

FOR AUTOMOTIVE VENDORS EXHIBITING AT NADA

The Ultimate NADA Vendor Playbook

Pre-show, during-the-show and post-show marketing, media & video programs, workshops and the NADA Icebreaker — one plan for every stage of NADA.



**Scan to explore our
NADA programs**

cactussky.com/services/nada-marketing

Book a free strategy session



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The Icebreaker is an independently organized automotive industry networking event held at IceBar Orlando. IceBar Orlando is the event venue and is not an organizer or sponsor of the event unless otherwise expressly stated. All event promotions, invitations, registrations and VIP access arrangements are managed by the participating event organizers.

Introduction

NADA is more than an event. It's the one week where the entire automotive world comes together — and the vendors who prepare strategically separate themselves from those who simply show up and hope.



At **Cactus Sky Digital**, we've spent more than 30 years helping vendors maximize their impact at NADA. We've seen firsthand how the right pre-show plan, the right in-show tactics and the right follow-up system can turn a booth into a pipeline that fuels growth long after the convention ends.

Together with **AutoHubShow Media Group**, we now cover every stage of the show: targeted email to 90,000+ dealership decision-makers, daily booth features, executive interviews, booth coverage, customer testimonials and post-show follow-up.

We've done it for Dealer Merchant Services, BG Products, Rapid Recon, ProfitKeeperPro and DealerPRO Training — and we can do it for you.



February 17–20, 2027 · Orlando, Florida

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01 • THE NADA OPPORTUNITY

Your NADA results start before the show floor opens

NADA is one of the largest commitments vendors make each year — yet many exhibitors still hope the right dealership executives walk past their booth.

Leaving traffic to chance

- × Waiting for attendees to walk past
- × Competing with hundreds of exhibitors
- × Depending on one moment to get noticed
- × Reaching a general show-floor audience
- × Letting visibility end with the convention

Building demand before NADA

- ✓ Reaching decision-makers before they travel
- ✓ Building recognition over several months
- ✓ Creating multiple campaign touchpoints
- ✓ Targeting specific dealership professionals
- ✓ Extending content and follow-up beyond the event

One connected strategy. Every stage of NADA.

1 • Awareness

2 • Interest

3 • Meeting

4 • Booth Visit

5 • Follow-Up

6 • Opportunity

Reach the people you actually want at your booth

90,000+

dealership decision-makers

12,000+

NADA attendees from the past five years

Dealer Principals & Owners

General Managers

Dealer Group Executives

Fixed Ops Directors

Service & Parts Managers

Marketing Directors

Sales Managers

Internet & Digital Retail Leaders

BDC Leadership

OEM Representatives

Past NADA Attendees

Segment by: OEM franchise • job function • geography • dealer group • event attendance • industry segment • previous engagement

02 · BEFORE THE SHOW

Pre-Show Marketing

T-90 to T-30

Winning at NADA doesn't start when the doors open — it starts months before. The vendors who dominate the show have already secured meetings, warmed their audiences and built anticipation before stepping onto the floor.

Key strategies

Targeted email campaigns

Appointment-setting emails that give dealers a reason to meet you. Segment by role — owners, GMs, fixed-ops directors — and test subject lines and calls to action for opens and clicks.

Precision retargeting ads

Google, YouTube and Gmail retargeting so anyone who clicks your emails or visits your landing page sees your booth number, demo teasers and offers — with frequency capping.

Data-driven audience building

Hot, warm and abandoned audiences built from site activity and email engagement, synced with Google Ads, YouTube and LinkedIn to reach the same decision-makers everywhere.

Countdown & urgency campaigns

"90 / 60 / 30 Days to NADA" sequences with limited-availability meeting slots. Scarcity boosts response rates and fills calendars.

Social media exposure

Pre-show posts, short videos and booth announcements across LinkedIn, Facebook and the AutoHubShow channels, so dealers see you in their feeds before they travel.

AutoHubShow Media Group

Get in front of dealers on the AutoHubShow — live every Monday — plus eNewsletters, YouTube and podcasts, with interviews and features that build authority before NADA.

