

## THE SCHEDULE

FRIDAY, JANUARY 24	
9:00am – 6:00pm	Attendee Registration
12:15pm – 5:00pm	Three NADA Workshop Sessions
5:30pm – 7:00pm	NADA Welcome Reception Co-hosted by J. D. Power, Hilton Riverside (Optional Ticketed Event  )
SATURDAY, JANUARY 25	
7:30am – 5:00pm	Attendee Registration
8:30am – 5:00pm	Expo Open—Ribbon Cutting
8:30am – 5:00pm	Lifestyle Experience
10:30am – 11:45am	NADA Workshops and Dealer Franchise Meetings
2:30pm – 4:00pm	NADA Opening General Session, Steve Forbes, Chairman and Editor-in-Chief of Forbes Media
SUNDAY, JANUARY 26	
8:00am – 5:00pm	Attendee Registration
8:30am – 5:00pm	Expo Open
8:30am – 5:00pm	Lifestyle Experience
9:00am – 10:00am	Inspirational Service, Keynote: J.R. Martinez, Hero, Actor, Winner of Dancing with the Stars
10:30am – 11:45am	Workshops and Dealer Franchise Meetings
2:00pm – 3:15pm	Women Dealers' Networking Power Event—Marriott Convention Center (Optional Ticketed Event  )
3:30pm – 4:45pm	Workshop and Dealer Franchise Meetings
MONDAY, JANUARY 27	
8:00am – 4:00pm	Attendee Registration
8:30am – 4:00pm	Expo Open
8:30am – 4:00pm	Lifestyle Experience
9:00am – 10:15am	Closing General Session, The Honorable Hillary Rodham Clinton, Former Secretary of State and Former U.S. Senator from New York
10:45am – 12:00pm	Workshops and Dealer Franchise Meetings
2:30pm – 3:45pm	NADA Workshops

To register and view the complete program, please visit:  
[www.nadaconvention.org](http://www.nadaconvention.org)

“The biggest draw for me is to stay ahead with marketing, branding and online technologies. NADA always brings something fresh each year.”

—Amber Waller, Murray Chevrolet



8400 Westpark Dr.  
 McLean, VA 22102



**REGISTER BY SEPT. 13  
 AND SAVE!**

**NADA** convention  
 & expo 2014

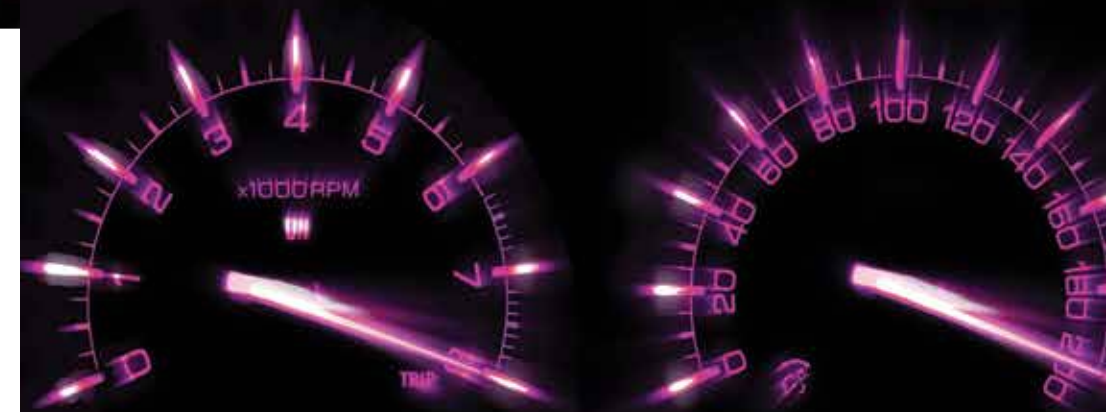
NEW ORLEANS | JANUARY 24-27

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NEW ORLEANS | JANUARY 24-27

**ACCELERATE**  
 YOUR BUSINESS



**ATTENDEE  
 INFORMATION**  
[www.nadaconvention.org](http://www.nadaconvention.org)

NATIONAL AUTOMOBILE DEALERS ASSOCIATION

## GET READY FOR THE 2014 NADA CONVENTION AND EXPO

Join us in New Orleans, where thousands of the nation's new car dealers come to learn, network and shop with the industry's top leaders and retailers. Getting ahead of tomorrow means capturing the racing pulse of the automotive industry today. NADA Convention and Expo can prepare you and your business for what's just around the bend.

### Reasons to attend the NADA Convention and Expo:

- /// Learn from top industry experts
- /// Network with your peers
- /// Meet with manufacturer executives
- /// Shop the latest products on the Expo floor
- /// Inspirational keynote speakers
- /// New and improved New Orleans

### Who should attend?

- /// Dealer Principal
- /// General Manager
- /// General Sales Manager
- /// Marketing and Communications Manager
- /// Service and Parts Manager
- /// Controller
- /// Legal Counsel

First timers — be sure to stop by the orientation on Friday, Meet NADA: Not Your Daddy's Orientation, to get tips and advice on how to navigate the convention.



“At NADA the connections are limitless.”  
 —James Kirby  
 SideCars, Inc, Joplin, MO

Stay connected!



