



6 Educational
Seminars

Free Recertification
Class for Members

IS YOUR SALES GAME ON TRACK?

**VIADA Can Help You
Stay Out of the Pits**

MEMBERS!
REGISTRATION
INCLUDES
FREE
RECERTIFICATION
CLASS, MARCH 20
Call for Discount Code

Dealer Education Day 2023



VIADA's Dealer Education Day showcases industry speakers to help independent dealers grow their dealerships. Visit over 25 exhibitors showcasing new products and services. Keep your dealership in the fast lane! Take back new ideas to implement right away at your dealership. Registration includes breakfast, lunch, two breaks, and the opportunity to network with exhibitors all day.

Members: \$99 first attendee; \$50 additional attendee
(must be from same dealership)

Not a Member Yet: \$139 first attendee; \$50 additional attendee
(must be from same dealership)

Date **Tuesday, March 21**

Time **7:00AM - 5:00PM**

Venue **DoubleTree By
Hilton Richmond
Midlothian, VA**
For hotel reservations
Call 804-379-3800

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
- 12:00 - 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)

REGISTER NOW
viada.org



Poker Tournament on Mon, Mar. 20 6:30-11:00pm; \$100pp buffet included

REGISTRATION DEADLINE: Friday, March 10
VIADA 1525 Huguenot Road, Suite 102, Midlothian, VA 23113

2023 DEALER EDUCATION DAY & EXPO • MARCH 21

REGISTER ONLINE: <https://tinyurl.com/VIADADD2023> | OR USE THIS FORM • DEADLINE: MARCH 17 AT NOON

POKER TOURNAMENT [MONDAY, MARCH 20 | 6:30-11:00PM, INCLUDES BUFFET DINNER: \$100PP]

Player / Title: _____

Player / Title: _____

Player / Title: _____

DEALER DAY ATTENDEES

Company _____

Primary Contact / Title _____

Email _____

Address _____

City _____ State _____ Zip _____

Primary Phone _____ Cell _____

Attendee / Title: _____

Attendee / Title: _____

PAYMENT INFORMATION [MEMBERS: FIRST \$99PP/ADDITIONAL \$50PP; NON-MEMBERS: FIRST \$139PP/ADDITIONAL \$50PP]

TOTAL AMOUNT DUE: \$ _____

☐ 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 _____ CC Billing Zip Code _____

Signature _____

☐ Or, we can invoice you. Please indicate here to send your invoice below:

REFUND/CANCELLATION POLICY

Attendee substitutions may be made with no charge through March 10, 2023. A \$50 cancellation fee will be applied to cancellations made BEFORE March 10, 2023. No refunds for no-shows or cancellations ON / AFTER March 10, 2023. All refunds will be sent via check after Dealer Education Day & Expo.

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

For hotel reservations, call 804-379-3800

VIRGINIA AUTOMOBILE INDEPENDENT DEALERS ASSOCIATION

1525 Huguenot Road, Suite 102, Midlothian, VA 23113 | (800)394-1960 F: 757-299-6331 E: info@viada.org

