

# VENDOR TRAINING +PLUS WORKSHOPS

Brought to you by:



2014 RV DEALERS INTERNATIONAL CONVENTION/EXPO AT BALLY'S ON THE LAS VEGAS STRIP

2014 RV DEALERS INTERNATIONAL CONVENTION/EXPO  
November 10 – 14, 2014 at Bally's on the Las Vegas Strip

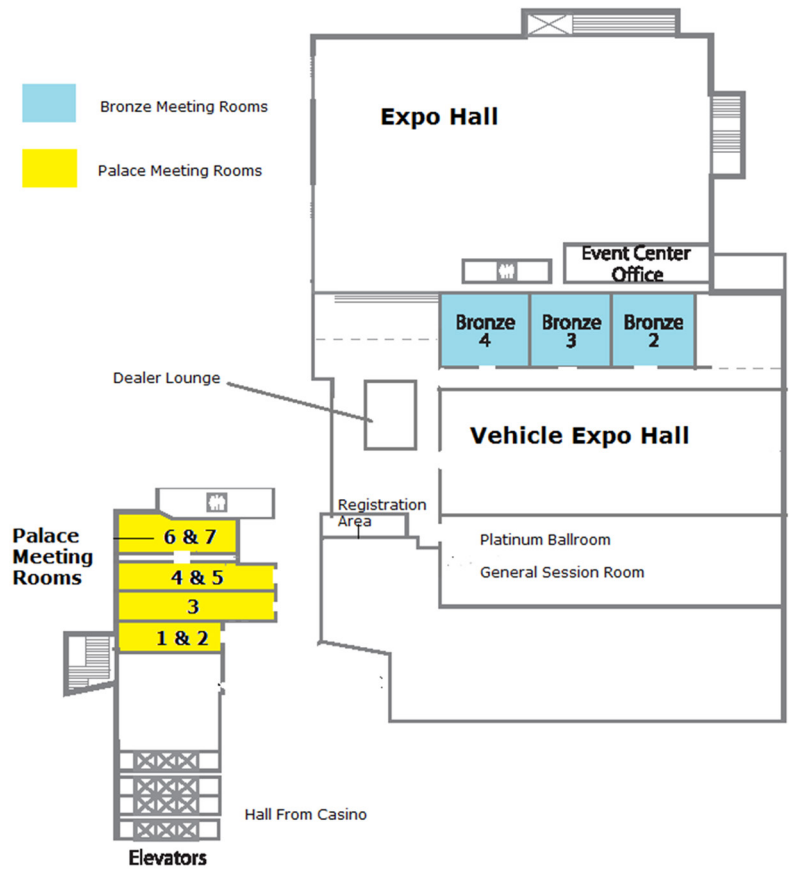
# Vendor Training +Plus

Vendor Training +Plus topics are designed to help dealership management increase profitability by staying current with the latest products and services available to them on the market. The hour to 2-hour long sessions is free to all badged attendees. Download the complete schedule on the mobile app.

Registered dealers can bring additional staff to attend Vendor Training +Plus at the special low rate of \$195 for Tuesday only. In addition to the training sessions, the fee includes admission to the opening general session and the opening reception in the Expo, where participants can learn about the newest products and services available to dealers.

