



This glossary lists each feature of the Show in alphabetical order. For additional questions, please reference the NADA Show FAQs.

Beginning February 4, you can also get questions answered at the Show Help Desk.

ACCESSIBILITY

- **Exhibitors and staff**—Access to all pages on February 2.
- **Attendees**—Access to all pages on February 4, including workshop listings, franchise meeting listings, Expo booth listings, Help Desk, networking and receptions listings, Network Now profile build and meeting setup, etc.
- **Network Now meetings**—Attendees and exhibitors can begin hosting meetings in Network Now on February 6; shuts down February 12.
- **On-demand content**—All content that was labeled on demand (some workshops and Distinguished Speaker Series) will launch at 11am on February 9.
- **Show goes live**—11am, February 9-11. See schedule and details at www.nadashow.org.
- **Site active**—Until April 11, for attendees and exhibitors to view all on-demand content, Expo booths, etc.

ATD

- All ATD members have been invited to the NADA Show.
- There are two ATD-focused workshops in the ATD Marketing track for NADA Show 2021 (both speakers are from Trader Interactive).
 - *Position Your Dealership for the Next Pandemic*
🎤 Lori Stacy (Trader Interactive)
 - *Tap Into the Consumer of Yesterday, Today and Tomorrow*
🎤 Jason Groesser (Trader Interactive)

ATTENDEE REGISTRATION

- Attendees can register through: <https://show.nada.org/2021/virtual/registration/>.
- Attendees log in through the Show [site](#) with their email address and confirmation ID (located in their registration confirmation email).
- **Reg fees:**
 - Dealer/manager (member): \$199
 - Dealer/manager (nonmember): \$399
 - Dealer/manager (nonmember): \$399
 - International (nonmember): \$399
 - Allied industry: \$399
 - Group rate: (\$149) (dealer/manager/international members only; must complete through group registration site)
- All attendees have access to the Main Stage, Live Stage, workshops, Expo and receptions.
- **Restricted areas:**
 - Only dealers and managers have access to the franchise meetings, the Exchange, Group Chat on Industry Topics, NADA PAC Lounge and Women Dealers’ Networking Event.
 - Allied industry attendees do not have access to the franchise meetings, the Exchange, Group Chat on Industry Topics, NADA PAC Lounge and Women Dealer’s Networking Event; nor are they able to schedule meetings at Network Now.



CEUs (CONTINUING EDUCATION CREDITS)

- Following the Show, an email will be sent to attendees to access the CEU site. There they can claim their credits, complete evaluations and download their CEU certificate or certificate of attendance.

CODE OF CONDUCT

- By registering for NADA Show 2021, all attendees and exhibitors agree to the following Code of Conduct:

NADA is committed to creating a safe and inviting online environment for all attendees, regardless of age, gender, sexual orientation, disability, ethnicity, nationality or religion. We invite all attendees to help make NADA Show 2021 a safe and welcoming space for all attendees.

All communication during NADA Show 2021 should be appropriate for a professional audience. We do not condone harassment of NADA Show attendees or participants in any form. Intimidating, harassing, abusive, discriminatory, derogatory or demeaning conduct, including personal or political attacks, inappropriate use of nudity and/or sexual images, trolling or sustained disruption of sessions will not be tolerated.

NADA strictly prohibits the act of “suitcasing” at the NADA Show. Suitcasing is the act of non-exhibiting companies soliciting business at the virtual NADA Show. Any virtual attendee who is observed to be suitcasing will be removed from the platform immediately. Additional penalties may be applied.

Attendees are not permitted to copy material from the platform, whether by photographing, screen-shotting, or video- or audio-recording content.

NADA reserves the right, at its discretion, to remove participants from the platform, without refund, for any unacceptable behavior or violation of the Code of Conduct. If you are being harassed or notice someone else being harassed during NADA Show 2021, please contact NADA staff immediately at events@nada.org for assistance.

