



IS YOUR SALES GAME ON TRACK?

VIADA Can Help You Stay Out of the Pits

INDUSTRY PARTNER | 2023 REGISTRATION

DEALER EDUCATION DAY & EXPO

TUESDAY, MARCH 21 • DOUBLETREE BY HILTON RICHMOND MIDLOTHIAN, VA



Reach a concentrated group of decision makers to expand your business in the Commonwealth!

featuring

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

viada.org/dealer-day



EXHIBITOR/ PARTNER INFORMATION



**IS YOUR
SALES GAME
ON TRACK?**

VIADA Can Help You Stay Out of the Pits

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.

INDUSTRY PARTNER REGISTRATION

Table Top: \$1000

- Exposure during breakfast, lunch, and 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 6, 2023.

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.

BOOTH SET UP

March 20th after 3:00 pm or morning of March 21st.

BOOTH BREAKDOWN

After second break around 4:00 pm.

REGISTRATION DEADLINE

Friday, March 10 at noon

CANCELLATIONS/ REFUNDS

Registration ends at 5:00 pm on Friday, March 10 at noon. There will be absolutely no changes, cancellations or refunds after registration ends.

**REGISTRATION
DEADLINE:
Friday, March 10**

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

**THEY WANT TO
MEET YOU!**

**DON'T MISS
OUT!**

TRY YOUR HAND AT THE **POKER** TOURNAMENT



MONDAY, MARCH 20
6:30 - 11:00PM; \$100PP

Buffet dinner included.

Deadline to register:

Friday March 17 at noon

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 \$109 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 6, 2023

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 2023 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

BREAK SPONSORSHIPS
Includes signage display at assigned break areas.

AM Beverage – \$325

PM Snack – \$325

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

7:00 am - 8:00 am

Lunch – \$2000

12:00 pm - 1:00 pm

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.

