



TUESDAY, FEBRUARY 2 (PRE-SHOW)		
Exhibitor Access Opens to Platform		
Help Desk	Help Desk	9am-6pm
WEDNESDAY, FEBRUARY 3 (PRE-SHOW)		
Help Desk	Help Desk	9am-6pm
THURSDAY, FEBRUARY 4 (PRE-SHOW)		
Attendee Access Opens to Platform		
Help Desk	Help Desk	9am-6pm
Group Chat-Industry Topics	Chat Room	11am-6pm
Group Chat-International Lounge	Chat Room	11am-6pm
NADA PAC Lounge	Lounge	11am-6pm
Pavilion Chat	Booth	11am-6pm
FRIDAY, FEBRUARY 5 (PRE-SHOW)		
Help Desk	Help Desk	9am-6pm
Group Chat-Industry Topics	Chat Room	11am-6pm
Group Chat-International Lounge	Chat Room	11am-6pm
NADA PAC Lounge	Lounge	11am-6pm
Pavilion Chat	Booth	11am-6pm
SATURDAY, FEBRUARY 6 (PRE-SHOW)		
Network Now Meeting Rooms	Networking	7am-7pm
SUNDAY, FEBRUARY 7 (PRE-SHOW)		
Network Now Meeting Rooms	Networking	7am-7pm
MONDAY, FEBRUARY 8 (PRE-SHOW)		
Help Desk	Help Desk	9am-6pm
Group Chat-Industry Topics	Chat Room	11am-6pm
Group Chat-International Lounge	Chat Room	11am-6pm
NADA PAC Lounge	Lounge	11am-6pm
Pavilion Chat	Booth	11am-6pm
TUESDAY, FEBRUARY 9		
Help Desk	Help Desk	9am-6pm
Network Now Meeting Rooms	Networking	7am-7pm
NADA Show 2021 Kick-off	Live Stage	10:30am-12pm
Opening Main Stage, featuring Rhett Ricart, NADA Chairman	Main Stage	11am-11:30am
Expo Hours	Expo	11am-6pm



TUESDAY, FEBRUARY 9 (CONTINUED)		
Group Chat-Industry Topics	Chat Room	11am-6pm
Group Chat-International Lounge	Chat Room	11am-6pm
NADA PAC Lounge	Lounge	11am-6pm
Pavilion Chat	Booth	11am-6pm
Why Conversational Commerce is Key for Digital Retailing CX	Workshop/Marketing	11:30am-12:15pm
Vehicle Personalization: 3 Steps to Accessories on Every Deal	Workshop/Fixed Operations	11:30am-12:15pm
Managing the Parts Inventory vs. the New- and Used-Vehicle Inventory	Workshop/Fixed Operations	11:30am-12:15pm
Change the Game to Change Your Results: Use Texts and Personalized Videos in Your Engagement Strategy	Workshop/Digital Super Track	11:30am-12:15pm
Acura Dealer Franchise Meeting	Franchise Meeting	11:30am-12:30pm
Turn Your Marketing into a Trade-In Machine	Workshop/Variable Options	11:30am-12:30pm
Mazda Dealer Franchise Meeting	Franchise Meeting	11:30am-12:30pm
NADA Chairman on 2020 Challenges	Live Stage	12pm-1pm
An In-depth Playbook for SEO in 2021	Workshop/Digital Super Track	12:30pm-1:15pm
Cracking the Code to Remote Selling	Workshop/Digital Super Track	12:30pm-1:15pm
The Service Check-In Process Made Digital	Workshop/Fixed Operations	12:30pm-1:15pm
Building a Brand to Withstand Pandemics, Downturns and More	Workshop/Leadership	12:30pm-1:15pm
Marketing Blind Spots: How Dealers Can Flip the Script	Workshop/Marketing	12:30pm-1:15pm
Exchange Topic-Attracting and Hiring Technicians	Exchange	12:30pm-1:30pm
Exchange Topic-Create a Culture of High-Performing Teams	Exchange	12:30pm-1:30pm
Exchange Topic-Growing Service Retention	Exchange	12:30pm-1:30pm
Exchange Topic-Digital Advertising that Connects with Consumers	Exchange	12:30pm-1:30pm
Exchange Topic-Tips to Reduce Dealership Expenses	Exchange	12:30pm-1:30pm
Diversifying the Industry	Live Stage	1pm-2pm
Attract Top Candidates by Starting with “Why”	Workshop/Human Capital	1:30pm-2:30pm
The Best of The Best Ideas from NADA 20 Groups	Workshop/Marketing	1:30pm-2:30pm
6 Strategies to Improve Gross and Volume In Your Used-Car Department	Workshop/Variable Options	1:30pm-2:30pm
Redesign your People Strategy to Improve CX and Drive Profit	Workshop/Leadership	1:30pm-2:30pm
Explore Hot Tax Topics With Industry Experts	Workshop/Leagal & Regulatory	1:30pm-2:30pm
Honda Dealer Franchise Meeting	Franchise Meeting	1:30pm-2:30pm
Mercedes-Benz Dealer Franchise Meeting	Franchise Meeting	1:30pm-2:30pm
Getting the Most from Your Ad Budgets	Live Stage	2pm-3pm
Exclusive Expo Hour	Expo	2:30pm-3:30pm
Inside NADA Academy	Live Stage	3pm-4pm
Main Stage, featuring TIME Dealer of the Year Award	Main Stage	3:30pm-4pm