COLLECTOR CAR GARAGE

- NADA dealers have the chance to submit videos of their favorite collector cars prior to the Show. Attendees then view the videos and vote for their favorite. The winning video will be announced at the Show, with a cash prize going to a deserving charity.
- Can be accessed through the “Collector Car Garage” tile in the Main Lobby or through the “Social Media & Games” tab.
- The winner will be announced at the closing celebration on Thursday, February 11, at 4:30pm EST.

DAILY MODAL VIDEO

- Each day that an attendee or exhibitor logs into the Show platform, a video will play featuring NADA Chairman Rhett Ricart previewing that day’s highlights. It will play automatically when an attendee enters the platform for the first time. If an attendee logs in again the same day, the video will not play.

DIGITAL RETAILING

- Digital retailing is a powerful tool that ties the dealership’s physical and digital processes into one seamless experience that can be navigated in any direction, no matter how many times customers want to jump from internet to showroom and back again. A strong digital retailing experience seamlessly integrates the dealership and online presence—providing a new way to leverage customer data, build trust, generate leads and increase the closing ratio.
- A list of digital retailing exhibitors can be found by selecting the “Digital Retailing” tile on the Expo page.



DISTINGUISHED SPEAKER SERIES

- All Distinguished Speaker Series sessions are on demand and available for viewing starting February 9.
- To access the Distinguished Speaker Series, click on the “Distinguished Speaker Series” tile in the Main Lobby. All sessions are in alphabetical order and available to watch on demand.
- Renowned subject matter experts discuss key topics such as leadership, dealership culture, team building and personal business success:
 - *How to Dream Bigger, Achieve Your Goals and Take the Third Door*
 Alex Banayan, international best-selling author of *The Third Door*
 - *Leading and Building Legacy Teams*
 Eric Boles, president, the Game Changers Inc.
 - *The Four Commitments of a Winning Team*
 Mark Eaton, best-selling author and teamwork expert
 - *Become Better Leaders*
 Jeff Havens, business growth expert
 - *Change Redefined: Turn Uncertainty to Competitive Advantage*
 Meredith Elliott Powell, business keynote speaker and business growth expert

THE EXCHANGE

- Dealers and managers can participate in peer-to-peer discussions facilitated by an NADA staff member.
- Each day will feature five separate discussion groups on hot topics:
 - Attracting and Hiring Technicians
 - Create a Culture of High-Performing Teams
 - Growing Service Retention
 - Digital Advertising that Connects with Consumers
 - Tips to Reduce Dealership Expenses
- Attendees can access the Exchange through the “Workshops & Exchange” tile in the Main Lobby, as well as under the “Sessions” navigation at the top of the page.
- After you click the Exchange session, select your breakout topic and a separate window tab will open to drop you into a Zoom session.
- You can choose to turn on your camera and mute or unmute yourself. An NADA facilitator will be in each Exchange breakout Zoom room to spur on conversations and ask key questions related to the topic.

EXHIBITORS

- A list of exhibitors can be found by selecting “All Exhibitors” on the Expo page. The list can be filtered by category: first-time exhibitors, digital retailing, sponsors and those that operate in international markets. Each list is in alphabetical order by tier.
- Many exhibitors were encouraged to offer “Show Specials” — discounts or promotions—during the Expo to virtual attendees only. You can find by sorting by “Show specials” on the main exhibitor page. There will be an orange star in the top left-hand corner of the exhibitor tile if the company is offering a Show special.
- The virtual Expo has over 240 exhibitors within four tiers:
 - Diamond, ● Platinum, ● Gold and ● Silver.
- Each exhibitor, depending on tier, has the ability to list company information in many ways.

Company listing	Logo
Website link	Product categories
Feature videos	Live chat
Meet one on one with attendees through Network Now by clicking the “Schedule a Meeting” on the company’s booth page.	An attendee can tell exhibitors they would like to get more information by clicking the “Drop a Business Card” button in the exhibitor’s booth.



