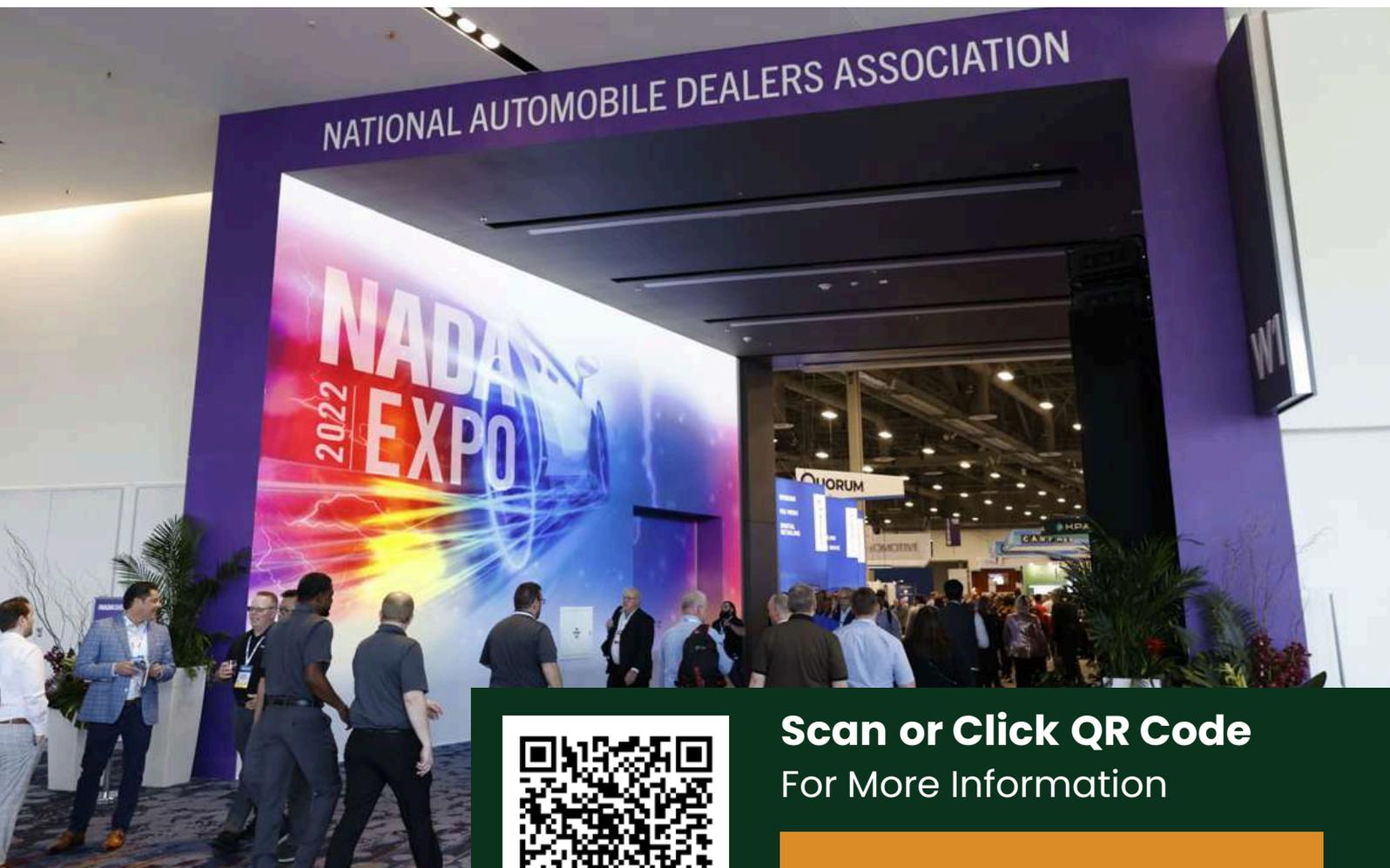


# The Ultimate NADA Vendor Playbook

## Complete NADA Success

Pre-Show, During, Post-Show, Workshops & Speaking Proposals



**Scan or Click QR Code**  
For More Information

**Schedule Your Free Demo**



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# 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**, we've spent decades 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 transform a booth into a pipeline that fuels growth long after the convention ends.

This playbook gives you a proven roadmap: practical strategies, real case studies, and measurable proof of what works. Whether it's filling your booth, securing a speaking slot, or ensuring your post-show leads don't slip away, this guide lays out the formula.

