



15TH ANNUAL ORLANDO SERVICE & PARTS CONFERENCE

OCTOBER 14-17, 2025 • ORLANDO, FLORIDA

www.moparvendorexpoorlando.com



We welcome you to come and visit with more than 1,000 of our CDJR Dealers, General Managers, Parts Managers, and Service Managers who will attend #MOPAR2025 conference: representing over 550 of our highest volume dealerships in the country. The 3-day (2 exhibit days) conference provides numerous educational sessions specific to Dealer Principals, Service Managers and Parts Managers while also giving you 11.5 hours of exhibit hall time, over the two days, to review your products and the benefits they offer to our dealers.

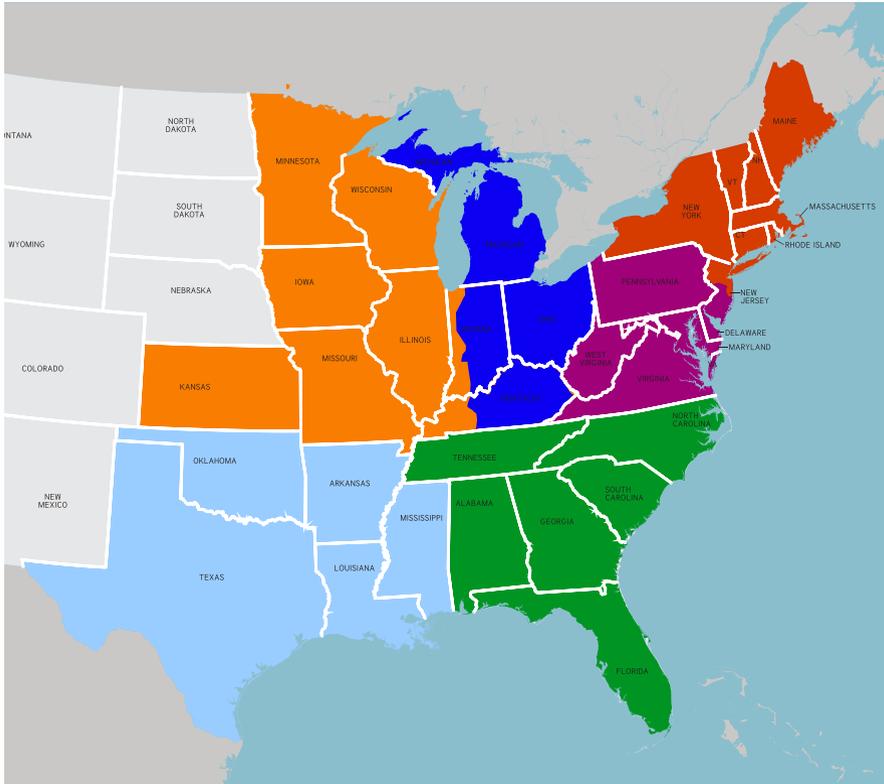
Our agenda includes more than 20 Service, Parts and Dealer Principal/General Manager break-out sessions. These sessions feature corporate speakers from our Business Centers and Mopar HQ, along with industry experts, presenting elective sessions that are topic specific. Our goal is to help dealership attendees adapt their session choices to their individual needs, resulting in more Dealer Principals and Managers attending than at any previous conference.



76.31 Billion*
Service and Parts Sales
for all new-vehicle dealerships
*NADA



2025 STELLANTIS/MOPAR CONFERENCE AUDIENCE



Our two-day conference and exposition will attract over 1,000 dealers and managers, and over 140 vendors plus Mopar personnel. Our dealers and managers will attend from 35 states, comprising what were previously 6 Business Centers. **MOPAR2025** provides attendees an environment where they can explore the latest solutions being offered from Stellantis/Mopar corporate, as well as by you, as an invited vendor, lend vital expertise to our dealers for innovative processes to get and keep customers for life. For these reasons **MOPAR2025** accentuates introducing a customer loyalty and service process, right at the point of sale.