EXPO HALL LOBBY

- Main exhibit area where attendees can interact with exhibitors.
- Attendees can access the Expo Hall through the tile in the Main Lobby or the via the drop-down navigation bar.
- The Expo Lobby features the following areas/tiles:
 - **“All Exhibitors”**: Full listing of 240-plus companies, which can also be sorted by category, first-time exhibitor, digital retailing, sponsors or those that operate in international markets. All exhibitors are listed alphabetically within their tier (Diamond, Platinum, Gold and Silver).
 - **“First-Time Exhibitors”**: Highlights the exhibit tiles of exhibitors: to the NADA Show.
 - **“Sponsors”**: Lists all our sponsor booth tiles as a thank you and special recognition as a sponsor.
 - **“Digital Retailing”**: Shows all exhibitor booth tiles of companies that have a focus on digital retailing.

- **NADA Pavilion**: Showcases all NADA products and services covering:

20 Group	NADA Retirement
Academy	Professional Series
Membership	Regulatory and Legislative
NADA Foundation	Tailored Training
NADA Insurance	

- **“Product Demos”**: Pre-recorded presentations about exhibitors’ products and services.
- **“NADA/ADESA Charity Auction”**: The auction will take place live at 3pm EST on Wednesday, February 10. To make a bid or donation, click on this tile, which will open another window on the Adesa auction page. This is also where you can join the auction live.

EXPO HOURS

- The Expo is open for viewing throughout the Show starting on February 4. However, exhibit booths are staffed during the following hours, and there are also exclusive Expo hours (with no competing events and more staff in the booth):

February 9	11am-6pm	Exclusive Expo Hours: 2:30pm-3:30pm
February 10	11am-6pm	Exclusive Expo Hours: 2:30pm-3:30pm
February 11	11am-5pm	Exclusive Expo Hours: 2:30pm-3:30pm

FAQS

- Attendees can view a list of frequently asked questions through the FAQ page in the “Help & Info Desk” area and on the Show website.

FRANCHISE MEETINGS

- Franchise meetings offer the chance to learn the latest updates on the franchises and within the auto industry. Attendees can ask questions directly to automakers.
- These sessions are available only during the live Show (February 9-11) and will not be available on demand, so attendees need to be sure to tune in at the designated times. All times are Eastern Standard Time.
- OEMs will conduct a 30-minute presentation, followed by a 30-minute live Q&A.
- Attendees can navigate to the franchise meetings by selecting the “Franchise Meeting” tile in the Main Lobby or the “Sessions” tab in the top navigation. Sessions can be filtered by date. There is also a search function to find a franchise quickly.

- Dealers and managers were asked during the registration process to select the franchise meetings they wanted to attend. Each attendee will be sent a confirmation via email the week before and each day during the Show of all franchise meeting access codes for each meeting they registered for. The pop-up to enter the code will display when they select “Watch Now.” Once attendees enter their code, they will enter the meeting room to view the presentation.
- If dealers do not have an access code, they should go to the “Help & Info” desk.

Note: Only U.S. dealers and managers will have access to the franchise meetings.



FRANCHISE MEETINGS SCHEDULE

Acura	Tuesday, February 9	11:30am-12:30pm EST
Audi	Wednesday, February 10	11:30am-12:30pm EST
BMW	Wednesday, February 10	11:30am-12:30pm EST
Buick-GMC	Thursday, February 11	1:30pm-2:30pm EST
Cadillac	Thursday, February 11	3:30pm-4:30pm EST
Chevrolet	Thursday, February 11	12:30pm-1:30pm EST
FCA	Tuesday, February 9	4pm-5pm EST
Ford	Thursday, February 11	11:30am-12:30pm EST
Genesis	Wednesday, February 10	1:30pm-2:30pm EST
Honda	Tuesday, February 9	1:30pm-2:30pm EST
Hyundai	Wednesday, February 10	11:30am-12:30pm EST
Infiniti	Thursday, February 11	3:30pm-4:30pm EST
Kia	Wednesday, February 10	4pm-5pm EST
Lexus	Wednesday, February 10	4pm-5pm EST
Lincoln	Thursday, February 11	12:45pm-1:45pm
Mazda	Tuesday, February 9	11:30am-12:30pm EST
Mercedes-Benz	Tuesday, February 9	1:30pm-2:30pm EST
Mini	Wednesday, February 10	12:30pm-1:30pm EST
Mitsubishi	Thursday, February 11	1:30pm-2:30pm EST
Nissan	Tuesday, February 9	4pm-5pm EST
Porsche	Thursday, February 11	1:30pm-2:30pm EST
Subaru	Wednesday, February 10	12:30pm-1:30pm EST
Toyota	Wednesday, February 10	4pm-5pm EST
Volkswagen	Wednesday, February 10	1:30pm-2:30pm EST
Volvo	Thursday, February 11	3:30pm-4:30pm EST

