

STRENGTH THROUGH INNOVATION

Where the Future of the Independent Aftermarket is Decided



2026 Convention & Tradeshow
SAN DIEGO, CALIFORNIA OCT 27-30, 2026

2026 IDA Convention Pricing Sheet

Westin San Diego Bayview | October 27-30, 2026

All prices in USD.

Attendee Registration

Registration Type	Price
Member – Full Convention	\$750
Member Spouse – Full Convention	\$350
Child Under 7 – Full Convention	\$200
Member – Friday Only	\$300
Non-Member – Full Convention	\$1,000
Non-Member – Friday Only (with F&B)	\$400
Non-Member – Trade Show Only (No F&B)	\$175

Exhibitor Booths

Booth Type	Price
Member Booth	\$1,000
Non-Member Booth	\$1,875
New Member Booth	\$740

Advertising Opportunities

Advertisement Type	Price
Full Page – Color	\$675
Half Page – Color	\$425
Full Page – 2-Color	\$550
Half Page – 2-Color	\$425
Half Page – Black & White	\$375

 *Advertising selections due by August 15, 2026.*

Sponsorship Opportunities

Future Boost Challenge

Support IDA's long-term goals with a direct donation.

- Contribution: **\$500**
- Proceeds benefit the IDA Trust Account.

Tiered Packages

Level	Price	Key Benefits
Titanium	\$10,000	5 Full Registrations, top booth choice 2027, hotlink logo, exclusive passes
Platinum	\$7,500	3 Full Registrations, priority 2027 booth, hotlink logo, exclusive passes
Gold	\$5,000	2 Full Registrations, priority 2027 booth, hotlink logo
Silver	\$3,500	1 Full Registration, bronze-level benefits
Bronze	\$1,500	Logo signage, show recognition, website & Universal Magazine listing

Event Sponsorships

Event	Price	Availability
Opening Reception – Bar	\$2,500	2 spots available
Opening Reception – Entertainment	\$1,650	1 spot available
Thursday Breakfast	\$1,500	Multiple
Thursday Lunch	\$2,000	Multiple
Trade Show Happy Hour	\$2,500	2 spots available
Friday Breakfast	\$1,500	Multiple
Friday Lunch	\$2,000	Multiple
Closing Reception – Bar	\$2,500	2 spots available
Closing Reception – Entertainment	\$2,300	1 spot available
Live Auction Sponsor	\$500-\$2,500	Multiple

Branded Giveaways & Materials

Item	Price	Notes
Welcome Bags	\$1,500	Distributed to all attendees
Lanyards	\$1,250	Includes your logo
Welcome Bag Items	\$250 ea	Limit 1–3 items per sponsor

Key Dates

- **August 1, 2026** – Rate increase
 - **August 15, 2026** – Advertising deadline
 - **September 1, 2026** – Final refund deadline
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Questions or Registration Support?

Visit the official registration page:

 [IDA 2026 Registration Form](#)