THE STELLANTIS/MOPAR LOYALTY CONFERENCE is the largest, dealer dedicated, service and parts conference in the United States, if not the world. Service & Parts now represent 13.1% of dealership sales. *There are over 284 million vehicles in operation today, and average age has climbed to a record 12.5 years (S&P Global).* Over 133 million ROs being written (NADA DATA), there is little doubt that the franchise dealer's service centers are the new sales frontier. Each year America's franchise dealerships conduct over \$97 billion in service sales with a 6.19% net profit. Dealers average roughly 9,000 repair orders per year. These "consumer interactions" offer unprecedented opportunities for our dealers to sell other products and services, as well as cars, and accessories while their customers are in the service center. Compare the net profit from new and used and you quickly see the importance of service profit contribution to the bottom line. With the feedback from you and our dealers we are always looking for ways to make vendor and dealer interactions stronger and more valuable. As a result, we are making unprecedented number of sponsorships available to help build your brand.

Official Mopar Conference & Resource Guide (Hundreds of Thousands of page views)

Our **MOPAR Conference & Resource Guide**, published both in print and digital version, has become a vigorous part of our dealer's pre-conference planning. It is a part of the attendees' pre-show and arrival package and will be utilized long after a the conference has ended. Their heavy use of this **Resource Guide**, as a notebook, has prompted us to add even more notes pages for 2025. We are offering you the opportunity to be top of page and top of mind by sponsoring these note pages. By investing in a booth and/or sponsorship, you have the unique opportunity to place your brand in front of one of the largest dealership buying audiences offered in 2025; see who attends and what they look for.



*All OEMs 1-10 years old: Bureau of Transportation Statistics

**2016 NADA

WHO ATTENDS AND WHY

DEALER PRINCIPAL

New and used car sales are critically important but retaining customers is also essential. Capturing these customers and then losing them for all future service, is expensive, and cost lost dealership and brand loyalty.

SOCIAL MEDIA DIRECTORS

Greater than 73% of consumers are likely to return to their most recent service provider. Search for service now outpaces search for sales.

GENERAL MANAGERS

With pressure to sell new and used they get little information on how to maximize Fixed Operations dealership profit; and learn new processes available in their Fixed Operations department.



CRM MANAGERS

Gaining service shopper's intelligence is critical. Dealerships that are invested in learning what consumers are researching when looking for service makes the difference.

MARKETING DIRECTORS

The average consumer is exposed to 5,000 and 10,000 ad messages per day.

FIXED OPERATIONS DIRECTOR

NADA states the United States service and parts market comprises \$340 billion, of which dealerships have less than a 30% share!

EXHIBITOR BOOTH SIZES AND RATES

For booths larger than 10' x 20' you **must submit** back and side wall heights. Send measurements to Greg Noonan at gnoonan.cei@gmail.com.

BOOTH SIZE	Sq. Ft.	Per Sq'	TOTAL COST	PASSES INCLUDED
10' x 10' BOOTH	100	\$38.95	\$3,895	4 registrations, can purchase up to 3 additional
10' x 20' BOOTH *	200	\$27.50	\$5,500	6 registrations, can purchase up to 3 additional
10' x 30' BOOTH *	300	\$24.91	\$7,475	8 registrations, can purchase up to 3 additional
10' x 40' BOOTH *	400	\$25.84	\$10,335	10 registrations, can purchase up to 3 additional
20' x 20' BOOTH *	400	\$25.84	\$10,335	10 registrations, can purchase up to 3 additional
20' x 30' BOOTH *	600	\$25.65	\$15,395	14 registrations, can purchase up to 3 additional
20' x 40' BOOTH *	800	\$25.70	\$20,560	16 registrations, can purchase up to 3 additional
20' x 50' BOOTH *	1,000	\$25.70	\$25,700	18 registrations, can purchase up to 5 additional
30' x 50' BOOTH *	1,500	\$25.70	\$38,500	20 registrations, can purchase up to 5 additional

Ready to register? Visit www.moparvendorexpoorlando.com

NOTE: The STELLANTIS/MOPAR conference is by invitation only to vendors and attendees. We give all vendors unprecedented access to our dealers, managers and our Stellantis/Mopar staff with booth and sponsorship prices that are significantly lower than any other major conferences. All products to be shown must be cleared by our Stellantis/Mopar Conference team. Selected sq. ft. of booth space must be in increments of 100 and exhibitors must provide floor coverage for booth space. **We do not offer registrations to conference without a booth.** Conference Passes do not include workshops. All additional exhibitor registrations will be \$50/per person if pre-registered or \$100/per person on-site (must show photo ID and business card to obtain credentials).