GROUP CHAT ON INDUSTRY TOPICS

- Attendees can discuss the latest industry topics in NADA Show chat rooms.

10 Industry Topics:

Parts Operations	Digital Retailing
Service Operations	Collision Center
New-Vehicle Operations	Legislative/Regulatory
Pre-owned Vehicle Operations	NextGen
F&I	Academy Alumni

- Can be accessed under “Networking” tab at the top of the page or from the “Networking & Receptions” tile in Main Lobby, then under “Group Chat on Industry Topics.”
- Access to chats is strictly limited to dealers and managers.
- NADA facilitators will monitor the chat and ask questions to keep the conversation going.
- Chats are similar to an online topical discussion board.
- Chat is available February 4-11.



HELP & INFO DESK

- By accessing the “Help & Info Desk” tile in the Main Lobby or by using the drop-down navigation, attendees can access the following information:

Help Desk	FAQs	NADA Pavilion
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- Attendees and exhibitors can receive assistance with navigation or technical issues, as well as content or NADA-related questions.

- Attendees and exhibitors can either complete a help form, chat in the chat box, click on the FAQs, email events@nada.org or call NADA at 800.527.1423.

- **Help Desk hours are:**

February 2-11	9am-6pm
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HOTLINE NUMBER

- Attendees and exhibitors who need help logging into the platform or need any other assistance can speak with an NADA Help Desk staff member by calling our hotline number at 800.527.1423 beginning February 4 through the end of the Show on February 11. (Note: This phone line will not be staffed over the weekend of February 6-7).

INTERNATIONAL LOUNGE

- International attendees have exclusive access to the International Lounge, where they can interact with other international attendees and participate in topic discussions.

The five topics are:

Electric Vehicles
Zero Emission Vehicles and Government Response
COVID Recovery
Consumer Trends During COVID
Association Benefits

- International attendees can access the International Lounge through the “Networking & Receptions Lobby” from the Main Lobby page. Then click the “Connect With International Attendees” tile. You can also access it from the top navigation bar under “Networking,” then “Connect with International Attendees.”
- Access to chat is strictly for international attendees.
- NADA facilitators will monitor the chat and also ask questions to help spur on conversations.
- Chat is similar to an online topical discussion board.
- Chat is available February 4-11.

LOG-IN PAGE

- The [log-in page](#) is what attendees and exhibitors will see immediately upon entering the Show site/platform.
- To access the site, attendees will enter their unique email address and confirmation ID (the number given to them in their registration confirmation) and then click the red “log-in” button to log in.
- Those who haven’t yet registered will click the purple “Still Need to Register button,” which will take them to the registration page.

- Clicking on the “Forgot Confirmation ID” button will take them to the hotline number.
- A help hotline phone number (800.527.1423) is listed on this page along with an email address if the attendee or exhibitor needs immediate assistance logging in.



LIVE STAGE

- The Live Stage video player is located in the center of the Main Lobby.
- Live Stage is hosted by Maggie Clark and Madison Alexander and features new segments on the hour, every hour of the Show. Segments include interviews, panel discussions with renowned speakers, OEMS execs and other industry experts.
- The on-demand content for Live Stage is located under the “Session” tab on the top navigation bar so you can watch previous segments.