Build recognition over time

The objective is familiarity. When prospects see you at NADA, they already know your name — and why they should stop.

- 01

Build awareness
Introduce the company and establish why the solution matters.
- 02

Create interest
Highlight a business challenge and show how you solve it.
- 03

Establish credibility
Feature a customer success story, executive insight or proof point.
- 04

Generate meetings
Give dealership executives a reason to schedule time with your team.
- 05

Final pre-show push
Reinforce booth location, meetings, demos or announcements before attendees travel.

What your campaign can promote

- Company & brand
- Booth number
- Product launches
- Demonstrations
- Meeting opportunities
- Executive appearances
- Show specials
- Customer events
- Speaking sessions
- New partnerships
- Major announcements
- After-hours events
- Charity events

Monthly NADA Pre-Show Marketing

Best for sustained awareness and scheduled meetings in the months before NADA.

Two professionally developed email campaigns per month

Targeted automotive audience deployment & segmentation

Analytics, reporting & deliverability management

Request pricing

PROGRAM

Real campaigns we've produced

- Pre-show awareness** · BG Products — NADA Suite Day campaign
- Meeting generation** · Recall Masters — NADA cocktail party invitation

03 · AT THE SHOW

During-the-Show Marketing



NADA is crowded, loud and fast-moving. Dealers are bombarded with messages and vendors fight for attention. Standing out requires timing, creativity and real-time engagement.

Live interviews at booths

Our AutoHubShow hosts and crew come to your booth for live interviews shared during the show — putting your executives, demos and customers in front of dealers in real time.

Real-time email blasts

Morning campaigns timed for when dealers check email before the floor opens. Feature booth events, speaker times or same-day promotions — proven to create traffic spikes shortly after send.

On-floor engagement

QR codes linked to your playbook, brochures or demo scheduler. Short contests and surveys, interactive screens — and every interaction captures contact details through badge scans and forms.

Social buzz

Live photos, short videos and speaker clips. Tag NADA, partners and influencers, use a unique booth hashtag, and invite visitors to post from your booth backdrop.

OUR NADA HIGHLIGHT · DURING THE SHOW

Top Recommended Booths

24

spaces only for NADA
2027

Every morning of NADA, dealership executives check email and decide how they'll spend their day. Our Top Recommended Booths campaign puts your booth in their inbox during that planning window — as one of a small, curated set of booths worth visiting.

Only 24 vendors are featured, so every booth gets real attention. Once the spaces are gone, they're gone.

DAY ONE**Meet us at NADA**

Make your booth an early stop.

DAY TWO**See what's new**

Feature a product or announcement.

DAY THREE**See it in action**

Demos, meetings and customer stories.

DAY FOUR**Last opportunity**

Create urgency before the show closes.

**Your daily feature can include**

- Company name, booth number & description
- Product, service or new-release spotlight
- Demo details, show special or customer event
- Executive appearance or meeting opportunity
- Website, campaign page or scheduler link