Vendor Training + Plus - Schedule at a Glance						
Monday, November 10 - Room: Palace 4 & 5						
2:45 - 3:45	<b>The Employment Network- A CareerCo Company</b> Speakers: Kristy Fallon, Chief Business Development Officer, and Maryellen Adams, Director of the Automotive Division at The Employment Network- A CareerCo Company. <i><b>RVDA Members have a NEW HIRING TOOL....Find out about the Innovative New Hiring Tool That's Cost-Effectively Closing the Employment Gap</b></i> RVDA has partnered with The Employment Network to help you find the right talent for the right job at your dealership. Join The Employment Network leaders as we demonstrate what hundreds of companies are saying has simplified and reduced their costs-per-hire. Its new innovative hiring tool, endorsed by RVDA, enables companies like yours to leverage a risk-free, performance-based system to recruit and staff for a variety of positions.					
	<b>Tuesday, November 11</b>					
ROOM: Palace 1&2		Palace 3	Palace 4&5	Bronze 4	Bronze 3	Bronze 2
8:15 - 9:15		<b>SureVista Solutions</b> Speaker: Blake Ashdown <i>The Next Big Thing!!!                      RVDealerIntel...by                      SureVista</i>		<b>Lippert Components, Inc.</b> Speaker: Steve Paul <i>Correct Track Suspension                      Alignment System – A                      Revolutionary New                      Product from Lippert                      Components</i>		
	<i>Break</i>					
9:30 - 10:30	<b>B &amp; W Trailer Hitches</b> Speaker: Gregg Lafferty - <i>American made products                      – Information,                      Installation and                      Increasing Profit, the                      American Way</i>	<b>TITAN TIRE</b> Speaker: Randy McMann <i>Hydrolic Disc Brake                      Conversions</i>	<b>Carefree of Colorado</b> Speaker: <b>Traci DeYoung</b> <i>Ordering Made Easy!                      Come See and Learn                      About CareFree's New                      Product Configurator</i>	<b>BlueOx</b> Speaker: Mike Thelander <i>Chassis Performance,                      Giving your Stock                      Motorhome a High                      Performance Makeover</i>	<b>IDS -                      Integrated Dealer                      Systems</b>  Speaker: Mark Berrgren - <i>Using New IDS                      Technology to Improve                      the Customer Experience</i>	<b>Wheeler Advertising</b> Speaker: Ron Wheeler <i>Learn How Dealers                      Dominate Internet                      Marketing</i>
	<i>Break</i>					
10:45 - 11:45	<b>AL-KO Axis, Inc.</b> Speaker: Kary Royer <i>Towing Safety System by                      AL-KO Axis Inc.</i>	<b>Auction123.com</b> Speaker: Tracy Amato <i>Online Marketing Tools                      and Strategies to Drive                      Local Traffic to Your                      Inventory</i>	<b>Brown &amp; Brown                      Recreational Insurance</b> Speakers: Shawn Moran & Janet Scavo <i>Finding the Profit in Cash                      Transactions</i>	<b>Lippert Components, Inc.</b> Speaker: Steve Paul <i>Lippert Component's                      Aftermarket Program</i>		<b>Spader Business                      Management -</b> Speaker: David Spader <i>Leadership                      Development for Your                      Dealership – Part 1</i>
	<i>Break</i>					
12:00 - 1:00	<b>Ally Financial</b> Speaker: Bill Thompson, Director of Sales <i>Leveraging Trends to                      Predict Sales</i>	<b>SureVista Solutions</b> Speaker: Blake Ashdown <i>The Next Big Thing!!!                      RVDealerIntel...by                      SureVista</i>	<b>Livin Lite RV</b> Speaker: Scott Tuttle <i>Thinking Outside the Box -                      Intentional Diversification</i>		<b>Sponsored by                      American Guardian                      Warranty Services</b> Speaker: Charles Campbell <i>Compliance: The CFPB,                      the Dodd-Frank Act and                      the RV Dealership</i>	<b>Spader Business                      Management -</b> Speaker: David Spader <i>Leadership                      Development for Your                      Dealership – Part 2</i>

# Bally's Meeting Room Floorplan



## Monday, November 10

2:45 - 3:45 p.m.



**RVDA MEMBERS HAVE A NEW HIRING TOOL....FIND OUT ABOUT THE INNOVATIVE NEW HIRING TOOL THAT'S COST-EFFECTIVELY CLOSING THE EMPLOYMENT GAP**

**Speakers: Kristy Fallon, Chief Business Development Officer, and Maryellen Adams, Director of the Automotive Division at The Employment Network- A CareerCo Company.**

**Room: Palace 4 & 5**

RVDA has partnered with The Employment Network to help you find the right talent for the right job at your dealership.

Join The Employment Network leaders as we demonstrate what hundreds of companies are saying has simplified and reduced their costs-per-hire. Its new innovative hiring tool, endorsed by RVDA, enables companies like yours to leverage a risk-free, performance-based system to recruit and staff for a variety of positions.

