

# VENDOR REGISTRATION



Reach a concentrated group of decision makers  
to expand your business portfolio!

# 2022

## DEALER EDUCATION DAY & EXPO

TUESDAY, APRIL 5, 8A-5P • DOUBLETREE BY HILTON RICHMOND MIDLOTHIAN, VA



*featuring*  
25+ Table Tops and  
6 Educational Tracks  
*An entire day of networking  
you don't want to miss!*

[viada.org/dealer-day](http://viada.org/dealer-day)

# EXHIBITOR INFORMATION

## A PREMIUM OPPORTUNITY

The VIADA Dealer Education Day is the premier spring event for dealers all over Virginia. This is a day where you can showcase your products and services to the best independent dealers; educating them on how you can help them be more successful.

You won't find another event that has this kind of concentrated attendance by Virginia independent automobile dealers. This year's Dealer Education Day offers an effective opportunity to maximize your exposure to these prospects.

## EXHIBITOR REGISTRATION

### Table Top: \$1000

- Exposure during 4 breaks
- Buffet breakfast, lunch & 2 breaks
- Recognition on the VIADA website with logo and link to company website
- Attendance for 2 representatives
- One 6' x 3' draped table
- Two chairs
- 6 Educational Sessions

*Additional representatives may be added for \$125 until Monday, March 28, 2022.*

This year's Dealer Education Day will have 25+ exhibit tables available.

All meals and breaks will be served in the James River Ballroom / Exhibit Hall giving you the most possible contact with the Dealers. Just a few steps away, on the other side of the James River Ballroom is where the six educational tracks will be held.



Exhibit location is first-come, first-pick basis, so please contact Tommie as soon as possible, [tommie@viada.org](mailto:tommie@viada.org).

## BOOTH SET UP

Monday, April 4, 3:00 pm - 11:00 pm  
Tuesday, April 5, 7:00 am - 8:00 am

## BOOTH BREAKDOWN

Event ends at 5:00 pm.  
Booth breakdown is 4:00 - 6:00 pm.

## CANCELLATIONS/ REFUNDS

Registration ends at 5:00 pm on Monday, March 28. There will be absolutely no changes, cancellations or refunds after registration ends.

## REGISTRATION DEADLINE

March 28, 2022 at 5:00 pm

EXHIBITOR  
DEADLINE:  
Monday, March 28

■  
**ATTENDEES ARE  
COMING TO  
GROW THEIR  
BUSINESS.**

**THEY WANT TO  
MEET YOU!**

**DON'T MISS  
OUT!**

## BOOK YOUR ROOM NOW!



### ACCOMMODATIONS

DoubleTree by Hilton Richmond - Midlothian  
1021 Koger Center Blvd.  
Richmond, VA 23235

#### For hotel reservations

Call 804-379-3800  
(Mention VIADA for \$119 per night, plus state and local taxes; Includes free parking and WiFi; Check-in 3:00 pm; check-out 12:00 pm)

### GROUP RATE ENDS

Friday, March 18, 2022



# SPONSOR INFORMATION

All Dealer Education Day sponsors will receive recognition in the Dealer Education Day program, on the VIADA website, plus listed in the Summer 2022 issue of The Virginia Independent News.

Sponsors are promoted through a variety of media-related materials and activities including:

- Company name and logo listed in the Dealer Education Day Program
- Sign with logo for Sponsored Event
- Access to VIADA's Dealer Education Day attendee list after the event
- Recognition on the VIADA website with logo and link to company website

### REGISTRATION, \$500

Includes logo on name tags and display sign at registration desk.

### DEALER EDUCATION DAY PROGRAM, \$500

Includes one full-page color ad in the event program that all participants will receive.

### SESSION SPONSORSHIPS

Sponsors are formally introduced from the platform. Sponsor's company logo will be on a poster style sign and on the website. You may attend the sessions to distribute handouts. Lunch is included.

**AM Session – \$300**  
**PM Session – \$300**

### BREAK SPONSORSHIPS

Includes signage display at assigned break areas.

