

2027 **NADASHOW**
ORLANDO • WEDNESDAY-SATURDAY • FEB. 17-20

**MORE
THAN
CARS**



MORE THAN CARS

Top Quality Content, ASOTU Level Energy, Broadcast Across the Country.

When you partner with the ASOTU content creation team to produce dynamic and engaging content:

- Your product shines
- Your team gets engaged
- The industry's most dedicated audience comes closer

Contact Ann-Marie: AMJ@morethancars.com



MORE THAN CARS

The More Than Cars Crew is ready to make some trouble together at the 2027 NADA Show.

Our top creatives will be producing the most holistic view of the show with extensive coverage before, during, and after the industry's largest gathering.

MARKETING GOALS:

- Brand Awareness & Loyalty
- Booth Traffic & Engagement
- Content Creation
- Thought Leadership
- Post-Event Amplification



MORE THAN CARS

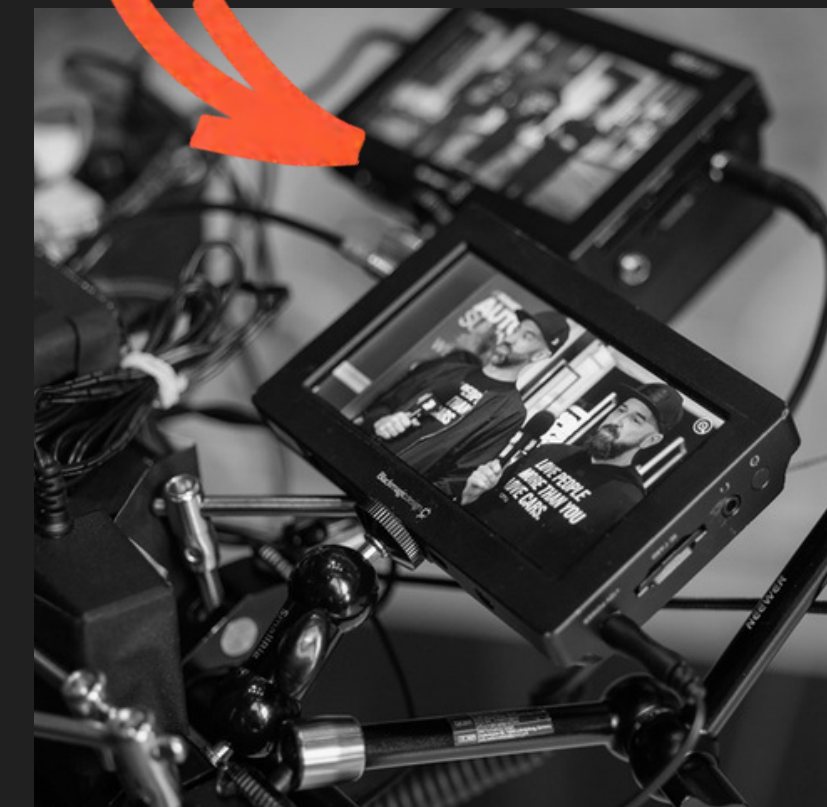
THE CREW

Our seasoned, live event production team has produced best-in-class events and content for major recording artists, Qualcomm, The Emmys, and even the Met Gala. We custom developed mobile configurations specifically for the NADA Show that allow us to produce real-time content that feels polished and personal.

Qualcomm



NETFLIX





OFFERINGS



MORE THAN CARS

In-Booth Swag Experience

\$60,000

Turn your booth into one of the most talked-about destinations at NADA with the More Than Cars Swag Experience.

During a dedicated two-hour activation on Day 2 of the NADA Show, the More Than Cars team will bring a live apparel printing experience directly to your exhibit space, creating exclusive MTC swag for attendees in real time.

This activation combines experiential engagement, premium content production, and post-event amplification to create meaningful interactions on the show floor while extending your brand's visibility long after the event concludes.