See how easy it is to customize your postings based on level of experience, geographical coverage, positions, etc. with

- No minimum spend
- No long-term contracts
- No costs per post

**BOTTOM LINE:** You pay only for results... in real-time, risk-free!

Give us 60 minutes to lead you step-by-step through successful case studies that will show how your company can find the right talent for the right job. Join us!

# Tuesday, November 11

8:15 - 9:15 a.m.



## CORRECT TRACK SUSPENSION ALIGNMENT SYSTEM – A REVOLUTIONARY NEW PRODUCT FROM LIPPERT COMPONENTS

Speaker: Steve Paul, Lippert Components, Inc.

[www.lippertcomponents.com](http://www.lippertcomponents.com)

Room: Bronze 4

Your car or truck's suspension can be aligned, so why can't your RV? Until now, the only methods of aligning an RV's suspension were intrusive and labor intensive. Lippert Components offers a revolutionary product that allows for the RV's suspension to be properly aligned safely and easily.

Best of all, over 20 brands of new RV's come standard with this technology. In this session, Steve Paul from Lippert Components will explain the benefits of the Correct Track Suspension Alignment System and how it relates to brand new units as well as exciting aftermarket profit center opportunities.

*About Lippert Components (Visit us in Booth 401) - We are the premier manufacturer and supplier of innovative and industry changing RV parts and accessories.*



## THE NEXT BIG THING!!! RVDEALERINTEL...BY SUREVISTA

Speaker: Blake Ashdown, SureVista Solutions [www.surevista.com](http://www.surevista.com)

Room: Palace 3

Everything Has Changed! Business has changed. Your customer has changed. Marketing has changed. Selling has changed. The only question is . . . have you changed?

Data Driven Decision Making is transforming every industry making it easier for Managers to access data and information previously locked up in someone's computer.

This session will show you how to turn your data into revenues.

- **Sales Effectiveness** – learn the 10 things that drive sales.
- **24/7 Performance Feedback** – keeping your finger on the pulse
- **Diagnostic Tools** – Identify strengths & weaknesses in your Business Model
- **Benchmarking** – Measuring progress, trends & industry comparable
- **Actionable Research** – Planning & goal setting for continuous improvement
- **Push to Reviews Marketing System** – Generate more positive reviews

AND MUCH MORE!!!

Visit us in Booth 100 (see our company description on page 8)

9:30 - 10:30 a.m.



## AMERICAN MADE PRODUCTS – INFORMATION, INSTALLATION AND INCREASING PROFIT, THE AMERICAN WAY

Speaker: Gregg Lafferty, B & W Trailer Hitches,

[www.turnoverball.com](http://www.turnoverball.com)

Room: Palace 1&2

Hear all the features and benefits that have made B&W one of the most asked for product lines. Explore the entire line for different towing needs. Learn some installation tips to cut down on installation time and INCREASE profits. Then sit back and smile hearing how all of our products are made start to finish right here in America's Heartland. Hear how this American company supported its community, employees, and the American economy by implementing NO layoffs during the economic down turn. Then build customer loyalty by being able to tell them what B&W is all about and increase sales by the return customers.

*About B & W Trailer Hitches (Visit us in booth 125) B&W Trailer Hitches has been building towing products since 1987. Their Turnoverball is the number one selling gooseneck hitch in America. Their popular line of fifth-wheel hitches, including the Companion, continues to grow with the addition of a rail mounted option and this year, a Companion Slider.*



## CHASSIS PERFORMANCE, GIVING YOUR STOCK MOTORHOME A HIGH PERFORMANCE MAKEOVER

Speaker: Mike Thelander, Blue Ox [www.blueox.com](http://www.blueox.com)

Room: Bronze 4

Blue Ox will present a comprehensive training session encompassing all products in their Chassis Enhancement product line. Learn how these innovative products from Blue Ox will benefit your dealership by increasing profits and building customer loyalty. Attendees will gain knowledge of product features & benefits, as well as the installation involved with each and the benefits to your company of selling Blue Ox product.

