

The Buying Event for Dealer Group Owners, DP's and Executives

July 15-17, 2014



# Dealership Executive Forum

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

Where Dealer Executives Find  
New Solutions and New Sources

**Barton Creek Resort, Austin, TX**  
**July 15-17, 2014**

YOU WANT **NEW CUSTOMERS**, BUT THESE DAYS, YOUR  
**TRADE SHOWS DON'T WORK**  
**BUYERS AREN'T** SHOWING UP. WHERE'S THE RETURN?



HERE'S A WHOLE **NEW WAY TO MEET BUYERS:**

**NO BOOTHS**  
**NO HASSLES**  
**NO EXTRA EXPENSES AND...**  
**NO WONDERING IF BUYERS WILL SHOW**

IMAGINE THIS INSTEAD: **TWO DAYS OF PRIVATE  
GUARANTEED SALES  
APPOINTMENTS**



WITH YOUR OWN PERSONAL SCHEDULE OF  
**DEALER GROUP OWNERS,  
DEALER PRINCIPALS, GM'S & EXECUTIVES**



**NO MORE HIT-OR-MISS TRADE SHOW RESULTS...**

**MEET YOUR BUYERS BY APPOINTMENT!**



**Your Schedule of  
Buyer Appointments**

Forum Buyer Appointments for:  
**Dealer Software Systems, Inc.**

- |                 |   |
|-----------------|---|
| 8:30- 8:50 am   | <b>Dealer Principal,</b><br>Gallo Automotive Group                              |
| 9:00- 9:20 am   | <b>Owner &amp; President,</b><br>PPM Auto Group                                 |
| 9:30- 9:50 am   | <b>VP, Group Operations &amp; Facilities,</b><br>The Pederson Automotive Group  |
| 10:00- 10:20 am | <b>President,</b><br>Sam Lippmann Family of Dealerships                         |
| 10:30- 10:50 am | <b>Group Director of Business Operations,</b><br>The Charnizon Automotive Group |

**AUSTIN, TEXAS**

These are all actual registered attendees

**JULY 15-17, 2014**

**WE MATCH YOU**  
WITH THE DEALER GROUP  
**BUYERS YOU SELECT**



YOU'LL HAVE A FULL SCHEDULE OF  
**PRIVATE MEETINGS**  
WITH BUYERS ON YOUR LIST



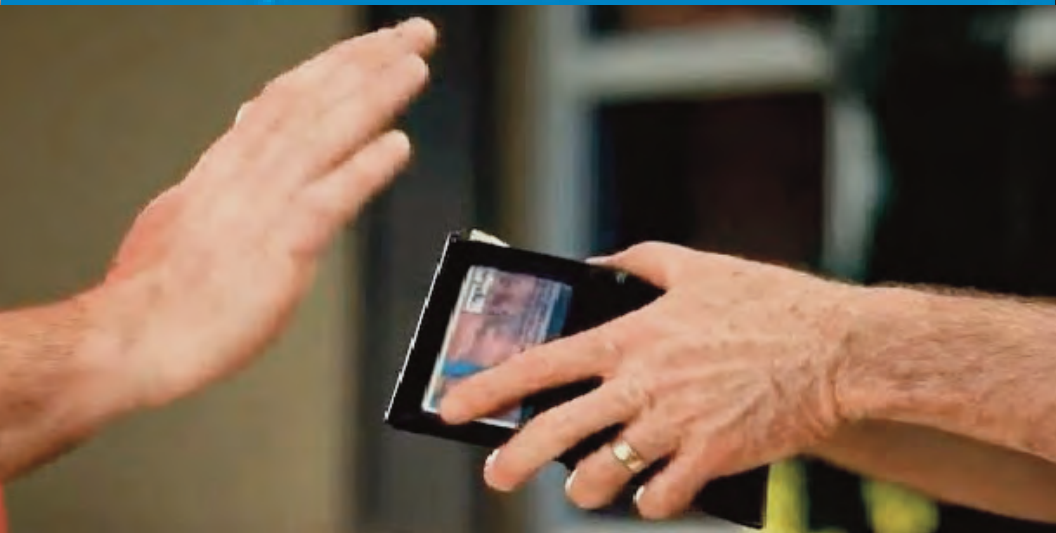
EVERY MINUTE OF YOUR TIME IS PRODUCTIVE  
**LUNCH, DINNER, DRINKS**  
WE TURN FUN TIME INTO SELLING TIME