**AM Beverage – \$300**  
10:45 am - 11:15 am  
**PM Snack – \$300**  
3:00 pm - 3:30 pm

### BUFFET SPONSORSHIPS

Sponsorship includes 2 attendee registrations, formal introductions, 15 minutes to speak to group. You may also place handouts on the round tables prior to meal service.

**Breakfast – \$1500**  
7:30 am - 9:00 am  
**Lunch – \$2000**  
12:15 pm - 1:15 pm

SPONSORSHIP  
DEADLINE:  
Monday, March 21



# DEALER EDUCATION DAY SCHEDULE

- 8:00 – 9:00 am Breakfast
- 8:00 am – 9:00 am Visit Vendor Booths
- 9:00 am – 9:30 am **VIADA Endorsed Retirement Plans**  
**Parker Hannahs**, Financial Advisor, Oceanside Financial Strategies & **Bryon Eggan**, Regional Vice President, Transamerica
- 9:45 am – 10:45 am **Mitigating BHPH Risk with Modern Analytics w/ Q&A**  
**Michelle Jackson**, Advantage VP of Sales (moderator)  
**Les McCook**, Executive Director, American Recovery Association  
**Joel Kennedy**, President of National Automotive Finance Association
- 10:45 am – 11:15 am Visit Vendor Booths / AM Break
- 11:15 am – 12:15 pm **How to Floorplan Smart, the Do's and Don'ts – Panel w/ Q&A**  
**AFC/Kinetic/Lever/VAC/NGC** (Tommie Melendez, moderator)
- 12:15 – 1:15 pm LUNCH / Visit Vendor Booths
- 1:15 pm – 1:45 pm **25 Ways to Increase Website Leads & Sales Without Spending a Penny More on Marketing**  
**Lyamen Savy**, 321 Ignition
- 2:00 pm – 3:00 pm **Underwriting 101: How to Get Your Deals Bought – Panel w/ Q&A** (Alvin Melendez, moderator)
- 3:00 pm – 3:30 pm Visit Vendor Booths / PM Break
- 3:30 pm – 5:00 pm **Know Your Numbers, You Can't Improve What You Can't Measure**  
**Donald Sullivan Jr.**, MBA, CMD, Sullivan Auto Trading, Inc.

# SPEAKERS



PARKER HANNAHS



LYAMEN SAVY



DONALD SULLIVAN JR.



MICHELLE JACKSON



LES MCCOOK



JOEL KENNEDY

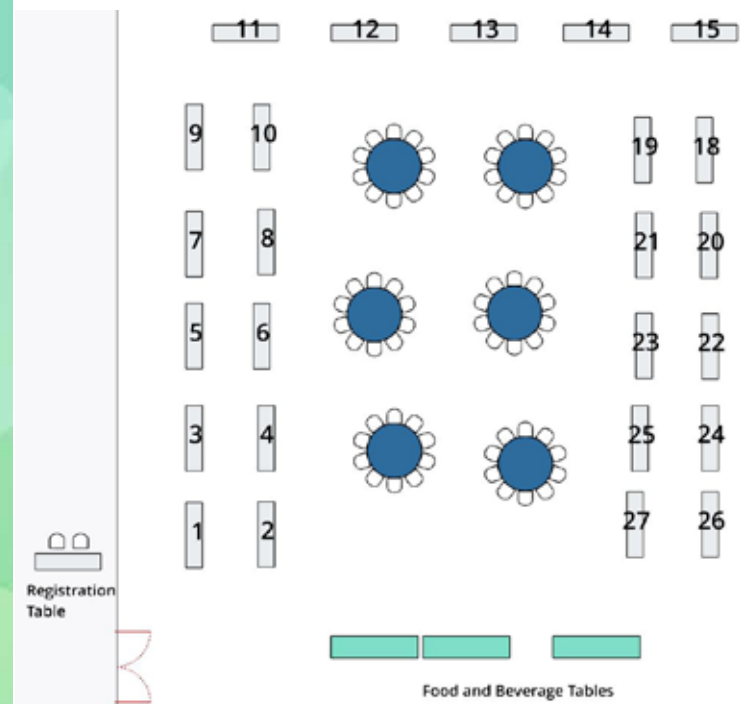


TOMMIE MELENDEZ



ALVIN MELENDEZ

# EXHIBITOR LAYOUT



# 2022 DEALER EDUCATION DAY & EXPO • TUESDAY, APRIL 5<sup>TH</sup>

**\$1,000 EXHIBITOR REGISTRATION FEE DEADLINE: MARCH 28, 2022**

## CANCELLATIONS:

Cancellations must be received no later than **Monday, March 28, 2022** and will incur a \$50 cancellation fee. There will be no refunds for no-shows or cancellations after this date. Substitutions are allowed at no charge before March 28, 2022.