## KEYNOTE SPEAKERS

ACCELERATE YOUR MIND



**David Westcott**  
2013 NADA Chairman  
Saturday General Session



**Steve Forbes**  
Chairman and Editor-in-Chief of Forbes Media  
Saturday General Session



**J.R. Martinez**  
Hero, Actor, winner of Dancing with the Stars  
Sunday Inspirational Service



**The Honorable Hillary Rodham Clinton**  
Former Secretary of State and Former U.S. Senator from New York  
Monday General Session



**Forrest McConnell**  
2014 NADA Chairman  
Monday General Session

## WORKSHOPS

ACCELERATE YOUR GROWTH

For the most comprehensive and powerful educational programs, look no further than the NADA Convention & Expo. We've enlisted industry experts and designed workshops with information and current practices that matter to you. Become the driving force your business and the industry needs.

Our Sessions include tracks for Management as well as Dealer/Owners:

- /// Dealer/Executive
- /// Internet & Marketing
- /// Sales, Business Office/F & I
- /// Parts
- /// Service, Body Shop
- /// Legal & Regulatory
- /// Human Resources



## CITY INFORMATION

THE "NEW" NEW ORLEANS

New Orleans is truly a one-of-a-kind city. You'll never forget the ambience, music and fare that only New Orleans offers. Between your time at the Convention Center and your hotel make sure to experience:

- /// The French Quarter
- /// The cuisine with over 1,300 restaurants
- /// The music with live Jazz on Bourbon Street
- /// Sightseeing on the New Orleans Streetcar
- /// City Park
- /// Audubon Zoo
- /// Art, Architecture and Antique Shopping



New Orleans has undergone a major restoration project including a \$300 million airport modernization project; \$11 million in French Quarter street, sidewalk and cleaning improvements; more than 400 new restaurants and millions of dollars in renovations to the area hotels.



## NADA CONVENTION HOTELS

RECHARGE

### Hotel Locations

1. Astor Crowne Plaza New Orleans French Quarter	\$235
2. Courtyard New Orleans Downtown/Convention Center	\$225
3. Courtyard New Orleans Downtown/Iberville	\$229
4. Doubletree by Hilton Hotel New Orleans	\$209
5. Embassy Suites New Orleans - Convention Center	\$239
6. Hampton Inn and Suites New Orleans Convention Center	\$189
7. Harrah's New Orleans	SOLD OUT \$309
8. Hilton Garden Inn New Orleans Convention Center	\$210
9. Hilton New Orleans Riverside - Co-headquarter Hotel	\$259
10. Hyatt French Quarter	\$245
11. Hyatt Place New Orleans/Convention Center	\$199
12. Hyatt Regency New Orleans	\$269
13. InterContinental New Orleans	\$245
14. International House New Orleans	\$289
15. JW Marriott New Orleans	\$252
16. Loews New Orleans Hotel	\$305
17. Marriott Downtown at the Convention Center	SOLD OUT \$259
18. Marriott New Orleans	\$252
19. Hotel Monteleone French Quarter, New Orleans	\$225
20. Omni Royal Orleans	\$229
21. Renaissance New Orleans Arts Hotel	\$239
22. Renaissance New Orleans Pere Marquette Hotel	\$239
23. Residence Inn New Orleans Downtown	\$235
24. The Ritz Carlton, New Orleans	SOLD OUT \$329
25. The Roosevelt New Orleans, a Waldorf Astoria Hotel	\$299
26. Royal Sonesta Hotel New Orleans	\$249
27. Sheraton New Orleans	\$252
28. SpringHill Suites New Orleans Downtown	\$230
29. W New Orleans	SOLD OUT \$269
30. W New Orleans French Quarter	\$389
31. The Westin New Orleans Canal Place	\$225
32. Windsor Court Hotel - Headquarter Hotel	SOLD OUT \$290
33. Wyndham Riverfront New Orleans	\$219

## THE EXPO

ACCELERATE YOUR BUSINESS

Consistently ranked as one of the Top 100 Tradeshows, over 600,000 square foot NADA Expo showcases the hottest products and latest technologies on the market today. You'll find hundreds of companies offering endless opportunities to discover new solutions to help accelerate your business.

- /// 40% . . . The percentage of attendees who visit 20 or more companies in the Expo hall.
- /// More than 7 hours . . . The amount of time spent shopping the Expo by almost half of the attendees.

"I love NADA. It strengthens partner relations and helps me find new ways to improve profits."  
—Gerrick Wilkins, Serra Automotive, Birmingham, AL



For a more in-depth listing of every product category represented at the NADA Expo, please visit [www.nadaconvention.org](http://www.nadaconvention.org)

## REGISTRATION RATES

ATTEND

Registration Category	Early Bird (July 22–Sept. 13)	Advance Registration (Sept. 14–Jan. 16)	On-site Registration (Jan. 17–Onsite)
Dealer (NADA Member)	\$205	\$230	\$305
Manager (NADA Member)	\$205	\$230	\$305
Spouse/Relative	\$160	\$185	\$245
Allied Industry	\$385	\$410	\$460
Allied Industry w/ Workshop	\$435	\$460	\$510
Dealer (Non-NADA Member)	\$385	\$410	\$460
Manager (Non-NADA Member)	\$385	\$410	\$460