What you get

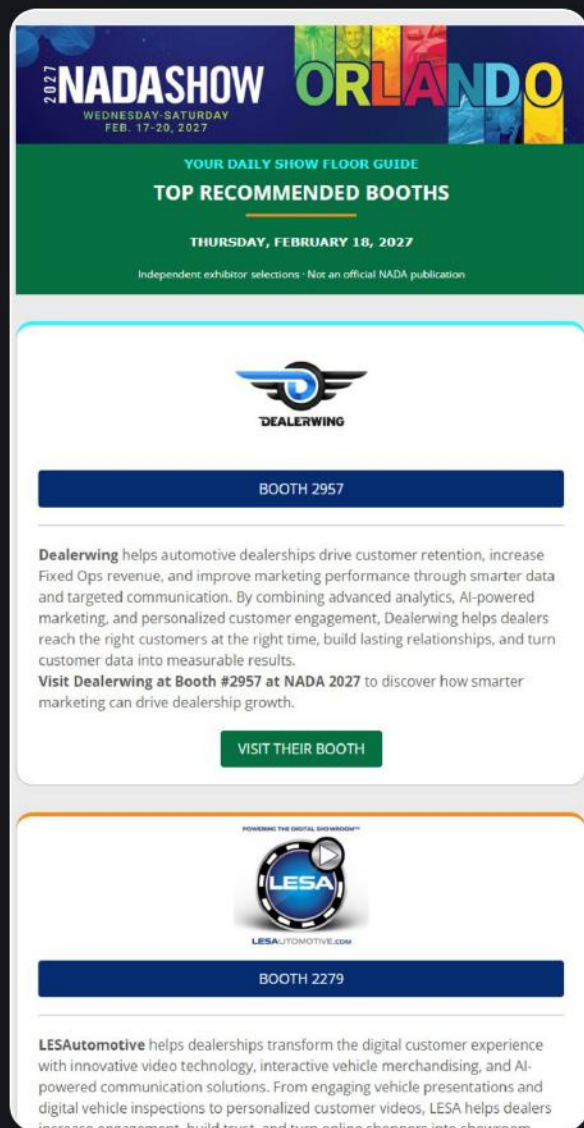
- Event-day emails, deployed each morning
- Premium Recommended Booth positioning
- Highly targeted attendees
- Custom booth copy & strategic call to action
- Campaign reporting

Reserve one of the 24 spaces

Check availability & pricing

TOP RECOMMENDED BOOTHS · WHO RECEIVES IT

Delivered to the dealers who are actually at the show



Sample: the Top Recommended Booths email for Thursday, February 18, 2027

87%

attendee match rate

Out of all NADA 2026 attendees, 87% were already in our database. When your booth appears in Top Recommended Booths, it lands in the inboxes of the dealers walking the show floor — not a generic list.

PLUS Everyone who said YES

We also send it to every dealer who clicked **YES** to "Are you attending NADA?" on our pre-show marketing campaigns.

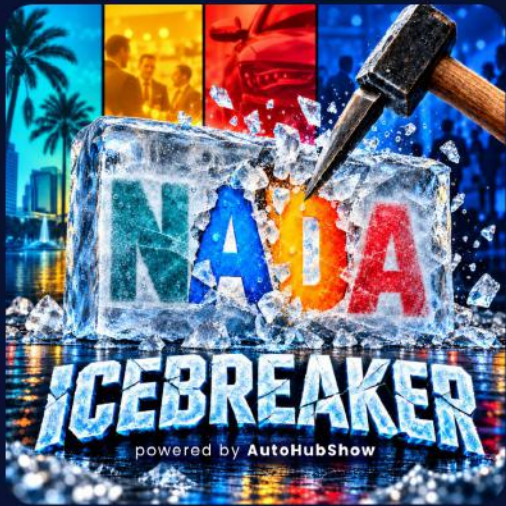


Sample pre-show campaign · BG Products

Only 24 spaces · reserve yours

Check availability & pricing

04 · NADA EVENING EVENT



The NADA Icebreaker Event

...your demo generator

Hosted by AutoHubShow Media Group, powered by Cactus Sky. Ice-carved interiors, an ice bar and the Fire Lounge — where dealers and a small group of VIP partners connect away from the show floor.

WHEN Thursday, Feb 18, 2027 · 6–10 PM ET

WHERE IceBar Orlando, Florida

ENTRY Limited attendance · official party pass required



Dealers: free, with VIP access

Qualifying dealers earn a gold VIP star and the exclusive VIP area. Two ways to qualify:

1. One demo with a participating partner before NADA
2. Visit three partner booths at NADA and collect stickers

Vendors: become a VIP partner

- ✓ Client-branded landing page & event marketing
- ✓ Book demos before NADA with the VIP invite
- ✓ Drive dealers to your booth for VIP stickers
- ✓ Shared audience across complementary partners