*About Blue Ox (Visit us in booth 109) Blue Ox is known internationally for its quality towing products, from tow bars and baseplates, to steering control systems, supplementary brakes, carriers, weight distributing and gooseneck hitches and everything in between.*

9:30 - 10:30 a.m. (continued)



**ORDERING MADE EASY! COME SEE AND LEARN ABOUT CAREFREE'S NEW PRODUCT CONFIGURATOR.**

**Speaker: Traci DeYoung, Carefree of Colorado**  
[www.carefreeofcolorado.com](http://www.carefreeofcolorado.com)

**Room: Palace 4&5**

Join us for this interactive session to experience first-hand our new exciting tools to make Carefree awning ordering, troubleshooting and selling easier than ever!

Carefree has developed a new website tool that is perfect for dealers that want to minimize the time and effort required to sell and order awning products. On [www.e-carefree.com](http://www.e-carefree.com) you can now search for parts or complete replacement of awnings and canopies with a Carefree serial number. If you don't have a Carefree serial number or part number there is an easy to use point and click ordering system as well. No more digging through your awning books for information, or faxing cumbersome parts diagrams or order forms back and forth. Simply click a few options and get the information you need right now including placing your order!

New e-carefree site features include:

- New Awning Configurator
- Carefree Part and Serial Number Search
- Carefree Parts Finder
- Replacement Canopy Configurator
- Color and Fabric Options
- Suggested Dealer and MSRP Pricing

Best of all, your dealership only needs an Internet connection and a Carefree President's Club Account, username and password to get started!

We can't wait to share with you this exciting advancement for simplified quoting and ordering of Carefree products!

*About Carefree of Colorado (Visit us in booth 510) - Awnings & Accessories*



**HYDRAULIC DISC BRAKE CONVERSIONS**

**Speaker: Randy McMann, Titan Tire** [www.titan-intl.com](http://www.titan-intl.com)

**Room: Palace 3**

In order to take advantage of a growing market, Titan will be giving a program on Disc brake conversions. This will cover both product features & benefits along with installation procedures. Will cover all products needed along with marketing ideas. This seminar is a must for both the sales force, but service managers and technicians. Not only showing additional sales and profits for the dealership, but how this helps sell more towable RV's.

*About Titan Tire (Visit us in booth 407) - American manufacture of hydraulic disc brakes and electric over hydraulic actuators. We manufacture complete hydraulic brakes systems for both drum and disc brakes. Including couplers, surge actuators, hubs, and tubing.*



**LEARN HOW DEALERS DOMINATE INTERNET MARKETING**

**Speaker: Ron Wheeler, Wheeler Advertising,**  
[www.wheeleradvertising.com](http://www.wheeleradvertising.com)

**Room: Bronze 2**

In this session you'll learn first-hand what dealers do to dominate the internet market place. This session will share with you working secrets from over 100 dealerships. Social, Digital, Video and much more will be covered. Let us show you how to avoid costly mistakes. Come learn the secrets to creating a plan that gets proven results!

*About Wheeler Advertising, Inc. (Visit us in booth 121) Dominate your market with traditional, digital and social marketing from the RV Experts. Over 100 Nationwide clients and 26 years of experience. Leading the way through innovation and integration.*

**9:30 - 11:45 (2 Hour Session)**



a Constellation Software company

**USING NEW IDS TECHNOLOGY TO IMPROVE THE CUSTOMER EXPERIENCE**

**Speakers: IDS Customer Care Representative Mark Berggren and Director of Sales Delivery Grant Farrer** [www.ids-astra.com](http://www.ids-astra.com)

**Room: Bronze 3**

In today's world it's essential to grab the attention of your customers and keep them engaged. This means using new technology to stay in front of your audience, and instantly provide the information they need.

IDS has made extensive technological advancements in its vision for the "Dealership of 2020" to improve customer communication, serve customers more efficiently, and provide more earning potential for your dealership.

Join us and learn:

1. How our Mobile App improves the customer experience by allowing you to instantly track and view important information on Units, Sales, Service and Parts.
2. How digital document storage provides you with a "paperless office" and quicker methods for customer communication.
3. How to increase customer engagement with targeted emails and marketing automation.
4. More new developments the IDS team is working on.