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

# Content Summary

01

## Pre-Show Marketing

*Build awareness and secure appointments before you land at NADA.*

02

## During-The-Show Marketing

*Drive booth traffic and engagement with campaigns and more.*

03

## Post-Show Marketing

*Turn leads into clients with structured follow-up and retargeting.*

04

## Workshops

*Pack the room and send pre-qualified attendees straight to your booth.*

05

## Speaking Proposals

*Elevate your brand from vendor to thought leader with stage presence.*

06

## Case Studies

*See how clients achieved measurable success with Cactus Sky.*

07

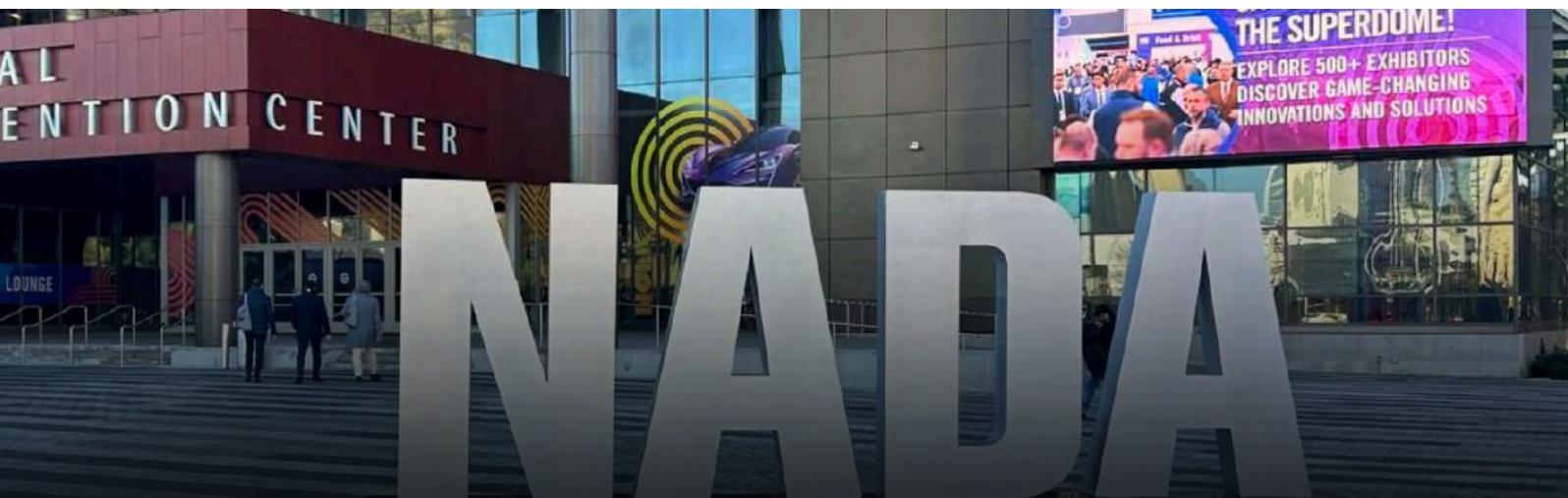
## About Cactus Sky

*Experience, 12 NADA speaking selections, and trusted partnerships.*

08

## Final Note from Peter 'webdoc' Martin

*A personal message from Peter on what separate winners.*



# Pre-Show Marketing



## T-90 to T-30

Winning at NADA doesn't start when the doors open, it starts months before. Vendors who dominate the show are the ones who have already secured meetings, warmed their audiences, and built anticipation before stepping foot on the floor.

## Key Strategies



### Targeted Email Campaigns

Craft appointment-setting emails that give dealers a reason to meet you. Segment by role (**owners, GMs, fixed-ops directors**) to increase relevance. Test subject lines/CTAs for opens and clicks. Schedule morning-of reminders during the show, these reliably produce booth traffic spikes within hours.

## **Precision Retargeting Ads**

Add Google/YouTube/Gmail retargeting so anyone who clicks your emails or visits your landing page sees your brand everywhere. Reinforce with booth #, demo teasers, and exclusive offers. Use frequency capping to stay visible without overwhelming.



## **Data-Driven Audience Building**

Build hot/warm/abandoned audiences from site activity and email engagement. Sync with Google Ads, YouTube, and (optionally) LinkedIn to extend reach to the same decision-makers across channels.