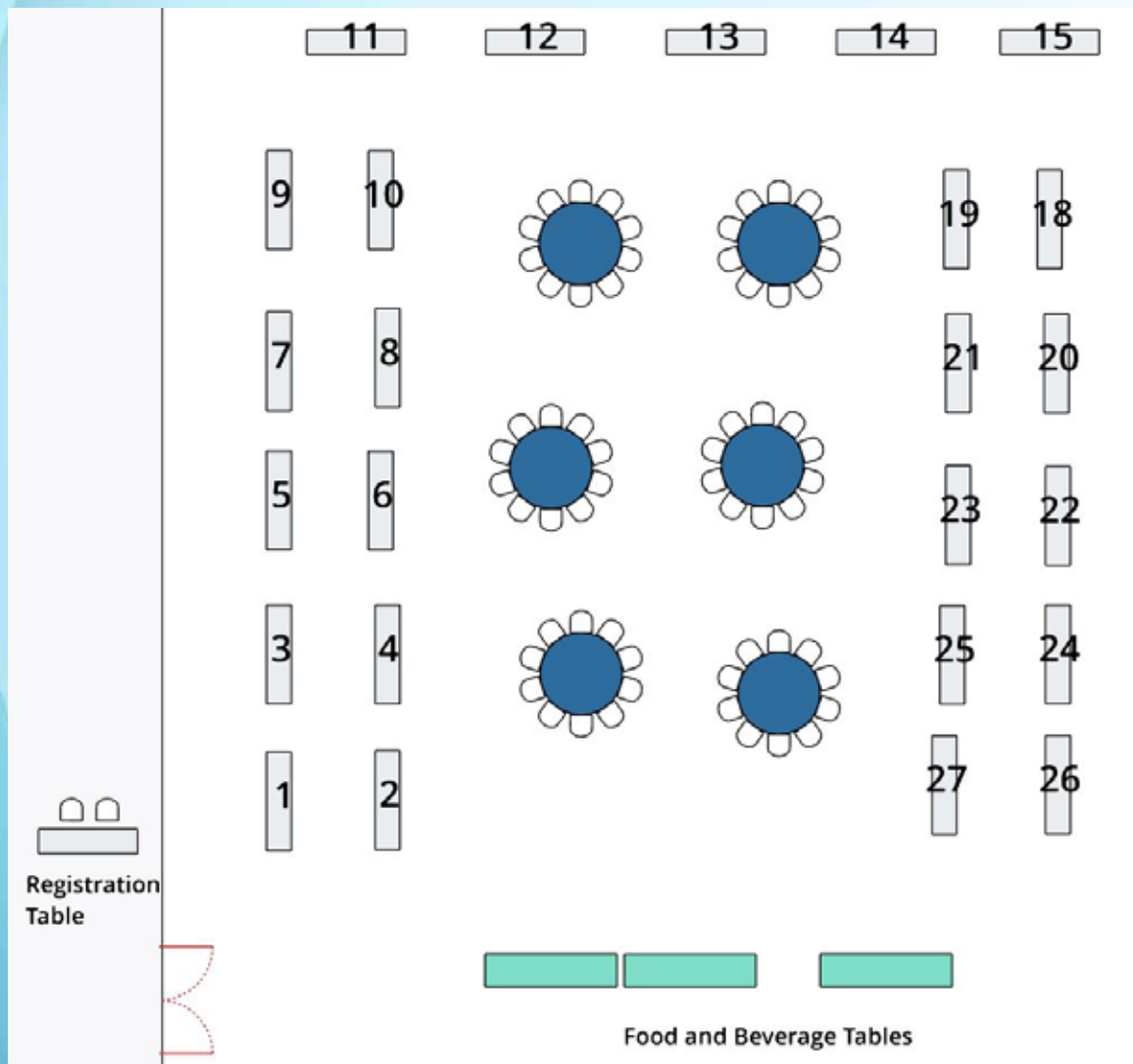
AM Session – \$300

PM Session – \$300

REGISTRATION
DEADLINE:
Friday, March 10



EXHIBITOR LAYOUT



DEALER DAY SCHEDULE

- 7:00 - 8:00 AM Continental Breakfast Buffet
- 8:00 - 8:50AM FTC Compliance by Abbie Dunn, Of Counsel at Bailey & Wyant, PLLC
- 9:00 - 9:50AM 4 Keys to Increase Sales by Justin Osburn, CEO, ARC/SmartGroups
- 10:00 - 10:50AM **Exhibit Visits with Industry Partners**
- 11:00 - 11:50AM Digital Selling/Menu Selling by Cory Collins, National Training Director, ARC/SmartGroups
- 12:00AM - 1:00PM Lunch
- 1:00 - 1:50PM How to Stay Out of Court! by John Gayle Jr, Esq, The Consumer Law Group
- 2:00 - 2:50PM MVDB Best Practices by William Childress, MVDB Executive Director
- 3:00 - 3:50PM **Exhibit Visits with Industry Partners**
- 4:00 - 4:50 PM Panel Discussion Moderated by Bill Elizondo, NIADA (4 Panel Participants)

2023 DEALER EDUCATION DAY & EXPO • TUESDAY, MARCH 21

DEADLINE: FRIDAY, MARCH 10, 2023 AT NOON

EXHIBIT TABLE: \$1000 *See layout on previous page.* [Location Choice #1 _____ Location Choice #2 _____]

Select additional Sponsorship options:

REGISTRATION BOOTH: \$500 EVENT PROGRAM: \$500 | SESSIONS: AM Session: \$300 PM Session: \$300

BREAKS: AM Session: \$325 PM Session: \$325 | BUFFETS: Breakfast: \$1500 Lunch: \$2000

CANCELLATIONS: Cancellations must be received no later than **Friday, March 10 at noon** 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 10 at noon.

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

Website URL

Contact Person & Title

Contact Person Phone:

Email:

Address:

City:

State:

Zip:

Table Rep #1 & Title

Cell No:

Email:

Table Rep #2 & Title

Cell No:

Cell No:

Email:

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. 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 \$125 each until **March 6 at noon**)

Name, title, cell & email:

Name, title, cell & email:

POKER PLAYERS: (may be added for \$100 each until **March 17 at noon**)

Player 1 Name

Player 2 Name

Player 3 Name

Player 4 Name

TOTAL AMOUNT DUE: \$ _____ Please indicate below where to send the invoice:

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
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