*About IDS - Integrated Dealer Systems (Visit us in Booth 214) Integrated Dealer Systems (IDS) provides the most complete dealer management software solution for RV dealerships, Marine dealerships and Trailer dealerships. With nearly 30 years of industry experience, IDS helps hundreds of dealers across North America increase productivity, improve efficiency and drive profits.*

10:45 - 11:45 a.m.



**TOWING SAFETY SYSTEM BY AL-KO AXIS INC.**

**Speaker:** Kary Royer, Director of RV Sales, AL-KO Axis, Inc.

[www.al-koaxis.com](http://www.al-koaxis.com)

**Room:** Palace 1 & 2

AL-KO Axis Inc., the world leader in the manufacturing of trailer axles, brakes, hubs, drums, and trailer accessories will highlight the future of towing safety and a fresh new look at the AL-KO Axis Advantage "more than an axle manufacturer."

*About AL-KO Axis Inc. (Visit us in booth 500) AL-KO Axis, Inc., the world leader in the manufacturing of superior value trailer axles, brakes and trailer accessories, is part of an 83 year old global technology company.*



**ONLINE MARKETING TOOLS AND STRATEGIES TO DRIVE LOCAL TRAFFIC TO YOUR INVENTORY**

**Speaker:** Tracy Amato, Auction123.com, [www.auction123.com](http://www.auction123.com)

**Room:** Palace 3

Staying in front of your local shoppers is critically important to your Internet marketing efforts. However, maintaining a daily presence can be time consuming, especially when it comes to keeping a steady stream of inventory on Craigslist. During this educational and informative seminar, attendees will:

- Learn tips and strategies to effective Craigslist marketing
- Examine best practices for effectively presenting your inventory online through descriptions and images
- Discuss the benefit of utilizing a micro site to target specific local customers
- Discover ways to automate the inventory listing process for Craigslist and eBay
- See a quick tour of some of the latest tools in the Auction123 system

*About Auction123.com (Visit us in Booth 415) Auction123 provides award-winning website development, inventory management, and online marketing solutions to automotive dealers. Publish your inventory to eBay Motors, Facebook, Craigslist, over 400 online marketplaces, and your own website.*



**BRECREATIONAL INSURANCE**  
"It's Fun To Run With US!"

**FINDING THE PROFIT IN CASH TRANSACTIONS**

Brown and Brown Recreational Insurance [www.bbcreation.com](http://www.bbcreation.com)

**Speakers – Shawn Moran, B&B Recreational Division, Director**

**Assisted by Janet Scavo, B&B Recreational Division, Midwest Leader**

**Room:** Palace 4&5

This fast paced seminar will follow the flow of a cash delivery. Starting with the proper process of desking a cash customer, to cash converting and the transition to the F&I department and using the Three Step Process to properly present & sell products to cash customers. As well as the compliancy required on a cash customer. Finance Managers, Sales Managers, GM's and Dealers will all benefit from this seminar.

**Level of content - Advanced**

*About Brown & Brown Recreational Insurance (Visit us in booth 220) Brown & Brown Recreational Division, Columbia KY, Provides an extensive portfolio of products for the Finance and Insurance RV Industry. We strive every day to train and help dealers achieve their best potential in ESC, GAP, T&W, P&F and menu selling. We specialize in incorporating reinsurance companies for dealers as well as ongoing monitoring. In addition to B&B's already strong presence in the RV Property & Casualty areas, we have added RV America and Gilbert Insurance to our network, providing yet another level of income and support for dealers. [www.bbcreation.com](http://www.bbcreation.com)*



**LIPPERT COMPONENT'S AFTERMARKET PROGRAM**

**Speaker:** Steve Paul, Lippert Components

[www.LippertComponents.com](http://www.LippertComponents.com)

**Room:** Bronze 4

An educational and informational seminar discussing Lippert Components, our products, and unique profit center opportunities available for your dealership. At LCI we are the premier manufacturer and supplier of innovative and industry changing RV parts and accessories.