MAIN LOBBY

- This is main homepage of the Show, which attendees see immediately after they log in.
- Each “tile” will take attendees to a specific area of the Show.
- Attendees can also access all Show areas under the top navigation, similar to a typical website.
- The Main Lobby includes:
 - Top navigation bar for entire platform.
 - **“Main Stage” tile:** Takes you to a listing of all Main Stage, or general session, segments sorted by date/time.
 - **“Franchise Meetings” tile:** Takes you to a full listing of all franchise meetings by date/time/alphabetical order. You can filter sessions by date. There is also a generic search function if you want to find a certain franchise quickly.
 - **“Workshops & Exchange” tile:** Takes you to a full listing of all workshop/Exchange sessions by date/time/alphabetical order. You can also filter sessions by date, on demand or track. Plus, there is a generic search filter.
 - **“Networking & Receptions” tile:** Takes you to these areas:

“Expo tile”: This tile takes you to these Expo areas (see a full definition of each area under “Expo,” above):

All exhibitors	NADA Pavilion
First-time exhibitors	Product demos
Sponsors	NADA/ADESA Charity Auction

- **“Distinguished Speaker Series”:** Takes you to a full listing of these sessions listed in alphabetical order by title. All on-demand content.
- **“Collector Car Garage”:** Listing of all car collector videos for viewing and peer voting.
- **Help & Info Desk**
- **“Today’s Sponsors”:** Click on the logos to go to their virtual booth.

Receptions & Happy Hours	Group Chat on Industry Topics
Connect with NADA PAC Attendees	Connect with International Attendees
Network Now	



MAIN STAGE

- The Main Stage can be accessed through the “Sessions” tab at the top navigation or through the “Main Stage” tile in the Main Lobby. Attendees can filter the Main Stage schedule by date.
- **Keynote speakers:**
 - **Tuesday, February 9**
11am-11:30am EST
 Main Stage Opening General Session
 featuring Rhett Ricart, 2020 NADA chairman
 🎤 Presenter: Rhett Ricart, 2020 NADA chairman
 - **Tuesday, February 9**
3:30pm-4pm EST
 Main Stage General Session, featuring TIME Dealer of the Year Presentation, presented by Viktoria Degtar, global chief revenue officer, Time; Doug Timmerman, president, auto finance, Ally
 🎤 Hosted by Rhett Ricart, 2020 NADA chairman
 - **Wednesday, February 10**
11am-11:30am EST
 Main Stage General Session
What to Expect in Today’s Political Environment
 Presented by Bob Woodward, legendary investigative reporter
 🎤 Hosted by Rhett Ricart, 2020 NADA chairman
 - **Wednesday, February 10**
3:30pm-4pm EST
 Main Stage General Session
The Future of the Auto Industry
 Presented by Jim Farley, president & CEO, Ford Motor Co.
 🎤 Hosted by Rhett Ricart, 2020 NADA chairman
 - **Thursday, February 11**
11am-11:30am EST
 Main Stage General Session, featuring Paul Walser, 2021 NADA chairman
 Presenters: Paul Walser, 2021 NADA chairman;
 Mike Stanton, NADA president & CEO
 🎤 Hosted by: Rhett Ricart, 2020 NADA chairman
 - **Thursday, February 11**
4:30pm-5pm EST
 NADA Show 2021 Closing Reception
 Entertainment: Patrick Sieben, a favorite at NADA Shows in Las Vegas, will join us for a rockin’ virtual reception to celebrate a successful NADA Show 2021.

MOBILE APP

- We don’t have a mobile app this year, but attendees will be able to view the platform through their mobile devices.

NADA FIRST-TIME EXHIBITORS

- A list of first-time exhibitors can be found by selecting the “First-Time Exhibitors” tile on the Expo page.

NADA PAC SUITE

- NADA PAC members can connect via live chat and Zoom in the virtual NADA PAC Suite.
- Access the suite by selecting the “Networking & Receptions” tile in the Main Lobby and then clicking on “Connect With NADA PAC Attendees.” Attendees can also access the suite from the top navigation by clicking on the “Connect With NADA PAC Attendees” tab under the “Networking” drop-down tab at the top of the page.
- Access to chat is limited to NADA PAC members.
- NADA facilitators will monitor the chat and ask questions to keep the conversation going.
- Chat is available February 4-11.