**YOU'RE HAVING MEALS AND DRINKS  
IN A BEAUTIFUL RESORT**  
WITH THE PEOPLE YOU WANT TO CONNECT TO



IN TWO DAYS AT THE RESORT, YOU'LL MEET THE  
**BIGGEST DEALER GROUPS**  
IN A SETTING THAT CREATES BUSINESS RELATIONSHIPS



WE INCLUDE YOUR HOTEL, MEALS, EVERYTHING  
**NO EXTRA COSTS. EVER**  
NEVER ANY DRAYAGE, FREIGHT, LABOR OR SETUP FEES. NONE!

[WWW.DEALERSHIPEXECUTIVE.COM](http://WWW.DEALERSHIPEXECUTIVE.COM)

# IF YOU'RE LOOKING FOR RETURN ON INVESTMENT THE FORUM IS FOR YOU.



## COMPARE US TO A SHOW NO HIDDEN COSTS, NO SHRINKING AUDIENCES, AND NO UNCERTAIN RESULTS

TRADE SHOW  
ATTENDANCE  
IS DOWN.

TRADE SHOW  
EXPENSES  
ARE UP.

TRADE SHOW  
RESULTS ARE  
UNCERTAIN.

### TRADE SHOW COSTS

Exhibit Space Only: \$2,500 - \$12,000 or more

**ADD**

Booth and Shipping: \$3,000 - \$15,000 add'l

**ADD**

Labor, Drayage, Setup: \$1,500 - \$10,000 add'l

**ADD**

PC Projector, Screen: \$700 add'l

**ADD**

Hotel Rooms, 2 staffers: \$1,600 add'l

**ADD**

Meals, Taxis, Entertainment: \$1,500 add'l

**Real Cost of Trade Show: \$ 9,500 - \$ 40,000**

### DEALERSHIP EXECUTIVE FORUM COSTS

Complete Fee: \$14,000 includes everything

No Booth or Shipping Costs

*No extra cost!*

No Labor, Drayage or Setup Costs

*No extra cost!*

PC, Projector, Screen Included

*No extra cost!*

Hotel Rooms Included, 2 rooms

*No extra cost!*

Meals, Transfers, Events Included

*No extra cost!*

**Real Cost of The Forum: \$ 14,000 Complete**

FORUM  
ATTENDEES  
SHOW UP.

HOTEL & MEALS  
INCLUDED

**NO HIDDEN  
EXPENSES.**

**FORUM  
RESULTS ARE  
REAL!**

## THE FORUM™ GIVES YOU REAL VALUE FOR YOUR MARKETING DOLLAR!



# THE AGENDA

## IT'S 48 HOURS OF SELLING TIME; INTERACTING AND CONNECTING WITH YOUR BUYERS

### DAY ONE



#### AFTERNOON ARRIVAL

We pick you up at the airport, and the networking starts on the ride in. You arrive with your hotel room already paid for by us.



#### EVENING RECEPTION

It's casual, relaxed networking in a friendly environment at our cocktail party where everyone gets to know each other.



#### DINNER WITH BUYERS

At dinner, we use assigned seats to maximize your contact with buyers. Over 2 days, you'll meet virtually every delegate.



#### BREAKFAST WITH BUYERS

Breakfast with delegates, then our keynote speaker on a topic of current interest in facilities or retail buildings.



