DealerConnect™ ‘27

Automotive’s Premier AI Networking Event

Event Organizer:
Natalie White
natalie@dealerconnect.us

Register Online
www.dealerconnect.us

September 14-15, 2027
Omni Resort & Spa, Amelia Island, FL

Unrivaled Learning, Networking & Entertainment.

DealerConnect is where the automotive industry's top professionals come together for a unique experience not seen in our industry until now. This year's event will go beyond the traditional with world-class golf, inspiring keynote speakers, round table discussions, and exclusive networking opportunities.



01

Exclusive Industry Networking

Connect with top dealership executives, vendors, and automotive professionals to build valuable relationships, exchange insights, and explore new business opportunities.

02

Latest Technology Insights

Experience the latest advancements in AI technology, marketing, and compliance from the top AI product providers in automotive.

03

Renown Keynote Speakers

Gain expert-led insights, panel discussions, and hands-on demos designed to help dealerships improve efficiency, enhance customer engagement, and stay ahead in a competitive market.

Location, Location, Location

Omni Amelia Island Resort & Spa is an ideal destination for executive meetings and leadership retreats. Just 29 miles from Jacksonville International Airport (JAX), this AAA Four Diamond oceanfront resort offers a distinctive blend of upscale accommodations, meeting space, and memorable networking experiences in a stunning coastal setting.









Industry-Leading Partnerships

DealerConnect is powered by exclusive partnerships with top innovators in the automotive industry. These industry leaders are driving the future of AI-driven dealership solutions, making this event a premier opportunity to gain insights, explore cutting-edge technology, and connect with key decision-makers.





hrizn

DealersLoop

brain+trust PARTNERS

M1DATA & ANALYTICS

Cox Automotive

CORA

Keynote Speaker

Michael Saxon, Ph.D.

Financial Crimes, AI & Emerging Technology Leader

Dr. Michael Saxon is a recognized expert in artificial intelligence, financial crimes compliance, cryptocurrency, and emerging technologies. He currently advises global organizations on AI-driven risk management, anti-money laundering (AML), sanctions compliance, and regulatory strategy.

A former Chief Operating Officer in the fintech and digital asset sector, Michael has led compliance, risk, and operational functions for rapidly growing organizations, integrating AI and machine learning to improve fraud detection and regulatory readiness.

Michael is also a U.S. Army combat veteran, former West Point faculty member, and holds a Ph.D. in Philosophy with a focus on ethics. His unique combination of leadership, technology, and ethics expertise makes him a sought-after speaker on responsible AI, digital innovation, and the future of governance in an increasingly automated world.



At a Glance

The **DealerConnect ‘27** Conference will bring all aspects of AI in automotive retail, marketing, and finance together in one event that is certain to make a bold statement as a newcomer to the automotive conference circuit.



C-Suite Dealer Groups Represented

20+

Including Hudson, Hanania, Jeff Wyler, Nimnicht, Murgado, Coggin & many more.

Principals & Decision Makers

150+

Including General Managers, Sales Managers, Finance Managers, and CMOs

Virtual Reach

12,000+

Virtual reach via livestream and post conference social media outreach.

Event Sponsorship | $30k

For maximum impact and exclusivity, the Event Sponsor receives a **prime speaking opportunity, premium placement of company collateral, and unparalleled brand exposure.** Be recognized as a key influencer in the industry, engage directly with top-tier professionals. Additionally, receive **6 all-access sponsor passes, 6 all-access dealer passes**, and the attendee roster sent one week post-event.

Presentation	Workshop	Advertisement	Event Promotion
Participate in a high-profile discussion and lead a 35-minute panel on main stage.	Livestream and post-panel recorded for virtual attendees.	Full-page ad in the conference journal distributed to all attendees.	**Prominent logo placement** on lanyards and across all promotional materials, website, social media, and email campaigns.

Keynote Sponsor | $25k

Stand out as an industry leader with a **dedicated workshop presentation and multi-channel event promotion.** This tier offers hands-on engagement with decision-makers, ensuring your brand is positioned at the forefront of automotive innovation. Additionally, receive **5 all-access sponsor passes, 5 all-access dealer passes**, and the attendee roster sent one week post-event.