*About Lippert Components (Visit us in Booth 401) - We are the premier manufacturer and supplier of innovative and industry changing RV parts and accessories.*

**10:45 – 1:00 pm (2-Hour Session)**



Fulfilling. Success.

**LEADERSHIP DEVELOPMENT FOR YOUR DEALERSHIP**

**Speaker: David Spader, Spader Business Management**

[www.spader.com](http://www.spader.com)

**Room: Bronze 2**

**Smooth Succession Planning. Proactive Leadership Development. Strong Middle Managers.**

The leadership and management environment is more difficult today than ever before. As a result are you often left feeling, "I'm their leader, which way did they go?" Customers are more demanding. Markets are more volatile. Employees want more from their managers... and the list goes on. As the leader of your dealership do you have the right tools in your tool belt to stay in front? During this session you will learn about Spader's solutions to your Succession, Middle Management and Executive Leadership challenges by answering these questions:

**Smooth Succession Planning**

- What? Did You Really Say, "The Financial Transition Should be the Easy Part"?
- Who Should Lead My Dealership As I Start to Slow Down? How Can I Assess Their Readiness? Where can I Get Help?
- How Long Should It Take to Develop my Successor(s)?
- What is the difference between "Ownership Transition" and "Leadership Succession"? And, Why is it Critical?

**Proactive Leadership and Management Development**

- What are the 2 Outcomes of Effectively Leaders? And, how do I stack up?
- What Is a tool to address the 3 Root Causes of All Problems In Your Business?
- What do I need to do to make into Top 5% of all Leaders?
- How does leadership change as my dealership grows (and shrinks)?
- What is a proven system to develop and sustain a high performance culture?

**Strong Middle Managers**

- What is a Tool to Ensure My Management Team Implements the 3 Phases of the Developing High Performers Process ?
- How can I Ensure My Managers Hire The Right Person for the Job at least 80% of the time?
- How can we Make Performance Evaluations Easy?
- How Can I implement a tool to address the Top 3 Reasons Employee's Don't Do What They Are Supposed To Do?

Come to this session and you will ALSO have the opportunity to complete a free online leadership assessment. We will download the results the night after you take the assessment and have the results in our booth to review with you the next day!

About Spader Business Management (Visit us in booth 423) Spader Business Management provides the training your dealership needs to ensure your future is a profitable one.

**12:00 – 1:00 pm**



**LEVERAGING TRENDS TO PREDICT SALES**

**Speaker: Bill Thompson, Director of Sales – RV Lending and Dean Heller, Senior Research Manager Ally Financial, Inc., [www.ally.com](http://www.ally.com)**

**Room: Palace 1 & 2**

Understand the impact of consumer and market trends on RV sales to help you ensure more informed business planning for your dealership. This presentation will distill demographic, economic, and market information into a concise, easy to understand picture of the current and future state of the RV marketplace. It will include new consumer and dealer research not previously published.

Attendees will walk away with actionable knowledge that can be used to help sales in your dealership.

*About Ally Financial (visit us in booth 215) - Ally Financial Inc. (NYSE: ALLY) is a leading automotive financial services company powered by a top direct banking franchise. Ally's automotive services business offers a full suite of financing products and services, including new and used vehicle inventory and consumer financing, leasing, inventory insurance, commercial loans and vehicle remarketing services. Ally Bank, the company's direct banking subsidiary and member FDIC, offers an array of deposit products, including certificates of deposit, savings accounts, money market accounts, IRA deposit products and interest checking. Ally's Corporate Finance unit provides financing to middle-market companies across a broad range of industries.*

With approximately \$148.5 billion in assets as of Mar. 31, 2014, Ally operates as a financial holding company. For more information, visit the Ally media site at <http://media.ally.com> or follow Ally on Twitter: @Ally.com



**COMPLIANCE:**

**THE CFPB, THE DODD-FRANK ACT AND THE RV DEALERSHIP**

**Speaker: Charles Campbell, Sponsored by American Guardian Warranty Services**

**Room: Bronze 3**

Unraveling the complicated mandates of the CFPB and the Dodd-Frank Act! Providing Dealer Principals & Senior Management with an unparalleled, and easy to understand, path to compliance.