Our **MOPAR Conference & Resource Guide** is also the attendee's notebook and a direct communication to our exclusive list of dealers and Stellantis/Mopar team. It is an invaluable tool for displaying your product or services benefit to our dealers. We now offer (TECH-TALK), the opportunity to embed a 30-60 second video in the digital Conference Guide to further promote your product. **Must be approved.**



ADVERTISE IN THE CONFERENCE GUIDE

CONFERENCE GUIDE & NOTEBOOK

Each attendee receives a MOPAR Conference & Resource Guide during registration and this serves as their notebook as well, guaranteeing that your message is in front of them every time they open it. How popular is the Guide? The 2024 edition had over 175,000 page views. We have doubled the number of notebook pages because the session content has proven to be so valuable. *You also reach every attendee 7 days prior to the conference when the digital guide is emailed as an e-zine resulting in 140,000 page views prior to the conference and many after.*



Reach our dealers before they get on the plane and long after

Note page with sponsor banner

ADVERTISEMENTS	SIZE	PRICE
Video	2 minute video	\$1,095
1/2 Page	7.45" x 4.75"	\$1,695
Full Page	8.375" x 10.875"	\$2,695
Cover 2	8.375" x 10.875"	\$3,995
Cover 3	8.375" x 10.875"	\$3,995
Cover 4	8.375" x 10.875"	\$9,995
Center Spread	16.75" x 10.875"	\$7,495
Note page banners	7.5" x 1.375"	\$2,995

BENEFITS OF ADVERTISING

- Maximize pre-show presence and drive more traffic to your website and booth.
- Set your brand apart from your competition, both pre-shown, onsite and post show. This also serves as their Annual Buyer's Guide and can be an active search of your offering.
- Develop stronger brand identity, product awareness, customer loyalty, and increase sales. Advertising places your brand in front of dealers, managers, and Stellantis/ Mopar management for months to come. Attendees will use and review their notes in the conference program throughout the year.
- Demonstrate your leadership in the industry!



For more information, contact Greg Noonan at 607-437-3061, gnoonan.cei@gmail.com

SPONSORSHIPS



Dealer Registration Sponsor

(one available)

\$13,995 (includes 10' x 20' booth)

First stop – registration! This sponsorship gives you the opportunity to make a first impression to every attendee. It's an ultimate brand-building sponsorship putting your company at the forefront of our conference registration process.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- 6 ft. table for tabletop display near registration
- Easel signage in the registration area
- Company logo on registration counters
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- The opportunity to provide marketing collateral at registration for all attendees
- Additional conference registrations (dependent on booth size chosen)

Keynote Session Sponsor

(three available)

\$14,995 (includes 10' x 20' booth)

\$12,995 (includes 10' x 10' booth)

Be ubiquitous by sponsoring one or each of our Keynote Sessions. Maximize your brand's exposure with Keynote Session sponsorship. This includes unique benefits that other sponsors won't have. (Bundled packages available.)

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Our Introduction of your company as the Keynote Session sponsor on stage
- 10' x 20' or 10' x 10' booth (Value \$5,500 or \$3,895)
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- Easel signage at entrance to the Keynote Session
- The opportunity to distribute literature at the Keynote entrance
- 8 or 10 conference registrations (dependent on booth size chosen)

Vendor Registration and Vendor Dinner combined Sponsor

(two available)

\$12,995 (includes 10' x 10' booth)

First stop – Registration! This sponsorship gives you the opportunity to make a first impression to every vendor attendee and network with them as your ally. You also provide their meal one or both nights, an ultimate brand-building sponsorship putting your company at the forefront of our conference registration process.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Company Reserved table at dinner each night.
- 6 ft. table for tabletop display near Vendor registration
- 10' x 10' booth' (Value \$3,895)
- Easel signage in the registration area
- Company logo on registration counters
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- The opportunity to provide marketing collateral in conference bag
- 8 conference registrations