Presentation	Workshop	Advertisement	Event Promotion
Participate in a high-profile discussion and lead a 35-minute panel on main stage.	Livestream and post-workshop recorded for virtual attendees.	Full-page ad in the conference journal distributed to all attendees.	Featured logo in promotional materials, website, social media, and email campaigns.

Lanyard Sponsor | $15k

Keep your brand front and center throughout the entire event as the exclusive Lanyard Sponsor. Worn by every attendee, speaker, sponsor, and staff member. This high-impact sponsorship ensures your company is seen at every networking session, meeting, and event activity, making it one of the most recognizable branding opportunities at DealerConnect. Additionally, receive 4 all-access sponsor passes, 4 all-access dealer passes, and the attendee roster sent one week post-event.

Promotions	Advertising	Passes	Roster
Company logo featured in: 1. Promotional materials 2. Website & social media 3. Email announcements.	One full-page ad in the conference journal.	Four all-access sponsor passes and four all-access dealer passes.	Access to attendee roster (sent one week post-event).

Wifi Sponsor | $15k

Power the connectivity that keeps DealerConnect running. As the exclusive Wi-Fi Sponsor, your brand will be featured alongside a service attendees rely on throughout the event. With continuous engagement and repeated visibility, this sponsorship provides a high-value opportunity to connect with every attendee while supporting the overall event experience.

Promotions	Advertising	Passes	Roster
Company logo featured in: 1. Promotional materials 2. Website & social media 3. Email announcements. 4. Custom landing page	One full-page ad in the conference journal.	Four all-access sponsor passes and four all-access dealer passes.	Access to attendee roster (sent one week post-event).

Notebook Sponsor | $10K

Put your brand directly into the hands of every attendee as the exclusive Notebook Sponsor. Used throughout the event for note-taking, session insights, and key takeaways, branded notebooks provide continuous visibility long after Dealer Connect concludes. This sponsorship offers a practical, high-value branding opportunity that keeps your company top of mind during and beyond the event experience.

Promotions	Advertising	Passes	Roster
Company logo featured in: 1. Promotional materials 2. Website & social media 3. Email announcements	One full-page ad in the conference journal	Three all-access sponsor passes and three all-access dealer passes	Access to attendee roster (sent one week post-event)

Opening Night Mixer Sponsor | $10K

Kick off DealerConnect as the sponsor of the event's premier networking experience. The Opening Night Cocktail Mixer brings together dealers, executives, speakers, and industry partners in a relaxed and engaging environment designed to spark meaningful conversations and lasting connections. As the exclusive sponsor, your brand will be prominently featured throughout the evening, positioning your organization at the center of one of the event's most anticipated and highly attended gatherings.

Promotions	Advertising	Passes	Roster
Company logo featured in: 1. Promotional materials 2. Website & social media 3. Email announcements	One full-page ad in the conference journal	Two all-access sponsor passes and two all-access dealer passes	Access to attendee roster (sent one week post-event)

Lunch Sponsor | $10K

Position your brand at the center of one of the event's most highly attended networking opportunities. As the Lunch Sponsor, your company will receive prominent recognition while attendees gather to connect, collaborate, and recharge. This sponsorship provides valuable exposure and the opportunity to align your brand with meaningful conversations among automotive industry leaders, dealers, and technology partners in a relaxed, engaging setting.

Promotions	Advertising	Passes	Roster
Company logo featured in: 1. Promotional materials 2. Website & social media 3. Email announcements	One full-page ad in the conference journal	Two all-access sponsor passes and two all-access dealer passes	Access to attendee roster (sent one week post-event)

Breakfast Sponsor | $10K

Start the day with your brand front and center. As the Breakfast Sponsor, your company will be prominently recognized during the event's first networking opportunity, when attendees gather to connect, plan their day, and engage with fellow industry leaders. This sponsorship provides valuable visibility and positions your organization as a key supporter of the conversations and connections that drive Dealer Connect forward.

Promotions	Advertising	Passes	Roster
Company logo featured in: 1. Promotional materials 2. Website & social media 3. Email announcements	One full-page ad in the conference journal	Two all-access sponsor passes and two all-access dealer passes	Access to attendee roster (sent one week post-event)

Tech Demo | $6K (4 available)

Showcase your solution directly to automotive industry decision-makers with a 10-minute live Tech Demo at Dealer Connect. Demonstrate your product's value, features, and real-world impact while engaging an audience of dealers, executives, and industry leaders both in person and through a live online stream. Your session will be promoted on the event agenda, website, and mobile app, providing valuable exposure before, during, and after the event. **(All session content and speakers are subject to DC committee approval.)**

Promotions	Advertising	Passes	Roster
Company logo featured in: 1. Promotional materials 2. Website & social media 3. Email announcements.	One half-page ad in the conference journal.	Two all-access sponsor passes and two all-access dealer passes.	Access to attendee roster (sent one week post-event).