#### YOUR FIRST PRESENTATION

You're the speaker! The first 15 buyers, based on your picks, sit for your 25-minute demo in a private boardroom. Q&A follows.



#### LUNCH AND LEARN

Once again, we match you and your tablemates to give you time with some of the delegates you haven't yet presented to.

### DAY TWO (CONTINUED)



#### YOU PRESENT, AGAIN

You pitch to another buyer group, like before, matched to your requests. Competitors are never in the room when you present.



#### IN-BETWEEN TIME

One of your prospects asks you for a follow-up conversation after your presentation. Or, you can ask our staff for an introduction.



#### EVENING RESORT DINNER

By now, everyone feels like old friends. Enjoy drinks, dinner, even after-dinner cordials and cigars. This is how business happens.



#### ONE-ON-ONE APPOINTMENTS

You'll have individual appointments where you sit with buyers one-on-one. Here, you discuss the buyers' specific needs.



#### MORE ON-ON-ONES

A break, then the second half of your One-on-Ones. These are great for exploring just how your product fits their buying plans.



#### AFTER LUNCH, IT'S A WRAP

You're headed home. No booths to tear down, nothing to ship. Just plenty of real conversations and a newly-filled sales pipeline.

### DAY THREE

# 100% Iron-Clad Money Back Guarantee

THE DEALERSHIP EXECUTIVE FORUM™ GIVES YOU AN IRON-CLAD, ON THE SPOT

## 100% MONEY-BACK GUARANTEE

DEALER EXECUTIVE FORUM™ GUARANTEES YOUR 100% SATISFACTION  
OR YOU GET A FULL REFUND. ON THE SPOT. PERIOD.

1. "Satisfied" is defined by you. If you're not satisfied at the end of the event, you get a refund.
2. You must attend (no refund for "no shows"), and request the refund before you leave.



**Dealership  
Executive**  
Forum

**You Love It, or You Don't Pay!**

**JULY 15-17, 2014 BARTON CREEK RESORT, AUSTIN, TEXAS**

**WWW.DEALERSHIPEXECUTIVE.COM (800) 746-9646**



EATON HALL HAS BEEN PRODUCING  
**30 YEARS OF GREAT EVENTS**  
BRINGING BUSINESS BUYERS & SELLERS TOGETHER



**Eaton Hall Exhibitions** 256 Columbia Turnpike, Florham Park, NJ 07932 • Promoting successful events since 1984

**JULY 15-17, 2014 BARTON CREEK RESORT, AUSTIN, TEXAS**

ONLY 40 VENDORS WILL BE ACCEPTED • DON'T BE LEFT OUT!

**WWW.DEALERSHIPEXECUTIVE.COM**

**PHONE (800) 746-9646**





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 www.DealershipExecutive.com  
**July 15-17, 2014**  
**The Barton Creek Resort, Austin, TX**

**Eaton Hall Exhibitions** 256 Columbia Turnpike, Florham Park, NJ 07932 (800) 746-9646 Fax (973) 514-5977

**Participating Company:**

Contact Person  
and Title

Street  
Address

City/ State/ Zip

Telephone

Cell Phone

**Your E-Mail Address**  
(Please Print Clearly)

**Products or Services Offered:** \_\_\_\_\_

Your Participation includes everything you need with no hidden expenses:

- Two Hotel Rooms, Two Nights, for your staff • All Meals at the event • Airport ground transport to and from the hotel
- Boardroom Presentations to buyers in Two Boardroom sessions • Ten to Twenty One-on-One Appointments
- AV equipment t for your Boardroom session (standard PC, LCD projector, screen and technician)
- Optional Outdoor Vehicle Demonstration Space • Attendee list for your use after the event

☐ **Dealership Executive Forum, July 15-17, 2014 • Austin, TX \$ 14,000** \$ \_\_\_\_\_

Includes all accomodations and meals for TWO staff. Third person \$2000. additional.

