter Page Ad in Conference Program
- ◇ Logo on NMAIA sponsor page on website year-round ends a week after event.
- ◇ Logo recognition on Annual Conference main web page
- ◇ Logo recognition in conference program
- ◇ Full attendee list



Join us at Isleta Resort & Casino November 4th through the 5th.
November 4th—Expo Sneak Peek followed by Awards Ceremony Dinner
November 5th—Convention & Expo

Contact: Luis Soto at Luis@nmaia.org
Gaby Vega at Gaby@nmaia.org
Samantha Steele at Samantha@nmaia.org
Yadira Marquez at Yadira@nmaia.org
Adelina Torres Arreola at Adelina@nmaia.org
to register.

Vendor Tables





Expo Sponsorship



Scholarship Awards Ceremony & Reception - \$6,000 (1 available)

BENEFITS INCLUDE:

- ◇ Presentation of Award to Scholarship Recipients
- ◇ Expo Vendor Table
- ◇ Logo on NMAIA website year-round ends a week after event.
- ◇ Full page ad
- ◇ Verbal Acknowledgement
- ◇ Social media recognition
- ◇ Logo recognition on scholarship main web page
- ◇ Logo recognition on Scholarship printed interview in conference program
- ◇ Logo on Scholarship printed Congratulation/About Me in conference program
- ◇ Logo on Scholarship checks – Co branded w/NMAIA
- ◇ Static Logo during Scholarship award ceremony & reception
- ◇ Specialty cocktail branded
- ◇ Thank you signage
- ◇ QR Code & Logo tent on all tables
- ◇ Table at awards ceremony & reception



Dealer Of The Year Awards Ceremony & Reception - \$6,000 (1 available)

BENEFITS INCLUDE:

- ◇ Presentation of Award to Dealer of the Year
- ◇ Expo Vendor Table
- ◇ Logo on NMAIA website year-round ends a week after event.
- ◇ Full page ad
- ◇ Verbal Acknowledgement
- ◇ Social media recognition
- ◇ Logo recognition on scholarship main web page
- ◇ Logo recognition on Scholarship printed interview in conference program
- ◇ Logo on Dealer of The Year Announcement in conference program
- ◇ Logo on Awards
- ◇ Specialty cocktail branded
- ◇ Static Logo during Dealer of The Year award ceremony & reception
- ◇ Thank you signage
- ◇ QR Code & Logo tent on all tables
- ◇ Table at awards ceremony & reception





Expo Sponsorship



Breakfast Sponsor - \$5000

BENEFITS INCLUDE:

- ◇ Expo vendor table
- ◇ Logo on NMAIA website year-round ends a week after event.
- ◇ Breakfast signage
- ◇ Name to appear in the conference program
- ◇ Verbal Acknowledgement
- ◇ Social media recognition
- ◇ Recognition in registration and all promotional emails
- ◇ Logo recognition on Annual Conference main web page
- ◇ Logo recognition in conference program
- ◇ Full page ad
- ◇ Thank you signage w/QR Code





Expo Sponsorship



Lunch Sponsor - \$6000

BENEFITS INCLUDE:

- ◇ Expo vendor table
- ◇ Logo on NMAIA website year-round ends a week after event.
- ◇ Name to appear in the conference program
- ◇ Full page ad
- ◇ Verbal Acknowledgement
- ◇ Event Recognition
- ◇ Social media recognition
- ◇ Recognition in registration and all promotional emails
- ◇ Logo recognition on Annual Conference main web page
- ◇ Logo recognition in conference program
- ◇ Company Logo on Dessert
- ◇ Thank you signage w/QR Code





Expo Sponsorship



Additional Expo Registration - \$99

Includes meals & Expo Hall Pass

Add On Sponsorship Are Co-Branded with NMAIA OPPORTUNITIES INCLUDE:

- ◇ **Social Media Live Stream - \$150 (8 available)** - Live streams can extend your reach by engaging with attendees and followers -
- ◇ **Badges & Lanyards \$2000** - Add your logo to attendee lanyards given out at registration. Attendees must wear badges/lanyards for conference activities.
- ◇ **Drink Stations \$600** - Hydration stations sponsored by your company. Signage at drink stations will include your logo and a "Visit Booth #" message.
- ◇ **5x7 Program Inserts with QR Code \$600 (5 available)** - This is a special custom insert will be included in the official convention program.
- ◇ **Table Tents with Logo and QR Code \$2500 (1 available)** - Placement at awards dinner and main class hall, 45 tables.





Vendor Registration



Company: _____

Address: _____

Phone #: _____ Cell #: _____ Email: _____

Attending: _____ Contact Name: _____

Attendee Name(s): _____

Table Number: (Top 3) #1 _____ #2 _____ #3 _____

Title (1 available) \$12000..... ☐

Diamond (9 available) \$6000..... ☐

Spanish Education Sponsor (1 available) \$6000 ☐

Platinum (10 available) \$3500..... ☐

Gold (16 available) \$2500..... ☐

Silver (11 available) \$1800..... ☐

DOY/Scholarship Dinner (2 available)\$6000.. ☐

Breakfast Sponsor \$5000..... ☐

Lunch Sponsor \$6000..... ☐

Badges & Lanyards \$2000..... ☐

Program Insert (5 available) \$600..... ☐

QR Code Tent (45 tables) \$2500..... ☐

Additional Attendee \$99..... ☐

Social Media Stream (8 available)\$150..... ☐

Drink Stations (3 available) \$600..... ☐

Name on Card: _____

Billing address: _____ Total: \$ _____

Credit Card #: _____ Exp: _____ CVV: _____

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To Sponsor Contact:

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to register.**