Company Name [as you wish it to appear on event marketing material]

Website URL

Contact Person:

Contact Person Phone:

Email:

Address:

City:

State:

Zip:

Table Rep #1:

Cell No:

Email Address:

Table Rep #2:

Cell No:

Cell No:

Email Address:

Table Choice #1:

Table Choice #2:

**LOGO SUBMISSION:** Your logo will be placed on our website. To ensure accuracy, please email your logo and company's website address (or preferred hyperlink address ) to [tommie@viada.org](mailto:tommie@viada.org). Logo files must be in a vector format (AI or EPS).

**COMPANY DESCRIPTION:** 50-word max description of your company's products and/or services for inclusion in the Dealer Education Day & Expo Program (attach extra page if necessary).

**ADDITIONAL REPRESENTATIVES:** (may be added for \$99 each until noon on March 28, 2022 )

Name, cell & email:

Name, cell & email:

**PAYMENT INFORMATION:** TOTAL AMOUNT \$ \_\_\_\_\_

Check Enclosed (Payable to VIADA) Mail to: VIADA, 1525 Huguenot Road, Suite 102, Midlothian, VA 23113

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

Billing Zip Code

Signature

*PHOTO/VIDEO RELEASE: By registering for Dealer Education Day & Expo, 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.*

FAX OR MAIL TO: Virginia Independent Automobile Dealers Association  
1525 Huguenot Road, Suite 102, Midlothian, VA 23113  
(800) 394-1960 | F: (757) 299-6331 | [VIADA.org](http://VIADA.org)

# 2022 DEALER EDUCATION DAY & EXPO • TUESDAY, APRIL 5<sup>TH</sup>

**SPONSORSHIP FEE DEADLINE: MONDAY, MARCH 21, 2022**

## PLEASE SELECT SPONSORSHIP TYPE:

REGISTRATION: \$500

EVENT PROGRAM: \$500

### SESSIONS:

AM Session – \$300

PM Session – \$300

### BUFFETS:

Breakfast: \$1500

Lunch: \$2000

### BREAKS:

AM Beverage: \$300

PM Snack: \$300

## COMPANY INFORMATION:

Company Name [as you wish it to appear on event marketing material]

Website URL

Contact Person:

Contact Person Phone:

Email:

Address:

City:

State:

Zip:

**LOGO SUBMISSION:** Your logo will be placed on our website. To ensure accuracy, please email your logo and company's website address (or preferred hyperlink address ) to [tommie@viada.org](mailto:tommie@viada.org). Logo files must be in a vector format (AI or EPS).

**COMPANY DESCRIPTION:** 50-word max description of your company's products and/or services for inclusion in the Dealer Education Day & Expo Program (attach extra page if necessary).

**PAYMENT INFORMATION:** TOTAL AMOUNT \$ \_\_\_\_\_

Check Enclosed (Payable to VIADA) Mail to: VIADA, 1525 Huguenot Road, Suite 102, Midlothian, VA 23113

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

Billing Zip Code

Signature

*PHOTO/VIDEO RELEASE: By registering for Dealer Education Day & Expo 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.*

## HOTEL RESERVATIONS:

Doubletree by Hilton Richmond Midlothian, 1021 Koger Center Blvd., Richmond, VA 23235

Visit: [richmondmidlothian.doubletree.com](http://richmondmidlothian.doubletree.com)

FAX OR MAIL TO: Virginia Independent Automobile Dealers Association  
1525 Huguenot Road, Suite 102, Midlothian, VA 23113  
(800) 394-1960 | F: (757) 299-6331 | [VIADA.org](http://VIADA.org)