TUESDAY, FEBRUARY 9 (CONTINUED)		
Women Driving Auto Retail	Live Stage	4pm-5:30pm
Virtual Retailing for a Wide Range of Credit Scores? It Can Be Done	Workshop/Human Capital	4pm-5pm
Position Your Dealership for the Next Pandemic	Workshop/ATD Marketing	4pm-5:15pm
Federal Regulatory Update for Car Dealers	Workshop/Legal & Regulatory	4pm-5pm
Dealership of Tomorrow: 2021 Update	Workshop/Leadership	4pm-5pm
Driving Digital Transformation Through Online Retailing	Workshop/Leadership	4pm-5pm
FCA Dealer Franchise Meeting	Franchise Meeting	4pm-5pm
Nissan Dealer Franchise Meeting	Franchise Meeting	4pm-5pm
Opening Night Reception – Blingo Bingo	Reception	5pm-6pm
Opening Night Reception – Flavor Explorers	Reception	5pm-6pm
Opening Night Reception – Whiskey & Automotive Trivia Happy Hour Sponsored by Work Truck Solutions	Reception	5pm-6pm
NADA Academy Alumni & NextGen Reception, hosted by NADA Academy, NADA PAC & Legislative Affairs	Reception	5pm-6pm
WEDNESDAY, FEBRUARY 10		
Help Desk	Help Desk	9am-6pm
Network Now Meeting Rooms	Networking	7am-7pm
Today at the Show	Live Stage	10:30am-12pm
Main Stage, What to Expect in a Today's Political Environment, featuring Bob Woodward	Main Stage	11am-11:30am
Daily Expo Hours	Expo	11am-6pm
Group Chat-Industry Topics	Chat Room	11am-6pm
Group Chat-International Lounge	Chat Room	11am-6pm
NADA PAC Lounge	Lounge	11am-6pm
Pavilion Chat	Booth	11am-6pm
Diversity in Auto Retail	Super Session	11:30am-12:45pm
Audi Dealer Franchise Meeting	Franchise Meeting	11:30am-12:30pm
BMW Dealer Franchise Meeting	Franchise Meeting	11:30am-12:30pm
Hyundai Dealer Franchise Meeting	Franchise Meeting	11:30am-12:30pm
What Lies Ahead	Live Stage	12pm-1pm
Solving Disruptions in the Service Department	Workshop/Fixed Operations	12:30pm-1:15pm
Attract, Hire and Retain the Best Techs and Service Advisors	Workshop/Fixed Operations	12:30pm-1:30pm
Tap into the Consumer of Yesterday, Today and Tomorrow	Workshop/ATD Marketing	12:30pm-1:30pm
COVID's Effect on Franchise Value and the Buy/Sell Market	Workshop/Leadership	12:30pm-1:30pm
Creative Ways to Acquire Used Inventory	Workshop/Variable Options	12:30pm-1:30pm
MINI Dealer Franchise Meeting	Franchise Meeting	12:30pm-1:30pm
Subaru Dealer Franchise Meeting	Franchise Meeting	12:30pm-1:30pm