Package terms on request · subject to fit and availability

MEET THE CONFIRMED PARTNERS



Dealerwing
Booth 2957



LESA Video Solutions
Booth 2279



Rosenfield & Co CPA
Partner demos



YOUR BRAND GOES HERE

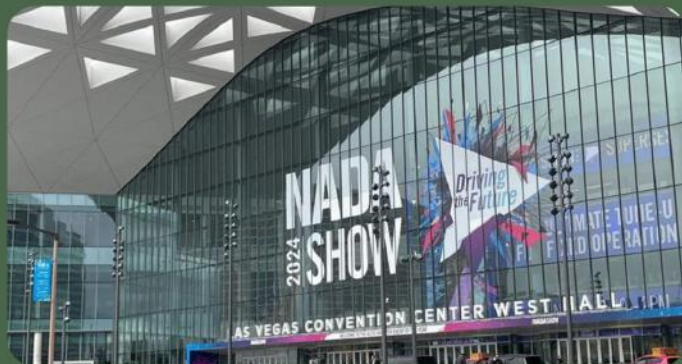
This could be you.

Join our VIP partner group and help make this a night the industry talks about.

05 · AFTER THE SHOW

Post-Show Marketing

The conversations you start at NADA are just the beginning. Dealers return to their stores with information from dozens of vendors. Without structured follow-up, 70% of vendors lose momentum — with the right system, NADA becomes a 90-day sales pipeline.



Best practices

Segmented follow-up emails. Different sequences for booth visitors, demo attendees and no-shows, pairing personalized recaps with next-step calls to action.

Retargeting recap ads. Stay top-of-mind for 30–60 days with recap videos, proof points and case-study teasers aimed at anyone who engaged.

Content-based follow-up. Publish “Top 5 Takeaways from NADA,” then add targeted case studies and testimonials to accelerate trust.

Sales funnel integration. Import booth leads to the CRM within 24 hours, score them hot/warm/cold, assign owners and schedule calls within 72 hours.

Video content creation. Turn NADA interviews, booth footage and customer testimonials into short videos for follow-up emails, social posts and your sales team.

Post-Show Follow-Up program

[Request pricing](#)

Thank attendees

Reconnect with prospects

Promote demonstrations

Share product information

Reinforce success stories

Extend NADA offers

Encourage follow-up meetings

Drive prospects to your site

Support sales follow-up

Example: ProfitKeeperPro post-show follow-up campaign

The convention may end. Your NADA marketing shouldn't.

Workshops



Hosting a workshop at NADA is one of the most effective ways to drive qualified booth traffic. A full room means a steady stream of attendees walking straight to your booth afterward — with your brand already top of mind.

Why workshops work



Authority through education

A controlled environment to teach, engage and persuade — without a hard pitch.

Self-selected audience

Attendees are pre-qualified and engaged. They chose to spend time learning from you.

Direct booth impact

Expect immediate traffic bumps from attendees who head straight to your booth after the session.

We promote your workshop to targeted dealers before and during the show, so you speak to a packed room.

Turn your NADA presence into content that works for months

With hundreds of exhibitors competing for attention, a booth alone doesn't guarantee visibility.

AutoHubShow hosts Ian Nethercott and Peter "webdoc" Martin bring a full production crew — cameras, lighting and audio — to capture executive thought leadership, your booth and customer proof on the show floor.



NADA Executive Interview

A professionally produced interview from NADA on your company, industry trends, new technology, announcements or the ideas shaping automotive retail.

Best for: executive authority & thought leadership · **Time:** about 1 hour

- ✓ Professionally hosted interview
- ✓ On-site video production
- ✓ Edited final video

NADA Executive Interview Plus

Turn one executive conversation into a broader media campaign. One interview, multiple marketing assets.

Best for: expanded distribution · **Time:** about 1–2 hours

- ✓ Everything in the Executive Interview
- ✓ Dedicated AutoHubShow eNewsletter feature
- ✓ Short-form video clips

NADA Booth Spotlight

We bring AutoHubShow to your booth to capture your executives, products, demonstrations and the energy of your actual NADA presence.

Best for: demos & on-location storytelling · **Time:** about 1–2.5 hours

- ✓ Host & production crew at your booth
- ✓ Executive interview
- ✓ Booth, product & demo footage

All programs: **request pricing** · on-site production is limited and reserved in advance.