Sponsorships: \_\_\_\_\_ \$ \_\_\_\_\_

Special Instructions: \_\_\_\_\_ **TOTAL** \$ \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Deposit** \$ \_\_\_\_\_

**Payment Terms:** • One-half due with your space reservation • Full payment due 90 days prior to event

\_\_\_ Check being mailed, **payable to: Eaton Hall Exhibitions** (US banks only) \_\_\_ MasterCard \_\_\_ Visa \_\_\_ Am Ex

Card Number \_\_\_\_\_ Expires \_\_\_\_\_

Name on Card \_\_\_\_\_

**Accepted, for  
Participating Company:**

By signing below, you acknowledge that you have read and agree with the contract terms and conditions shown on the reverse side (or sent with) this form, and you are authorized to execute this contract on behalf of the participating company.

**Signature**  \_\_\_\_\_ **Date** \_\_\_\_\_

Please Print Name \_\_\_\_\_ **Title** \_\_\_\_\_

**Thank You, and Welcome to The Dealership Executive Forum!**

**CONTRACT TERMS AND CONDITIONS:** Upon acceptance of the contract, the participating firm named on the front of this contract ("The Supplier") shall be bound by the rules and regulations set forth herein and by such amendments or additional rules and regulations which may be established by Eaton Hall and **The Dealership Executive Forum**, and related events, (hereinafter referred to jointly as "The Forum.") References to The Forum herein shall be deemed to include Eaton Hall, the sponsors, event management and any duly authorized representative, agent or employee of the foregoing.

1. This contract includes participation by the Supplier company for two members of its staff in the meetings and sessions at The Forum (some conference sessions are reserved for buyers only).
2. Return of the Agreement and deposit indicates your agreement to participate in The Forum and to comply fully with the regulations set forth herein. One-half is due with this reservation. Full payment is due 90 days before event. **As this is an event with a limited number of suppliers, no cancellations can be accepted once participation is reserved.**
3. The Forum is a business networking event and conference. While certain buyers and their organization or agency have indicated their intent to attend, and Eaton Hall has made its best efforts to insure these buyers actually attend, the parties acknowledge that it is impossible to guarantee that each of these persons or agencies will actually participate. **This contract is not a guarantee of participation by any particular agency or individual buyer.**
4. Sharing of the space and time allotted to a participating Supplier with any other company, organization, or products other than that specified in the application, except as specifically arranged and approved by the Event in writing in advance, is not allowed.
5. Promotional activities outside the agenda such as signs, easels, or hotel room drops, are not permitted without prior special arrangements with The Forum Management. Supplier agrees not to play, broadcast or have performed any copyrighted material without first presenting to the Show proof satisfactory that the supplier has, or does not need, a license to use the material.
6. In the event that because of war, fire, strike, government regulation, public catastrophe, act of God, public enemy, act of terror or imminent fear of such, or other cause, the Event or any part thereof is prevented from being held, is cancelled by the Management or by the Hotel or the event space applied for herein becomes unavailable, the Management shall in its sole discretion determine whether to refund to the applicant no more than his proportionate share of the balance of the aggregate exhibit fees received after deducting expenses incurred and to be incurred by the Management, plus reasonable compensation to the Management, but in no case shall the amount of refund to the applicant exceed the amount of the exhibit fee paid.
7. If for any reason, the Management determines that the location or dates of the Event must be changed or the dates of the event changed, no refund will be due to the supplier, but the management shall assign to the supplier, in lieu of the original space, such other space as the Management deems appropriate and the supplier agrees to use such space under the terms of this agreement. The forum shall not be financially liable or otherwise obligated in the event the event is postponed or relocated.
8. Each Supplier shall maintain general public liability insurance against claims for personal injury, death or property damage incident to, arising out of or in any way connected with the supplier's participation in the exhibition, in an amount of not less than one million dollars (\$1,000,000) for personal injury, death, property damage in any one occurrence. A Certificate of Insurance indicating such coverage, and naming Eaton Hall as additional insured, shall be submitted not less than 45 days prior to the show date. Such insurance maintained by the supplier must be issued by an insurance company reasonably acceptable to Show Management and should include coverage of the indemnification obligations of the supplier under these rules and regulations.
9. Supplier is solely and fully responsible for its own material and should insure it against loss or damage from any cause whatsoever. All property of a Supplier is understood to remain in its care, custody, and control in transit to or from or within the confines of the Hotel. Supplier agrees to waive its rights of subrogation against The Forum, its officers, directors and employees.
10. Audio-visual support (Windows laptop, LCD Projector, screen) is provided at no charge for the Supplier's static PowerPoint presentation. **Presentations which include video, animation,**