NADA PAVILION

- Attendees can visit the NADA booth and learn more about NADA's products and services:

20 Group	NADA Retirement
Academy	Professional Series
Membership	Regulatory and Legislative
NADA Foundation	Tailored Training
NADA Insurance	

- Attendees can access the NADA Pavilion tile on the Expo page as well as under the "Help & Info Desk" in the drop-down menu.
- Chat is available February 4-11.

NETWORK NOW

- This is where attendees and exhibitors go to set up their personal profile, view the attendee list, make connections, set up meetings with exhibitors and other attendees, and set up their personal schedule.
- Attendees get access to Network Now on February 4 and exhibitors get access on February 2.
- Attendees must have opted into "Virtual Networking" during the registration process in order to access Network Now.
- Exhibitors and attendees may schedule virtual meetings through Network Now. The number of exhibitor meetings is determined by

their booth level (Silver, Gold, Platinum, Diamond). Attendees may request up to 25 meetings (note: Allied industry registrants may not request meetings).

- The "Schedule a Meeting" button on each exhibitor's virtual booth connects to Network Now to set up a meeting with that exhibitor.
- To access Network Now for attendees, click on the "Networking & Receptions" tile in the Main Lobby, then click on the "Network Now" tile. This will take you to the main menu page for Network Now, where you can set up your profile, make connections, schedule a meeting, etc.

NETWORKING AND RECEPTIONS

- Attendees can access networking and receptions by clicking on the "Networking and Receptions" tile in the Main Lobby or via the drop-down navigation. Each can select from the following pages:
 - **"Receptions & Happy Hours"**: Lists the happy hour breakouts for the opening-night receptions on Tuesday, February 9, at 5pm-6pm EST and the happy hours for Wednesday, February 10, at 5pm-6pm EST. Receptions are listed in chronological order. You can filter by date.
 - **"Network Now"**: This will take you to the main menu page for Network Now, where you can set up your profile, make connections, schedule a meeting, etc.

- **"Group Chat on Industry Topics"**: Attendees can discuss the latest industry topics in NADA Show chat rooms. These will feature 10 industry topics (see topics above under Group Chat).
- **"Connect with NADA PAC Attendees"**: NADA PAC members can connect via live chat and Zoom in the virtual NADA PAC Suite.
- **"Connect with International Attendees"**: International attendees have exclusive access to the International Lounge, where they can interact with other international attendees and participate in topic discussions (see topics above under "International").

