

REGISTER NOW

Dealer DAY 2019

Tuesday, May 14

8:00am to 4:00pm DoubleTree by Hilton in Charlottesville



Check your email, Facebook and VIADA's website for more information and registration. If you are interested in exhibiting or being a sponsor, call Jamie Davis at 800-394-1960 or Jamie@viada.org.

featuring

8 Education Sessions & 15 Table Top Vendors

An entire day of education you don't want to miss!

Dealer Day includes 2 tracks with concurrent sessions in each track for a total of 8 topics to choose from.

Learn from experts in the field about topics geared towards your dealership small to large!

Plus, there will be 15 exhibitors to share services or products that will help you in your dealership.

MEMBER \$129 | NON-MEMBER \$169

Registration includes three breaks, buffet style lunch, and the opportunity to network with 15 exhibitors.

HOTEL ACCOMMODATIONS | Group Rate Extended to Saturday, April 13, 2019.

DoubleTree by Hilton Hotel Charlottesville, 990 Hilton Heights Road, Charlottesville, VA 22901 [All rooms have been remodeled.] For hotel reservations call (434) 973-2121 (Mention VIADA for \$129 per night, plus 5.3% tax & 5% occupancy tax; Includes free parking and WiFi; Check-in 3:00pm; check-out 12:00pm)



JUSTIN OSBURN
NIADA



RON HEIDER
HEIDER MARKETING
& ADVERTISING



JENNIFER LIBIN
AUTOMOTIVE PROFIT
BUILDERS



TIM HAYZLIP
BB&T



JOE KEADLE
AUTOMOTIVE FINANCE
CORPORATION



CHRIS CAPURSO
HUDSON COOK, LLP

TIME

TRACK 1: SALES

TRACK 2: OPERATIONS

8:00AM To 9:30AM

Justin Osburn, NIADA
SALES ESSENTIALS

Ron Heider, Heider Marketing & Advertising
MASTERING THE GAME OF GOOGLE

9:30AM To 10:00AM

VENDOR TIME

10:00AM To 11:00AM

Jennifer Libin, Automotive Profit Builders
**A WOMAN IN YOGA PANTS
WALKS INTO A CAR DEALERSHIP**

Tim Hayzlip, BB&T
**UNDERSTANDING MERCHANT
SERVICES STATEMENTS**

11:00AM To 12:00PM

LENDER ROUND TABLES / VENDOR TIME

12:00PM To 1:00PM

LUNCH / VENDOR TIME

1:00PM To 2:30PM

Ron Heider, Heider Marketing & Advertising
USING THE UNTAPPED YOUTUBE MARKET

Justin Osburn, NIADA
DEALER PROFITABILITY

2:30PM To 3:00PM

VENDOR TIME

3:00PM To 4:00PM

Joe Keadle, Automotive Finance Corporation
MAXIMIZING VALUE ON YOUR FEET

Chris Capurso, Hudson Cook, LLP
**LEGAL COMPLIANCE & YOU:
AN OVERVIEW OF EVERYONE'S FAVORITE TOPIC**

Dealer DAY 2019

REGISTRATION FORM

ATTENDEES

Company _____

Primary Contact _____ Email _____

Address _____

City _____ State _____ Zip _____

Primary Phone _____ Cell _____

Dealer Day Attendee: _____

Dealer Day Attendee: _____

Dealer Day Attendee: _____

PAYMENT INFORMATION [MEMBERS: \$129 PER PERSON; NON-MEMBERS: \$169 PER PERSON]

Registration includes three breaks, lunch, and the opportunity to network with 15 exhibitors.

TOTAL AMOUNT \$ _____

Check Enclosed (Payable to VIADA) Mail to: VIADA, 4700 Thoroughgood Square, Virginia Beach, VA 23455-4043

Credit Card VISA MasterCard Discover American Express

If paying by credit card, call VIADA at (800) 394-1960 or fax this form to (757) 299-6331.

Card No. _____ Expiration _____

V-Code _____ CC Billing Zip Code _____

Signature _____

REFUND/CANCELLATION POLICY

Attendee substitutions may be made with no charge through Wednesday, May 8, 2019

A \$50 cancellation fee will be applied to cancellations made BEFORE Thursday, May 9, 2019

No refunds for no-shows or cancellations ON / AFTER Thursday, May 9, 2019

All refunds will be sent via check after Dealer Day.

PHOTO/VIDEO RELEASE: By registering for Dealer Day, I hereby grant permission for the VIADA to use any and all photographic imagery and video footage taken of me at this event without payment of any royalties or any other consideration. I understand that the VIADA retains all ownership interest in such materials, which may be published electronically or in print, or used in presentations or exhibitions. I consent to publication and use of such materials and release the VIADA, its employees, agents and representatives from all liability related to their use.



VIRGINIA AUTOMOBILE INDEPENDENT DEALERS ASSOCIATION

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