## **Countdown & Urgency Campaigns**

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



# 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.

## Key Tactics

### Define Business Goals

Deliver ads to attendees on their phones within ~1 mile of the convention center. Highlight booth number, live demos, and time-bound offers. Example: "At NADA? Stop by Booth # \_\_\_\_ today for a 5-minute demo + bonus."

### Real-Time Email Blasts

Deploy morning campaigns timed for when dealers check emails before the floor opens. Feature booth events, speaker times, or same-day promotions. These are proven to create measurable traffic spikes shortly after send.

## On-Floor Engagement

Use QR codes linked to your playbook, brochures, or demo scheduler. Run short contests/surveys, host interactive touchscreens, and ensure every interaction captures contact details (badge scans + forms).

## Social Buzz

Post live photos, short videos, and speaker clips. Tag NADA, partners, and influencers; use a unique booth hashtag. Invite visitors to post selfies at your booth backdrop for extra reach.



# Post-Show Marketing

The conversations you start at NADA are just the beginning. 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:** Send different sequences for booth visitors, demo attendees, and no-shows. Pair personalized recaps with next-step CTAs (book a strategy call, watch a 2-min video, get the post-show offer).
- **Retargeting Recap Ads:** Keep your brand top-of-mind for 30–60 days after the show with recap videos, proof points, and case study teasers aimed at anyone who engaged with your landing pages or emails.
- **Content-Based Follow-Up:** Publish “Top 5 Takeaways from NADA” and share it with leads. Add targeted case studies and testimonials to accelerate trust.
- **Sales Funnel Integration:** Import all booth leads to the CRM within 24 hours. Score leads (hot/warm/cold), assign owners, and schedule calls within 72 hours. Track outcomes against campaign sources for clear attribution.

# 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 directly to your booth afterward with your brand already top of mind.

## Why Workshops Work



### **Authority Through Education**

Workshops provide a controlled environment to teach, engage, and persuade without a hard pitch.

### **Self-Selected Audience**

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

### **Direct Booth Impact**

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

# Speaking Proposals



Being selected to speak at NADA is one of the highest forms of recognition for a vendor. A speaking slot places you on stage in front of dealers, executives, and decision-makers. This positions you as a thought leader and industry expert.

## Why Speaking Matters

### Credibility & Visibility

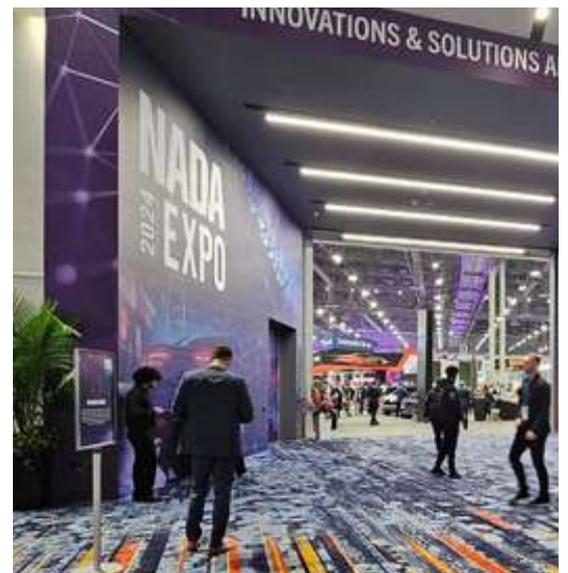
Speaking builds unmatched authority and awareness in a single session.

### Demand Generation

Your message reaches hundreds of dealers at once, and drives them to your booth afterward.

### Longer-Term Halo

Stage presence elevates brand perception long after the show.