Marketing Goals:

- Brand Awareness & Loyalty
- Booth Traffic & Engagement
- Content Creation

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MTC Swag Experience Deliverables:

- Exclusive two-hour activation hosted at sponsor booth on Day 2 of the NADA Show
- Top Placement on NADAParties.com
- Live on-site t-shirt printing experience managed by the More Than Cars production team
- Exclusive More Than Cars branded t-shirts produced during the activation, up to 200 shirts
- Professionally produced attendee experience designed to drive booth traffic and engagement
- (2) Automotive State of The Union Email Sponsorships to promote merch experience
- Pre-NADA Social Media Posts announcing merch experience and partner booth#
- Custom co-branded sponsor bags used to package and distribute all shirts
- Professional photography throughout the activation
- Onsite content capture of attendee interactions, booth engagement, and activation highlights
- Includes (1) Extended Interview Production (\$10k value)
- Professionally produced :30 highlight reel featuring the More Than Cars Merch Experience
- Showcases attendee participation, booth activity, and sponsor presence
- Delivered to sponsor for marketing use

Daily Sponsorship

\$22,500 / day

Thursday, Friday, and Saturday

Amplify your brand's reach with three dynamic sponsored livestreams per day across major social platforms. Engage real-time as an executive guest in a stream, and lift your visibility with a special live broadcast and additional Primary Interview Production at your location.

Daily Content Deliverables:

- (3) Livestreams "On Location" Throughout the Venue with Sponsor Mention
 - Livestreamed to LinkedIn, YouTube, Facebook
 - Live Multicam cut with professional audio
- (1) Automotive State of The Union Email Sponsorship for sponsored day
- An executive may be a guest on 1 livestream
- Includes (1) Extended Interview Production (\$10k value)



[See Last Year's Live Streams Here](#)





NADA Premium Live Stage Extended Interview Production

\$13,000

Elevate your brand with a polished 5-7 minute booth interview, hosted by Paul J Daly or Kyle Mountsier, and rich b-roll and photo captures. Enjoy extensive exposure with a sizzle reel, full-length interview footage, and ASOTU media publishing.

****Must be an NADA Show exhibitor to qualify for this package // **Premium Interviews held at the top of the hour only******

NADA Livestream Deliverables:

- 5-7 minute segment on the floor hosted by ASOTU and aired on the "NADA Live Stage" at the top of the hour in-between segments
- Interview published on NADA Social Media channels that day of the Show and ASOTU Social Media channels following the show
- ASOTU interview is provided to Sponsor for their own marketing purposes

MTC Extended Interview Deliverables:

On-Site Production

- Record a 5-7 minute interview at the booth with Paul J Daly or Kyle Mountsier, with the full recording provided immediately on a flash drive.
- Capture supporting b-roll footage and professional photos.
- 3-camera multicam setup with professional-grade equipment.

Final Deliverables (7 days post-event)

- 45-60 second highlight sizzle reel.
- Full-length interview (multicam cut), delivered in both raw and edited formats.
- 10 professionally edited photos.

Publishing & Distribution

- Interview published on ASOTU channels.
- Social media and YouTube release within 30 days (first come, first served).



[See Live Interview Production Example Here](#)

MTC Extended Interview Production

\$10,000

Elevate your brand with a polished 5-7 minute booth interview, hosted by Paul J Daly or Kyle Mountsier, and rich b-roll and photo captures. Enjoy extensive exposure with a sizzling reel, full-length interview footage, and ASOTU media publishing.

Extended Interview Deliverables

On-Site Production

- Record a 5–7 minute interview at the booth with Paul J Daly or Kyle Mountsier, with the full recording provided immediately on a flash drive.
- Capture supporting b-roll footage and professional photos.
- 3-camera multicam setup with professional-grade equipment.

Final Deliverables (7 days post-event)

- 45–60 second highlight sizzle reel.
- Full-length interview (multicam cut), delivered in both raw and edited formats.
- 10 professionally edited photos.

Publishing & Distribution

- Interview published on ASOTU channels.
- Social media and YouTube release within 30 days (first come, first served).