For more information, contact Greg Noonan at 607-437-3061, gnoonan.cei@gmail.com

SPONSORSHIP



Exclusive Coffee Bar

(one available)

\$10,995 Wednesday 9:00 AM – 12:00 PM

Reach attendees during their first visit to the exhibition floor

SPONSORSHIP INCLUDES:

- We can be in your booth or be located near your booth area.
- Advance choice of booth location
- Coffee will be Tuesday, September 19, from 9:00 AM – 12:30 PM.
- Floor signage will be placed showing you as the sponsor.
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- Branded napkins and coffee cups can be obtained at additional cost.



Official Stellantis/Mopar Conference BAG

(one available)

\$9,500 (includes 10' x 10' booth)

\$11,000 (includes 10' x 20' booth)

SPONSORSHIP INCLUDES:

- Your company logo (one color) printed on all conference bags.
- Advance choice of booth location
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- Up to 6 pages of literature included in the attendee conference bag
- 10' x 10' or 10' x 20' booth (Value \$3,895 or \$5,500)
- 5 conference registrations



Premier Sponsor

(one available)

\$16,000 (includes 10' x 10' booth)

\$18,500 (includes 10' x 20' booth)

SPONSORSHIP INCLUDES:

- Advance choice of booth location
- Pre- and post-show attendee list including name, company, job title, city and state (personal contact information such as email and phone number not included)
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- 10' x 10' booth or 10' x 20' booth (Value \$3,895 or \$5,500)
- Sponsor recognition on the Conference Hall entrance bridge and throughout the hall
- Up to 6 pages of marketing collateral in the attendee conference bag
- 8 or 10 conference registrations
- Receive on-site branding opportunities to drive traffic in the Conference Hall.

For more information, contact Greg Noonan at 607-437-3061, gnoonan.cei@gmail.com

SPONSORSHIP



Lanyard

\$19,990 (one available)

With this sponsorship, your logo will be worn around the necks of every dealer, manager, and Stellantis/Mopar Conference Attendee for our new expanded Business Center Conference. (Estimated 2,500 lanyards)

SPONSORSHIP INCLUDES:

- Preferential booth placement
- One-color black logo printed on all attendee badge lanyards
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- 10 conference registrations
- Expanded listing in exclusive MOPAR Conference and Resource Guide
- Easel signage placement in hallway



Door Prize HQ

\$17,995 (one available)

During the conference every dealership attendee receives a passport to participate in our Door Prize Give Away. The passport is collected on the last day of conference and prizes are drawn. The drawing is held at the Door Prize HQ (your booth). The HQ booth also will serve as Lost and Found station.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Easel signage
- 20' x 20' booth (Value \$10,335)
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- 5 conference registrations



Dealer Principal/General Manager Private Session

\$12,995 (one available)

SPONSORSHIP INCLUDES:

- Preferential booth placement
- 10' x 10' booth (Value \$3,895)
- Unique opportunity to have your message and literature in front of every owner and general manager attending conference
- Private distribution of your message to every dealer/GM attendee
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- Easel signage at Private Session entrance
- 5 conference registrations

SPONSORSHIP



Exhibit Street Signage

\$15,995 (one available)

Direct our attendees to your booth with your full-color logo on directional exhibit hall floor street signs.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- 10' x 10' booth (Value \$3,895)
- A full-color front street sign design
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- 5 conference registrations



Pens

(one available)

\$2,750..... If you supply 2,000 pens
\$6,750..... If we supply 2,000 pens

Every attendee will receive two pens at registration for note taking during sessions for the two days. Pens are given at time of registration. Extra pens will also be delivered to your booth.

- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page



Breakfasts

(two available)

Thursday and Friday \$12,995 each or \$19,995 for both

Provide 750 dealers and managers breakfast. Yes, you will be feeding 750 +. First impressions are everything! Say good morning to conference attendees by becoming the Exclusive Breakfast Sponsor. Gain maximum brand exposure and recognition by supplying your literature at their breakfast tables and mingle among the attendees. Start their day off with a really great meal and great information.