**Flash, or other non-static content; files requiring Vista; or content with special fonts, large images or the like, may require Supplier to provide his own laptop or other equipment, at his expense.** Please consult with Show Management for specific advice.

11. Neither The Forum Management nor the Hotel Facility nor any other officers, agents employees or other representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for, any damage, loss, harm or injury to the person or any property of the Supplier or any of its officers, agents, employees, or other representatives resulting from, or arising out of, the negligence of The Forum management, its agents or employees, or the negligence of any other persons present at The Forum, or from theft, fire, water, accident or any other cause.
12. The Supplier hereby agrees to indemnify, defend and protect Eaton Hall, The Forum, and the Hotel Facility against, and hold and save harmless from, any and all claims, demands, suits, liability, damage, loss, costs, attorney fees and expenses of whatever kind or nature which might arise out of any action or failure to act of the supplier or any of its officers, agents, employees, or other representatives, including but not limited to claims of damage or loss to property or harm or injury to a person or persons.
13. In the event that any unforeseen occurrence shall render the fulfillment of this agreement impossible, the parties shall mutually amend or terminate the agreement at The Forum Management's option. The Supplier hereby waives any claim against The Forum for damages or compensation.
14. The Forum reserves the right to determine the Agenda for the event and to adopt, orally or in writing, any additional rule or regulation, or take any further action if The Forum deems such action necessary for the good and welfare of the event. Any matters not covered here shall be subject to the final judgment and decision of The Forum.
15. Where a Supplier contracts for more than one event, deposit payments received will be applied to each event as required (one-half with reservation, balance 90 days prior to event,) meaning deposits for future events cannot be used as final payments for events which occur first.
16. Any promotional allowances, adjustments or discounts offered to Supplier for participation in more than one event will not apply if the Supplier does not participate, for any reason, in the number of multiple events contracted for. Supplier will be responsible for payment of the full price for those events or services in which Supplier does participate.
16. The Supplier agrees to abide by all agreements between The Forum, the official service contractor, and the Hotel or any of its agents. The Supplier agrees to comply with and be bound by all laws of the United States and the local jurisdiction of the event and rules and regulations of the local Police and Fire Department and those policies and criteria which have been established by The Forum or the Hotel Facility for use of the areas designated.
17. This is not an exhibit event, and as such, the use of any hotel outdoor or indoor product display space is provided incidentally, only as a courtesy. Display space, where made available, is subject to the rules and requirements of the Hotel. In some cases, the Hotel may not permit large or heavy vehicle or equipment displays or may impose special requirements upon the Supplier wishing to use Hotel facilities. The Forum is not responsible and shall not be liable for Hotel's requirements or their refusal to permit any specific type of display.
18. The Forum and the Supplier agree that any dispute arising out of this agreement shall be governed by the laws of the State of New Jersey, and in any suit arising therefrom the Supplier hereby agrees to submit himself to the jurisdiction of the courts of the State of New Jersey, and that venue for any such suit shall lie in Morris County.
19. This agreement contains the entire agreement of the parties hereto with respect to the matters embraced herein and may not be modified, discharged or terminated except by a written instrument, signed by the party to be charged. Nothing in this provision, however, shall preclude the Management from adopting additional rules and regulations, orally or in writing, as provided in Paragraph 14.