# Case Studies

## Dealer Merchant Services grew to 1,000+ rooftops nationwide with Cactus Sky campaigns

“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

[Read Full Testimonial Here](#)



## 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.

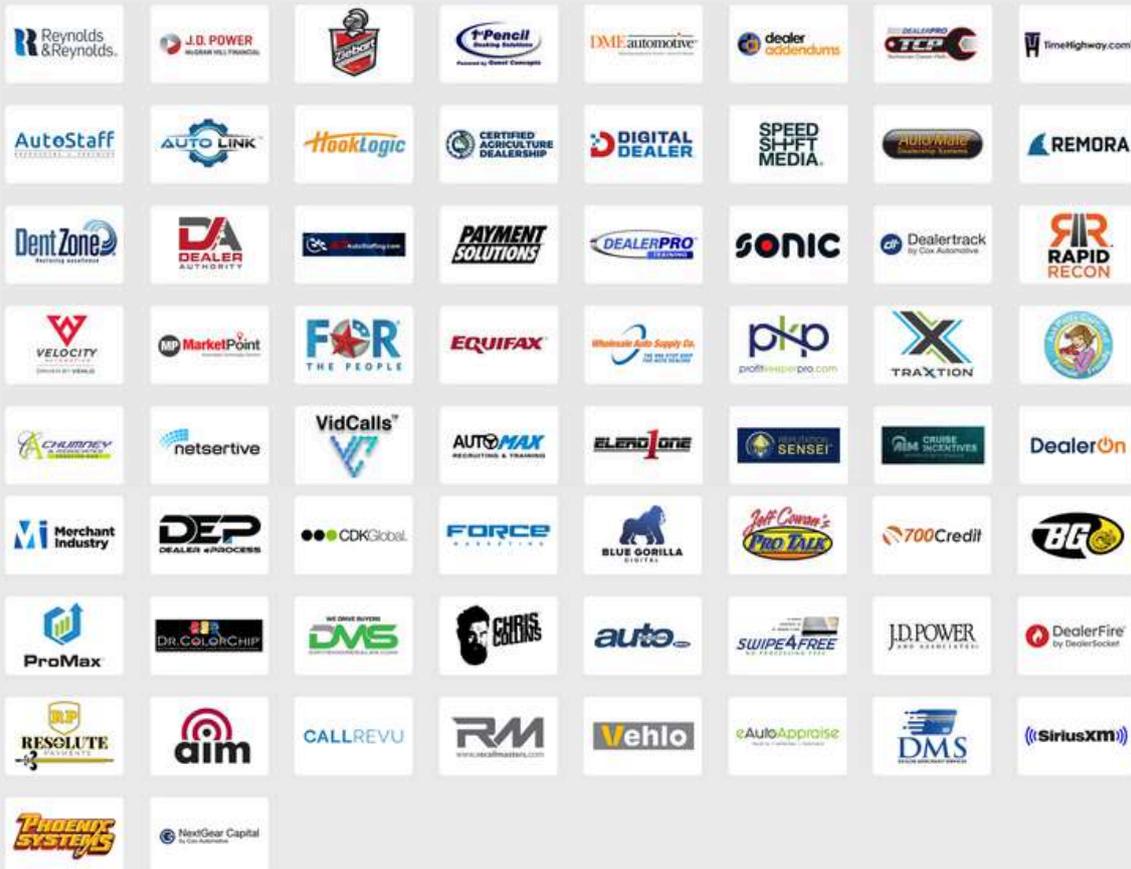
“Peter Martin and his team have filled my NADA workshop room four years in a row. In 2021, it was standing-room only – so full the fire marshal had to turn people away. **Cactus Sky’s** proposals get selected, and they deliver packed sessions every time.”



**Dennis McGinn**  
President  
Rapid Recon



## Trusted by Industry Leaders



# About Cactus Sky

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. Our proven track record speaks for itself:

- **Record-Setting Booth Traffic:** We've consistently delivered the kind of pre-show, in-show, and post-show marketing that fills booths with qualified buyers, not just foot traffic.
- **Successful NADA Speaking Submissions:** We've helped our clients secure coveted speaking spots at the industry's most competitive event, positioning them as thought leaders and driving unmatched exposure.
- **Trusted by Industry Leaders:** From emerging tech innovators to established service providers, the biggest names in the industry rely on Cactus Sky to amplify their message and connect with the right audience.
- **Innovators in Digital Marketing:** We pioneered strategies that vendors depend on today, including high-deliverability email campaigns, OTT advertising, retargeting, and AI-powered lead engagement - each designed to cut through the noise and maximize ROI.

At NADA, visibility is everything. But visibility without conversion is wasted. That's where we come in. Our campaigns don't just build awareness, they generate measurable leads, drive booth appointments, and convert prospects into lasting clients.

With **Cactus Sky**, you're not just another exhibitor - you're the vendor everyone is talking about.

# 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.

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

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[www.cactussky.com](http://www.cactussky.com)



12 X NADA Convention Speaker

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