Show the booth. Let your customers do the convincing.

"A vendor telling dealers that its product works is advertising. A dealer telling other dealers that it works is proof."

AUTOHUBSHOW EXCLUSIVE

Customer Testimonial Program

Your best customers are already at NADA. You schedule them; our crew interviews them about their experience with you.

- ✓ Up to five dealer interviews
- ✓ Professional interviewer & production
- ✓ Individual edited testimonial videos

About 2 hours total · ~20 minutes per interview

FOR LARGER CUSTOMER BASES

Customer Testimonial Plus

An expanded testimonial library for companies with more customers attending the show.

- ✓ Up to ten customer interviews
- ✓ Professional on-site production
- ✓ Individual testimonial videos

FILMED ON THE FINAL DAY

NADA Video Content Day

A dedicated production block while your executives, customers and partners are all in one place. Content for months, not days.

- ✓ Dedicated production block
- ✓ Multiple formats in one session
- ✓ Edited assets for ongoing marketing

YOUR OWN MEDIA TEAM

NADA Event Coverage

Dedicated on-site production and content creation throughout NADA, built around your objectives.

- ✓ Dedicated crew for the show
- ✓ Interviews, demos & show-floor coverage
- ✓ Customized coverage plan

Where the content keeps working

Sales presentations

Website

LinkedIn & social

YouTube

Email

Landing pages

Advertising

Customer success stories

Recruiting

PR

Future trade shows



08 · FEATURED INTEGRATED PROGRAM

NADA Media & Exposure Accelerator

Rather than buying an isolated interview or placement, combine targeted email, interviews, booth coverage, customer testimonials and distribution into one campaign.

Before NADA

- Pre-show promotional email
- Social media promotion
- Executive or company introduction
- Meeting or booth call to action
- Video clips promoting your NADA appearance

At NADA

- Executive interview with Ian Nethercott or Peter "webdoc" Martin
- Professional booth coverage
- Product and company B-roll
- Two customer testimonial interviews

After NADA

- Edited interview & testimonial videos
- Post-show promotional campaign
- AutoHubShow website, YouTube, eNewsletter & social exposure
- Content for your own channels
- Completed assets plus raw footage

We tell your story

Executive interviews establish expertise.

We show your story

On-location coverage brings in your booth and products.

We validate it

Customers explain why they use you.

We extend it

Video, email and YouTube keep it working after NADA.

One NADA investment. Months of marketing potential.

[Request pricing](#)

09 • PROGRAM GUIDE

What do you want NADA to accomplish?

YOUR GOAL	RECOMMENDED PROGRAM	FORMAT
Build awareness before the show	Monthly NADA Pre-Show Marketing	Two targeted email campaigns a month
Schedule more dealer meetings	Targeted NADA Email Marketing	Meeting-generation email
Drive traffic during NADA	Top Recommended Booths (24 spaces)	Event-day morning email
Host dealers at a VIP evening	NADA Icebreaker VIP Partner	Partner landing page and event marketing
Pack your workshop room	NADA Workshop Exposure	Targeted pre-show and daily promotion
Establish executive authority	NADA Executive Interview	Hosted on-site interview
Expand interview distribution	NADA Executive Interview Plus	Interview, eNewsletter and social clips
Show your booth and products	NADA Booth Spotlight	On-location feature
Capture customer proof	Customer Testimonial Program	Up to five interviews
Feature more customers	Customer Testimonial Plus	Up to ten interviews
Create content for the year	NADA Video Content Day	Dedicated production block
Combine media and promotion	NADA Media & Exposure Accelerator	Email, video and digital distribution
Secure comprehensive coverage	NADA Event Coverage	Customized production plan
Keep conversations going	Post-Show Follow-Up	Customized follow-up email

Not sure which program fits?

Request pricing for any program, or let us build your NADA strategy with you.