*About Charles Campbell - Charles is a nationally recognized authority in areas of Federal rules, laws and regulations. Along with his well-reviewed articles and his unique, and energetic, presentations, he remains a highly sought after presenter & educator*

12:00 - 1:00 pm (continued)



**THE NEXT BIG THING!!! RVDEALERINTEL...BY SUREVISTA**

**Speaker: Blake Ashdown, SureVista Solutions [www.surevista.com](http://www.surevista.com)**

**Room: Palace 3**

Everything Has Changed! Business has changed. Your customer has changed. Marketing has changed. Selling has changed. The only question is . . . have you changed?

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- **Benchmarking** – Measuring progress, trends & industry comparable
- **Actionable Research** – Planning & goal setting for continuous improvement
- **Push to Reviews Marketing System** – Generate more positive reviews

**AND MUCH MORE!!!**

*About SureVista (See us in Booth #100 right by the entrance!) SureVista combines industry specific knowledge, sophisticated research and the latest technology to provide our clients with data driven decision-making TOOLS customized to the RV Industry. We assist our clients in making better business decisions to improve operating results and increase revenues.*



**THINKING OUTSIDE THE BOX – INTENTIONAL DIVERSIFICATION**

**Speaker: Scott Tuttle, President LIVIN LITE Recreational Vehicles, [www.livinlite.com](http://www.livinlite.com)**

**Room: Palace 4 & 5**

Learn how to tap into a market demographic that is 44 Million families wide and who already love to go camping! Bigger isn't always better when it comes to your product offerings, especially if you want to attract more of the legions of car, minivan, crossover and half ton truck owners. Did you know that the Ford Focus is the #1 selling car in the world? Did you know that LIVIN LITE has designed 15 different campers that can be towed by the Focus? With products designed specifically for this huge demographic and a commitment to quality all-aluminum and composite construction, LIVIN LITE helps dealers attract new customers will increase your profitability as well as assure your long-term growth by created new customers who will come back in the future for one of your larger units.

*About LIVIN LITE Recreational Vehicles: LIVIN LITE is the leading manufacturer of ultra lightweight towable campers, constructed of all-aluminum and composite (wood-free), allowing them to be towed by most passenger cars, minivans, crossovers and half-ton trucks. Now part of the THOR family of companies, LIVIN LITE has expanded their product offerings to include tent campers, travel trailers, truck campers, toy haulers and fifth wheels. Brand names include QUICKSILVER, COLEMAN, CAMPLITE, BEARCAT, AXCESS, POLARIS, JEEP, ALUMA LITE and more.*

**RVDA's EVENT HAS GONE MOBILE!**

Download Guidebook on the Apple App Store or Android Marketplace or visit [guidebook.com/getit](http://guidebook.com/getit)

guidebook

Thanks to our sponsor

ebay MOTORS



# YOU ASKED FOR IT - YOU'VE GOT IT!

**NEW DATES:** Nov. 10-14 • **NEW LOCATION:** Bally's on the Las Vegas Strip



**RVDA** members said they wanted a convention location on the Las Vegas Strip and later dates so they could bring more employees. Well, we heard you! The 2014 RV Dealers International Convention/Expo will be in the center of the action – Bally's on the Las Vegas Strip – and take place a full month later than previous years.

Between our new, central location and more convenient dates, this is the year to participate in the premier annual networking event for RV dealers.

And flexible registration rates combined with early bird discounts make it possible for more of your staff to share in this learning opportunity.

Education is the passport to better-managed, more productive dealerships, and this year's convention offers something for everyone.

**VENDOR TRAINING +PLUS** Vendor Training +Plus sessions will give you and your staff valuable face time with vendors and business partners and are included in your full registration. They're also available at a special low rate for employees who can only spend a day or two away from the dealership.

## FULL REGISTRATION RATE

**\$879** for first dealership registrant

**\$879** per each additional registrant

If you've registered for the convention and want to bring employees to attend just the Vendor Training +Plus program, you can register them for that program for \$195 per person. The Vendor Training +Plus badge will also give the holder access to the expo and the opening reception on Tuesday, Nov. 11.

