

# Exhibitor & Sponsor Overview: The 2021 Dealer Success Summit (May, 2021)

***May is Independent Wireless Retailer Month***  
***Celebrating the contributions of Independent Dealers to the  
evolution of the wireless industry.***

Suppliers representing every facet of the wireless industry are invited to participate in ***DSS '21***, the ***2021 Dealer Success Summit*** to coincide with ***Independent Wireless Retailer Month***.



# ABOUT THE DEALER SUCCESS SUMMIT

*The 2021 Dealer Success Summit (DSS '21)* will coincide with *Independent Wireless Retailer Month* (May 2021). The Summit is being hosted by NWIDA, the National Independent Wireless Dealer Association; and Corporate Dynamics, Inc, America's premier trainers & consultants to wireless dealers.

**DSS '21** is different from any conference or virtual event you've ever participated in because **it runs for the entire month of May!** EVERY DAY during the month of May, wireless business owners & managers will view daily seminars from industry executives, experts and suppliers.

Each day of the Summit (May 1<sup>st</sup> - 31<sup>st</sup>) will bring live and recorded content about the future of the wireless industry and the new products, services, tools and strategies for improving store operations and increasing profitability!

## DSS '21 Daily Activity Agenda:

- Virtual keynote presentations about "*The Future of Wireless*" from America's top thought leaders and experts
- Supplier-led "*Making Money in Wireless*" seminars on how to improve dealer operations, sales and store profitability.
- You'll also be able to confirm appts with Dealers on the Summit App and set up group meets in the topic-specific, "*Strength in Numbers*" Networking Sessions

*The Exhibitor Showcase* is open 24/7 with instant appointments for interested dealers

*Maximizing Store Income* seminars led by the industry's top consultants provide additional opportunities for company/product/and service endorsements)



# WHAT'S INCLUDED?

- Supplier Showcase Exhibit Area open 24/7 for 60 days with incentives to visit your booth:
  - Upload videos, links, content (PDF) for any-time access. "Staff" your booth for live Q&A
  - Case/Success Studies about how Dealers are benefitting from their relationship with your company.
  - On-line Appointment Setting from interested parties and access to the attendee list for appointment requests by you to your best prospects
- **Session Intro/Outro:** We will provide a brief intro and outro recording that will be played at the beginning and ending of every session. Sessions will be shown 3x per day (across time-zones) and are on-demand until August. It's a great way to extend brand recognition and drive traffic to your "booth."
- **Recorded Video:** Each exhibitor will have a video aired to educate dealers about how your products/services can fill needs, solve problems and add value to their wireless business.  
*Professional Video Support Available*
- **Message ANY attendee at any time!**
- **Full Contact info** for all attendees who visit your booth.
- Meet with Dealers in the "**Strength in Numbers**" Networking Sessions **AND** those who visit your virtual booth!
- Receive additional exposure by offering prizes and spiffs that will be promoted daily during the show as well as pre-show!
- [Links](#) back to your website or landing page.
- Inclusion in *Daily Announcements* promoting Supplier Seminars
- Administrative System Support during the event.

# YOUR COMPANY IS INVITED TO JOIN IN A MONTH-LONG CELEBRATION FOR THE DEALER COMMUNITY – THE DEALER SUCCESS SUMMIT

## Supplier Exhibitors will include:

- Handset and Accessory Manufacturers and Distributors
- Repair Parts Marketing Products & Services
- Safety, Security, Theft & Fraud
- HR / Employee Recruiting & Retention
- Point of Sale Solutions
- Trade-in and Device/Screen Protection
- Wireless IOT Products
- Credit Card Processing
- Training & Consulting Services
- Acquisitions & Sales of a Business
- Furniture & Fixtures
- Other Product & Service Providers



# TIME FOR A NEW APPROACH?

- COVID-19 has changed the way Suppliers have to market and communicate with the Independent Wireless Dealer Community.
- With in-person industry and carrier shows cancelled, the Dealer Success Summit is a great way to maximize exposure for your products & services while showing support during Independent Wireless Retailer Month
- **NEW:** Seminars and Interviews will be recorded and available to dealers in the month following the Summit via the Dealer Success Portal. This Learning Management System will make your content available on any device at any time during the event and in the month(s) that follow from anywhere with an internet connection.
- The Success Portal will be supported with a robust Social Media campaign orchestrated by NWIDA to maximize audience reach and get the word out about how your products and services can help Dealers navigate through the COVID crisis, improve operations. retain their customers and increase store sales & profits?



# ADDITIONAL SERVICES AVAILABLE THROUGH NWIDA AS PART OF THE NWIDA SUPPLIER PARTNER PROGRAM

- **Monthly Email Campaign** to the NWIDA base of dealers representing more than 20,000 doors of distribution.
- **Monthly Social Media Awareness Campaign** to promote your business and your content on the Dealer Success Portal (LMS.) Posted on hundreds of relevant groups, across platforms, reaching hundreds of thousands.
- **Expanded Supplier Showcase** on NWIDA Website
- **Links to/from Showcase** to your website
- **Free access to NWIDA Vendor Partner Program**
- **NWIDA Supplier Partners receive a \$500 discount on their DSS '21 Exhibitor Fee**



# ABOUT NWIDA & CORPORATE DYNAMICS

**NWIDA** is the only trade association that advocates on behalf of Pre- and Post-Paid Independent Wireless Resellers. Recently merged with WiBOC, NWIDA also provides educational content and marketing support for industry suppliers.

**Corporate Dynamics, Inc. (CDI)** For over 30 years, CDI has provided industry-specific training/consulting services, information on current market trends and strategies for growing sales & profitability. CDI has trained and consulted with more independent wireless dealers than any company in America.

**The Wireless Professionals Group** is a LinkedIn Community managed by CDI that boasts over 7,500 members. WPG provides content on business-relevant topics for running a profitable wireless business. Together, NWIDA, CDI & WPG provide exposure to more than 35,000 wireless retail doors.

**NWIDA and CDI** are working together with industry suppliers to provide the recognition that independent dealers deserve during Independent Wireless Dealer Month and in the months that follow through The Dealer Success Portal. Our goal is to make the Success Portal **the pre-eminent on-line resource for Wireless Retailers** to help them transform their business into a more viable, more exciting, and more profitable enterprise.

# LET'S GET STARTED TODAY!

NWIDA and CDI will set up a call with your marketing team to discuss a tailored plan for the rollout of this initiative for your organization.

For questions about program components and fees, contact Adam Wolf at:

[awolf@nwida.org](mailto:awolf@nwida.org)

919-694-3298 ext. 120

We look forward to working with you!