NETWORKING RECEPTIONS

- Attendees and exhibitors can network and engage with one another in one or more of the five virtual reception breakout rooms. Each room hosts a different theme, offering myriad ways to connect with fellow attendees.
- **To join a reception:**
 - Click on the “Networking & Receptions” tile in the Main Lobby or via the top navigation bar. Then click on the “Receptions & Happy Hours” tile, which will take you to a full listing of happy hours filtered by date/time/alphabetical.
 - Click on the event you want to join and a second tab will open.
 - A link in the center of that page will appear that says, “Click here to join the meeting.” Once you click on that link, it will launch Zoom and bring you into the Zoom room.
 - You can have your camera on or off, and mute or unmute yourself. Note: Attendees will need to download latest version of Zoom to participate.
- **Tuesday, February 9, 5pm-6pm EST**
Opening-Night Reception Happy Hours:
 - **NADA Academy Alumni & NextGen Reception, Hosted by NADA Academy, NADA PAC and NADA Legislative Affairs**
We'll honor distinguished Academy alumni and announce the winners of the NADA Academy Experience Contest, which showcases the lives and legacies of graduates who embody the mission of NADA academic excellence and leadership. See the three videos for the Academy Experience finalists, welcome 2020 graduates into the alumni club, vote for Academy instructor doppelgängers, play Academy trivia and live-chat with the Academy team! Recruit your fellow Academy classmates and join NADA to celebrate and reconnect with friends.
 - **Whiskey & Automotive Trivia Happy Hour, Sponsored by Work Truck Solutions**
Do you know your cars, trucks, EVs and autonomous vehicle trivia? Attend and win! Bring your favorite whiskey (or drink of choice) and join us for our Commercial Business Automotive Trivia Game Show and Happy Hour. Don't miss your chance to win awesome prizes like an RV Camping Vacation, Virtual Whiskey Tasting Experience and more! Meet other leaders in the industry and get to know the team of specialists at Work Truck Solutions. Jim Press, former COO of Toyota North America, will join us for the night to talk about major growth opportunities in 2021.
- **Blingo Bingo**
Having taken London by storm with consistently sold-out shows, Grandma Flash and her 87-year-old love interest, DJ Harry Spelvin, have turned their attention to delivering you an unconventional, hilarious bingo experience full of 90s hip hop, granny dancing and pure laughs, plus some unique prizes! Sign in early to get access to your bingo card and prepare to be entertained!
- **Flavor Explorers**
Do you have a magic nose? Can you overcome a flavor sensory overload? Can sound make your food taste better? Join us as we baffle your taste buds, challenge your senses and help you find your very own flavor profile. To participate, you will need to have the following items handy:
 - One bar of dark chocolate (eight pieces)
 - One lemon
 - One packet of salty chips or crackers
 - Join us for this fun diversion of scents, sounds and laughs!
- **Wednesday, February 10, 5pm-6pm EST**
Networking Reception Breakouts:
 - **Women Driving Auto Retail Happy Hour, Sponsored by Ally and CarGurus**
This event will showcase insights from women who are shaping auto retail today and connect you with industry-leading women creating opportunities for the next generation. At the interactive panel discussion *Attracting More Women to Auto Retail: A Conversation With Two Industry Leaders*, Kathy Ruble, executive director of auto marketing at Ally, will welcome mother-daughter team Grené and Juanita Baranco, of Mercedes-Benz of Buckhead, to share insights on attracting more women to the industry and fostering an inclusive dealership environment.
Note: Attendees needed to pre-register for this event during the registration process and will be emailed a Zoom link.
 - **NADA PAC's 2021 Virtual NextGen Reception—Beers and Bureaucracy: The Political Future Ahead**
Crack a cold one with us as we bring happy hour to the homes of our more than 150 NextGen leaders in the retail auto and truck industries. Brewmaster Jason Taylor will reveal the tightly held secrets behind brewing your favorite beers. Liam Donovan of Bracewell LLP, a true Washington insider, will then to discuss what to expect from a new Congress and President Joe Biden's administration.
 - **Gamer's Delight Happy Hour**
In this true interactive paradise, you'll play a variety of games from behind your screen. Put on your thinking caps during this hilarious and entertaining game show! Winner of the final round will win one free registration, one free guest registration and one three-night hotel stay for NADA Show 2022 in Las Vegas.



PRESS CONFERENCES

- While the media can register for the Show, there will not be any press conferences in the Show platform.

PRESS REGISTRATION

- The media can register for the Show. Please direct press inquiries to Juliet Guerra (jguerra@nada.org).
- Members of the press have access to the Main Stage, Expo, Receptions, Live Stage, FAQs and Help Desk.

PRIZE ZONE

- Attendees can earn points by connecting with exhibitors virtually. As attendees navigate the virtual Expo floor, they will have the opportunity to earn points and compete for badges and prizes:
- Attendees can access the Prize Zone through the “Social Media & Games” tab drop-down at the top of the page.
- The badge winners will be notified after the conclusion of NADA Show 2021. The badge points will be tallied throughout the entire competition from Tuesday, February 9, through Thursday, February 11, at 3pm EST.

Super Fan Badge	One free dealer/manager registration to NADA Show 2022 and complimentary four nights at Wynn Las Vegas
Name-dropper	\$500 gift card
Social Butterfly Badge	\$500 gift card
Exhibitor Explorer Badge	\$500 gift card

PRODUCT DEMOS

- Exhibitors can share their own product demos on demand at the Show. Demos feature highlights, informative descriptions and testimonials about exhibitors’ products and services.
- Product demos are located in the Expo Hall by selecting the “Expo” tile in the Main Lobby or the “Expo” tab in the drop-down menu.