\$1,500

Add On: Expedited Editing & Release

- Deliverables passed back within first 48 business hours post NADA (by end of day 2/23)
- Guaranteed earliest available release on MTC Social Media Network and Youtube



[See Interview Production example here](#)





MTC Standard Interview Production

\$4,500

Capture attention with a focused 3-5 minute booth interview with Michael Cirillo. Benefit from a clear, two-camera cut and timely publishing on ASOTU YouTube channel.

Standard Interview Deliverables:

- Record a 3–5 minute interview at the booth with Michael Cirillo
- 2-camera high-resolution setup for professional coverage
- Full-length interview (multicam cut), delivered in both raw and edited formats in 14 business days
- Released on ASOTU YouTube within 30 business days



[See Standard Interview Production Example Here](#)

[Contact Ann-Marie: AMJ@morethancars.com](mailto:AMJ@morethancars.com)

NADA ADD ON

MTC Media Amplification

\$3,000

Timeline: 3–4 weeks

Reignite your NADA spotlight with a quick-turn set of branded edits and additional promotion that showcase your team and message beyond the show floor.

Deliverables:

- (1) Momentum Highlight Reel (:45–:60) - new edit of your NADA interview featuring custom intro/outro
- (2) Short Clips (:15–:30) - key takeaways or quotable insights
- (2) Branded Social Graphics - stills or carousels with pull quotes or themes
- (1) 3-Post Social Plan - MTC-written captions + suggested posting order
- (1) Post Distributed via MTC Social Media Network (partner tagged)
- (1) Daily Email Promotion (ASOTU-Verse Section)
- (1) Custom Around the ASOTU-verse LinkedIn Newsletter Feature (Saturday Release)
- Asset Folder with editable files + raw exports for future internal use

(Total Assets: 9 deliverables)





NADA ADD ON

MTC Media Amplification PLUS

\$7,000

Timeline: ≤ 30 days

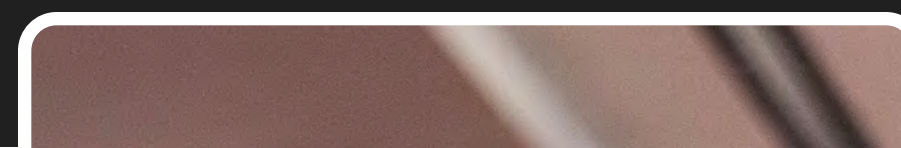
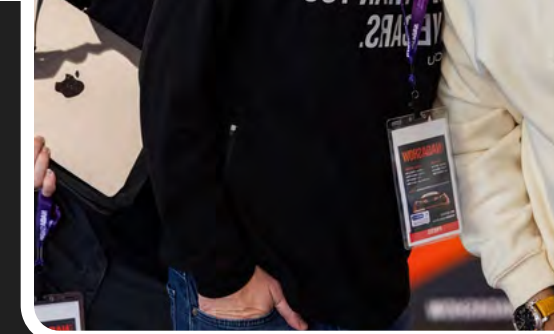
Transform your NADA interview into a multi-channel campaign that blends storytelling, motion design, and light social management.

Deliverables:

- (2) Momentum Highlight Reels (:45-:60) - new edit of your NADA interview featuring custom intro/outro
- (3) Short Clips (:15-:30) - key takeaways or quotable insights
- (4) Branded Graphics - quotes, stats, or context visuals
- (1) 6-Post Social Plan - MTC-written captions + suggested publishing cadence (1 per week)
- (2) Posts Distributed via MTC Social Media Network (partner tagged)
- (2) Daily Email Promotions (ASOTU-Verse Section)
- (1) Custom Around the ASOTU-verse LinkedIn Newsletter Feature (Saturday Release)
- (1) Auto Collabs Podcast Episode to be recorded prior to NADA
 - (1) Daily Email Promotions (ASOTU-Verse Section)
 - (1) Social Media Promotion
 - (1) Social Media Length Clip passed back
 - (1) Automotive State of the Union Podcast Promotion
- Asset Folder with editable files + raw exports for future internal use

(Total Assets: 20 deliverables)

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LET'S DO THIS

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