The Young RV Executives program, with events specifically focused on the needs of younger executives and new managers, returns for a second year.



## Make the 2014 RV Dealers International Convention/Expo your destination for:

- A rich learning experience bringing together approximately 60 educational sessions on subjects driving your dealership today
- A new education track dedicated to social media and Internet-based marketing
- Business opportunities in the expo, where dealers can meet more than 100 manufacturers, vendors, and suppliers
- Mike Molino RV Learning Center's shorter, streamlined workshops for dealers/GMs, service writers/advisors, marketing and sales staff, parts and service managers, and rental operators
- Partners in Progress dealer/manufacturer meetings, now spread out from Monday through Thursday so dealers can attend more workshops
- Social events and networking opportunities

FOR MORE INFO VISIT  
[WWW.RVDA.ORG/CONVENTION](http://WWW.RVDA.ORG/CONVENTION)  
AND REGISTER TODAY!

Presented by:



Follow the conversation on:



# DEALER REGISTRATION FORM

1. *Registration Information. Please copy this form if adding registrants.*

Company Name _____
Phone _____ Fax _____
Address _____
City _____ State/Prov _____ Zip/PC _____
Email _____



Nov. 10-14, 2014  
Bally's on the Las Vegas Strip

2. *Registration Fees:*

First registrant locks in today's lowest rate for all future dealership personnel!	Amount	Total
<b>First Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$879</b>	<b>\$</b>
Registrant Name _____ Email _____ Badge First Name _____ <i>Please check here if you require special accommodations.</i> <input type="checkbox"/>		
<b>Second Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$879</b>	<b>\$</b>
Registrant Name _____ Email _____ Badge First Name _____ <i>Please check here if you require special accommodations.</i> <input type="checkbox"/>		
<b>Third Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$879</b>	<b>\$</b>
Registrant Name _____ Email _____ Badge First Name _____ <i>Please check here if you require special accommodations.</i> <input type="checkbox"/>		
<b>Fourth Registrant</b> – includes <b>Vendor Training +Plus</b> , a \$195 value!	<b>\$879</b>	<b>\$</b>
Registrant Name _____ Email _____ Badge First Name _____ <i>Please check here if you require special accommodations.</i> <input type="checkbox"/>		
<b>I would like to add a contribution to the Mike Molino RV Learning Center to promote education for our industry.*</b>		<b>\$</b>
<b>VENDOR TRAINING +Plus ONLY</b> Dealership <b>must have one full convention registrant</b> to bring additional employees JUST for Vendor Training +Plus. The cost is <b>\$195</b> per person and includes Vendor Training +Plus training on Monday, Nov. 10 and Tuesday, Nov. 11, and Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +Plus.		
Name _____ Badge First Name _____ Email _____		<b>\$</b>
Name _____ Badge First Name _____ Email _____		<b>\$</b>
		<b>TOTAL</b>
		<b>\$</b>

3. *Payment Information:*

**Full Amount** or  **Easy Pay** (credit card only: 3 equal installments will be charged to your credit card, first on date received, then at 30 and 60 days). If neither box is checked you will be charged the full amount in one payment.

Check enclosed  
 Charge my:  VISA  MasterCard  Amex  Discover

Name on Card \_\_\_\_\_ Card # \_\_\_\_\_ Expires \_\_\_\_\_ Security Code \_\_\_\_\_  
 Billing Address \_\_\_\_\_ City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/PC \_\_\_\_\_

**MAIL OR FAX A COPY OF THIS FORM TO:** RVDA of America, 3930 University Drive, Fairfax, VA 22030-2515 • (703) 591-7130 • Fax: (703) 359-0152 • www.rvda.org  
 RVDA of Canada, 204-6411 Buswell St, Richmond, BC V6Y 2G5 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

**CANCELLATION / REFUND POLICY:** All cancellations must be in writing and received by August 31, 2014, to qualify for a refund. A \$30 administrative fee will be deducted from each refund request received by July 31, 2014. A \$100 administrative fee will be deducted from each refund request received between August 1, 2014 and August 31, 2014. No refunds will be made after August 31, 2014. \*The Mike Molino RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.