SCHEDULE

- The full schedule of events is located by selecting the “Sessions” tab at top of Main Lobby page.
- Can be filtered by date, track, type or on demand.

SESSIONS

- Drop-down navigation at top of Main Lobby page. Select from the following pages:

Full Schedule	Franchise Meetings	Product Demos
Main Stage Events	Workshops & Exchange	Speaker List
NADA Live Stage	Distinguished Speaker Series	

SOCIAL MEDIA & GAMES

- Drop-down navigation tab at the top of Main Lobby page. Select from the following pages:

Social Media	Prize Zone	Collector Car Garage
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SOCIAL MEDIA

- See what's happening on the #NADASHOW conversation, with live updates from our social media feeds along with links to NADA's social media pages and blog posts.

SPEAKERS

- A list of speakers is available under the "Sessions" navigation tab. Attendees can filter speakers by type through search.

WOMEN DRIVING AUTO RETAIL HAPPY HOUR

- Wednesday, February 10, 5pm-6pm EST
- You do not need to register ahead of time.
- Access is only for dealers and managers.
- **To access event:**
 - Click on the "Networking & Receptions" tile in the Main Lobby or via the top navigation bar. Then click on the "Receptions and Happy Hours" tile, which will take you to a full listing of happy hours filtered by date/time/alphabetical.
 - Click on the "Women Driving Auto Retailing Happy Hour" button and a second tab will open.
 - A link in the center of that page will appear that says, "Click here to join the meeting." Click on that link, and it will launch Zoom and bring you into the Zoom room.
- You can have your camera on or off, and mute or unmute yourself. Note: You will need to download the latest version of Zoom to participate.
- **Sponsored by Ally and CarGurus**
This event will showcase insights from women who are shaping auto retail and connect you with industry-leading women creating opportunities for the next generation. At the interactive panel discussion *Attracting More Women to Auto Retail: A Conversation With Two Industry Leaders*, Kathy Ruble, executive director of auto marketing at Ally, will welcome mother-daughter team Grené and Juanita Baranco, of Mercedes-Benz of Buckhead, to share insights on attracting more women to the industry and fostering an inclusive dealership environment.

WORKSHOPS

- Attendees can view the workshops and Exchange page by selecting the "Workshops & Exchange" tile in the Main Lobby or via the "Sessions" navigation tab at the top of the page.
- Workshop sessions are prerecorded, but attendees can participate in the live Q&A as well as the live chat.
- Attendees will have on-demand access to the workshops through April 11. After April 11, the sessions will be available to NADA members on nada.org.
- **Workshop Tracks**

Fixed Operations	Variable Operations
Human Capital	Digital Super Track
Leadership	Super Session
Legal and Regulatory	ATD Marketing
Marketing	
- **Workshop evaluations forms:** Located on the session page in the platform for each session title.
- **Workshops translations and captioning:**
 - **Spanish and Portuguese:** All Main Stage sessions and 30 select workshop sessions, including the Distinguished Speakers Series, will be available with translated closed captions in Spanish and Portuguese. To view the translation captions, select the language desired in the drop-down menu located on each session page and then select the "CC" (closed captioning) icon in the bottom right-hand corner of the player window to display.
 - **Mandarin Chinese:** Thirty select workshop sessions, including the Distinguished Speakers Series, will be available with translated open captions, in Mandarin Chinese. To view the translation captions select the language desired in the drop-down menu located on each session page, and the open captions will appear in the player window during the presentation.
 - **English captioning:** All Main Stage sessions and workshop sessions will be available with English closed captioning. To view, select English from the drop-down menu located on each session page, then select the "CC" (closed captioning) icon in the bottom right-hand corner of the player window to display.

Workshop handouts/PowerPoints: These will be downloadable and available on the session page for each session title in the platform.