Panel Sponsor | $5K (4 available)

The Panel Sponsorship is the perfect opportunity to boost visibility during panel sessions. Receive **3 all-access sponsor passes and 3 all-access dealer passes** in addition to the attendee roster one week post-event.

Promotions	Advertising	Passes	Roster
Company logo featured in: 1. Promotional materials 2. Website & social media 3. Email announcements.	One half-page ad in the conference journal.	One all-access sponsor pass and one all-access dealer passes.	Access to attendee roster (sent one week post-event).

Golf Sponsorships

Elevate your brand’s presence at **DealerConnect** by sponsoring our exclusive 18 Hole Scramble at **Oak Marsh**. This premier golf event offers a unique opportunity to connect with top automotive professionals. Secure your spot as a key supporter of DealerConnect ‘27 and enjoy unparalleled visibility among industry decision makers, both on and off the course.



Golf Event Sponsor | $15K

Take center stage as the exclusive sponsor of our 18 hole Golf Scramble, where attendees come together to unwind, network, and celebrate the tournament. With branded event signage, a speaking opportunity, and multiple complimentary entries, this sponsorship provides the ultimate combination of exposure and direct engagement. Receive **4 all-access sponsor passes and 4 all-access dealer passes** in addition to the attendee roster one week post-event.

Branding	Speaking	Marketing	Entries
Exclusive branding rights for the post-tournament lunch and mixer, with signage featuring your company's logo.	Address attendees during lunch, while your team presents awards to winners.	Prominent inclusion in all event materials and promotions as the After Golf Lunch & Mixer Sponsor.	Four complimentary entries into the tournament, enhancing your company's presence and networking opportunities.

Logo Golf Ball Sponsor | $8K

Take your brand onto the course as the exclusive Logo Golf Ball Sponsor. Custom-branded golf balls will be distributed to participants during the Dealer Connect golf event, providing a memorable and practical keepsake that keeps your company top of mind throughout the tournament. This sponsorship offers a unique opportunity to connect with attendees in a relaxed setting while extending your brand's visibility well beyond the final round.

Promotions	Advertising	Passes	Roster
Company logo featured in: 1. Promotional materials 2. Website & social media 3. Email announcements.	One half-page ad in the conference journal.	Two complimentary entries into the golf tournament. Two all-access sponsor pass and two all-access dealer passes.	Access to attendee roster (sent one week post-event).

Hole Sponsor | $5K (18 available)

Showcase your brand on the course as an official Golf Hole Sponsor during DealerConnect's 18-hole scramble. Your company will receive prominent signage at a designated hole, creating a memorable touchpoint as dealership executives, industry leaders, and sponsors enjoy one of the event's premier networking experiences. This sponsorship provides an excellent opportunity to increase brand visibility, engage with participants throughout the day, and associate your organization with one of DealerConnect's most anticipated events.

Promotions	Advertising	Passes	Roster
Company logo featured in: 1. Promotional materials 2. Website & social media 3. Email announcements.	One half-page ad in the conference journal.	Two complimentary entries into the golf tournament. Two all-access sponsor pass and two all-access dealer passes.	Access to attendee roster (sent one week post-event).

Golf Twosome Partner | $295

With only 20 twosome sponsorships available, this exclusive opportunity allows your team to participate in DealerConnect's 18-hole scramble while building meaningful relationships with dealership executives, industry leaders, and fellow sponsors before the conference officially begins. Designed to foster relaxed, one-on-one conversations in a memorable setting, the golf outing provides an ideal environment to strengthen existing partnerships, meet prospective clients, and create lasting connections that extend well beyond the event.

Passes

Two entries into the golf tournament.

Register Today!

We look forward to seeing you at **DealerConnect ‘27**.
Inquire for sponsorships or additional information below.



904-687-8478

www.dealerconnect.us

natalie@dealerconnect.us