[Request pricing](#)

10 • REAL NADA RESULTS

Case Studies

Dealer Merchant Services grew to 1,000+ rooftops nationwide

"Despite the snowstorm of the century in New Orleans, our booth stayed packed and our calendar was full. Each morning, Cactus Sky's campaigns drove real-time spikes in booth traffic. The results were so strong that we immediately engaged them for national marketing. Today, **Cactus Sky** is our second-highest source of website traffic, behind only organic search."



Amberly Allen

Founder & Managing Partner, Dealer Merchant Services



DealerPRO Training ranked #1 in NADA Exhibitor Directory traffic in 2024

"In 2024, DealerPRO Training had the highest traffic to their NADA directory page, thanks to **Cactus Sky's** email and social campaigns. They deliver results."



Don Reed

CEO, DealerPRO Training



Rapid Recon secured four consecutive NADA speaking slots — each delivered packed rooms

"Peter Martin and his team have filled my NADA workshop room four years in a row. In 2021, it was standing-room only — so full the fire marshal had to turn people away. **Cactus Sky's** proposals get selected, and they deliver packed sessions every time."



Dennis McGinn

President, Rapid Recon



ProfitKeeperPro: a first-time exhibitor in a difficult booth location

Targeted pre-show and daily emails brought qualified dealership decision-makers to ProfitKeeperPro throughout the event — despite it being their first NADA. — Karen Dillon, President, ProfitKeeperPro

PUSH MARKETING IN ACTION

From 981 to 17,000 monthly website visits



For one client, a targeted content and email strategy grew monthly website traffic more than 17-fold in five months, making Cactus Sky its #1 traffic source.

CASE STUDY · OFFICIAL MEDIA PARTNER



Sold out in 16 weeks



The 22nd annual Customer Experience Leadership Summit (Detroit, September 28, 2026) was a partner event of the Automotive News Congress. As official media partner, AutoHubShow Media Group and Cactus Sky ran a 16-week, multi-channel registration campaign — the same engine behind our NADA programs.

Sold out

Every seat filled · the Automotive News Congress went to a waiting list

12,303

tracked clicks to the Congress registration form

1.5M

emails delivered across 27 sends

216K

unique opens

32–60%

open rates on engaged & NADA-attendee segments

47.2K

event-site visits · 67.7K page views

81

videos produced in the AutoHubShow studio

\$0.11

cost per unique social click

What we ran

- Event website with speakers, agenda & registration
- Tracked short links and QR codes on every touch
- Speaker spotlights: card, video and email each
- 27 email sends to 9 audience segments
- 135 LinkedIn & Facebook posts across 6 pages
- 81-video library incl. interviews & a preview show

11 · WHO WE ARE

About Cactus Sky Digital

For more than 30 years, Cactus Sky has been the trusted marketing partner for automotive vendors looking to stand out, generate leads and close more deals. We've delivered record-setting booth traffic, won coveted NADA speaking slots for clients and pioneered high-deliverability email, OTT, retargeting and AI-powered lead engagement — and we're the marketing engine behind AutoHubShow Media Group.

30+

years in automotive

90,000+

dealership decision-makers

10,000+

campaigns delivered

92%

client retention

Trusted by industry leaders



12 · A PERSONAL NOTE

Final Note from Peter “webdoc” Martin

When I first started speaking at NADA, I quickly realized something: the vendors who succeeded weren't the ones with the biggest booths or the flashiest displays. They were the ones with a plan.

For three decades, my team at Cactus Sky has helped vendors maximize their NADA investment. We've filled booths, secured speaker spots, packed workshops and built post-show systems that turn conversations into contracts. Today, with AutoHubShow Media Group, we also put your executives, booth and customers on camera — so NADA keeps working for you all year.

I've been honored to speak at NADA 12 times, and every year the same truth is confirmed: preparation, execution and follow-up separate winners from the rest.

If you're reading this, you're already ahead. You're thinking strategically — that's the first step. Now let's take the next step together.



Peter “webdoc” Martin

President, Cactus Sky Digital · Co-host, AutoHubShow
(954) 205-7716 · peter@cactussky.com · cactussky.com
12× NADA Convention Speaker · As seen on ABC News



Make sure dealers know your name before they arrive

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