SPONSORSHIP INCLUDES:

- Opportunity to place marketing collateral on the dining tables
- Preferential booth placement
- Easel signage in Breakfast Dining room
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- 7 conference registrations

For more information, contact Greg Noonan at 607-437-3061, gnoonan.cei@gmail.com

SPONSORSHIP



Dealer Lunch Sponsor

(one available)

Wednesday: \$13,995 with 10' x 10' or \$14,995 with 10' x 20'

Sponsor Lunch for attendees during Conference and gain maximum brand exposure also increasing traffic at your booth. This is a time when attendees and dealers have a chance to regroup and discuss the first half of the conference with their peers. You can be the sponsor of this discussion time.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- 10' x 10' or 10' x 20' booth (Value \$3,895 or \$5,500)
- Opportunity to place marketing collateral on dining tables
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- 3 conference registrations
- Easel signage



Bar Sponsors

(12 available)

\$12,995 (10' x 30') add \$2,000 for additional 100 sq. feet available

Draw attendee traffic directly to your exhibit during the evening exhibit hours by becoming an official Bar Sponsor. All drinks are included in sponsorship. You can supply napkins and other branded items for your bar.

SPONSORSHIP INCLUDES:

- Prime booth placement
- Large bar and sponsor sign placed on easel at bar, which is part of your exhibit.
- 10' x 30' booth (including 10 ft. bar) and we work with you.
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- 10 conference registrations
- Easel signage



Vendor Dinner Sponsor

\$8,995 (two available)

\$7,995 (if no booth desired)

Terrific networking opportunity for you and our vendors if you mostly want to promote alliances with your company.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Large easel sign at front of hall
- One e-mail campaign sent to all vendors. We sort list for you.
- 10' x 10' booth (Value \$3,895)
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- 6 conference registrations
- Easel signage

For more information, contact Greg Noonan at 607-437-3061, gnoonan.cei@gmail.com

SPONSORSHIP



Dealer Lounge Sponsor

\$13,995 (one available) - add \$3,000 for additional 200 square feet

Perhaps the best deal at our conference. Our dealers need a place to unwind and relax during the busy two-day conference. Provide a comfortable place for them to sit and meet with peers. Become the proud sponsor and associate your brand with their experience. Be the only vendor with access to this lounge, giving you direct access to dealers and managers!

SPONSORSHIP INCLUDES:

- 3 branded easel signs
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- 1 couch, 1 coffee table and 2 chairs in 400 sq. ft. area in prominent location
- 20' x 20' area
- 10 conference registrations



Dealer Dinner Sponsor

(two available)

One night: \$10,950

Both nights: \$19,500

Tremendous networking opportunity for you to connect with our dealers during one or both of our fine dinners. This is a very social and active part of the day.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Easel signage
- Literature on dinner high tops
- 10' x 10' booth (Value \$3,895)
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page
- 10 conference registrations



Breaks/refreshment stations

(three available)

\$7,495 each

\$19,995 for all three

WEDNESDAY Afternoon

THURSDAY Morning and Afternoon

FRIDAY Morning

Multi-day discounts available. Ask about the opportunity to place brand/logo napkins, table cards and handouts on refreshment tables. Contact Greg Noonan for details: 607-437-3061.

SPONSORSHIP INCLUDES:

- Preferential booth placement
- Easel signage
- 3 conference registrations
- 10' x 10' booth (Value \$3,895)
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page

For more information, contact Greg Noonan at 607-437-3061, gnoonan.cei@gmail.com

SPONSORSHIP



Service & Parts Breakout

\$3,495

2.5 hours of in-depth service training from experts in the field.

SPONSORSHIP INCLUDES:

- Easel signage out front
- Literature on tables in front of all participants
- Acknowledgement of sponsor at session start
- Sponsorship promotion will be shown in MOPAR Conference and Resource Guide sponsorship page

Create your own sponsorship:

If you have an idea for a sponsorship, contact Greg Noonan to discuss. Maybe we can create it with you. 607-437-3061