WEDNESDAY, FEBRUARY 10 (CONTINUED)		
Exchange Topic-Attracting and Hiring Technicians	Exchange	12:30pm-1:30pm
Exchange Topic-Create a Culture of High-Performing Teams	Exchange	12:30pm-1:30pm
Exchange Topic-Growing Service Retention	Exchange	12:30pm-1:30pm
Exchange Topic-Digital Advertising that Connects with Consumers	Exchange	12:30pm-1:30pm
Exchange Topic-Tips to Reduce Dealership Expenses	Exchange	12:30pm-1:30pm
Reaching Your Customers	Live Stage	1pm-2pm
Ready or Not: The Realities of Hiring Post-COVID	Workshop/Human Capital	1:30pm-2:30pm
Pre-Owned Success with CPO	Workshop/Variable Options	1:30pm-2:30pm
Digital Retailing: the 21st Century Road to the Sale	Workshop/Digital Super Track	1:30pm-2:30pm
What We Learned About Technician Proficiency From COVID	Workshop/Fixed Operations	1:30pm-2:30pm
Teach Your Team Sales-Focused Phone Skills	Workshop/Variable Options	1:30pm-2:30pm
Genesis Dealer Franchise Meeting	Franchise Meeting	1:30pm-2:30pm
Volkswagen Dealer Franchise Meeting	Franchise Meeting	1:30pm-2:30pm
Workshop Essentials	Live Stage	2pm-3pm
Exclusive Expo Hour	Expo	2:30pm-3:30pm
NADA/ADESA Charity Auction	Live Stage	3pm-3:30pm
Regulatory Update	Live Stage	3pm-4pm
Main Stage, The Future of the Auto Industry, featuring Jim Farley	Main Stage	3:30pm-4pm
Improve Employee Experience to Improve Customer Experience	Workshop/Human Capital	4pm-4:45pm
Service Throughput: Your Dealership's Most Important KPI	Workshop/Fixed Operations	4pm-4:45pm
Capitol Hill Update and Dealer Advocacy	Workshop/Legal & Regulatory	4pm-4:45pm
Select, Manage and Change Dealer Service Providers	Workshop/Legal & Regulatory	4pm-5pm
Self-Aware Leaders: Engage, Motivate and Get Buy-in from Peers and Employees	Workshop/Leadership	4pm-5pm
Kia Dealer Franchise Meeting	Franchise Meeting	4pm-5pm
Toyota & Lexus Dealer Franchise Meeting	Franchise Meeting	4pm-5pm
Missing New Orleans	Live Stage	4pm-5:30pm
Women Driving Auto Retail Virtual Happy Hour	Reception	5pm-6pm
NADA PAC's 2021 Virtual NextGen Reception - Beers and Bureaucracy: The Political Future Ahead	Reception	5pm-6pm
Day Two Reception-Gamer's Delight Happy Hour	Reception	5pm-6pm
THURSDAY, FEBRUARY 11		
Help Desk	Help Desk	9am-6pm
Network Now Meeting Rooms	Networking	7am-7pm
Today at the Show	Live Stage	10:30am-12pm
Main Stage, featuring Paul Walser, 2021 NADA Chairman	Main Stage	11am-11:30am
Daily Expo Hours	Expo	11am-5pm
Group Chat-International Lounge	Chat Room	11am-6pm



THURSDAY, FEBRUARY 11 (CONTINUED)		
Group Chat-Industry Topics	Chat Room	11am-6pm
NADA PAC Lounge	Lounge	11am-6pm
Pavilion Chat	Booth	11am-6pm
Be the Leader Beyond Crisis	Workshop/Leadership	11:30am-12:15pm
Protecting Your Dealership from Cyber and Scammer Attacks	Workshop/Leadership	11:30am-12:15pm
Boost Leads by 42% in 3 Days and Spend Less ... With an App	Workshop/Marketing	11:30am-12:15pm
Prepare Your Dealership: Mental Illness Awareness and Suicide Prevention	Workshop/Human Capital	11:30am-12:15pm
Ford Dealer Franchise Meeting	Franchise Meeting	11:30am-12:30pm
Surviving and Thriving in a Pandemic	Live Stage	12pm-1pm
Wholesale Decisions in a Digital World	Workshop/Variable Options	12:30pm-1:15pm
Motivate Service Advisors to be More Successful	Workshop/Fixed Operations	12:30pm-1:15pm
Dark Web Dangers: Limit Your Cyber Risk	Workshop/Leadership	12:30pm-1:15pm
New Tools to Drive Dealer Profitability	Workshop/Leadership	12:30pm-1:30pm
Chevrolet Dealer Franchise Meeting	Franchise Meeting	12:30pm-1:30pm
Exchange Topic-Attracting and Hiring Technicians	Exchange	12:30pm-1:30pm
Exchange Topic-Create a Culture of High-Performing Teams	Exchange	12:30pm-1:30pm
Exchange Topic-Growing Service Retention	Exchange	12:30pm-1:30pm
Exchange Topic-Digital Advertising that Connects with Consumers	Exchange	12:30pm-1:30pm
Exchange Topic-Tips to Reduce Dealership Expenses	Exchange	12:30pm-1:30pm
Lincoln Dealer Franchise Meeting	Franchise Meeting	12:45pm-1:45pm
Communication and Video Strategy	Live Stage	1pm-2pm
Digital Marketing for Uncertain Times	Workshop/Digital Super Track	1:30pm-2:30pm
Advanced Reconditioning: Best Practices	Workshop/Leadership	1:30pm-2:30pm
Online Retailing, Data Security and Privacy: What Dealers Need to Know	Workshop	1:30pm-2:30pm
New Metrics to Maximize Used Vehicle ROI	Workshop/Variable Options	1:30pm-2:30pm
Buick/GMC Dealer Franchise Meeting	Franchise Meeting	1:30pm-2:30pm
Mitsubishi Dealer Franchise Meeting	Franchise Meeting	1:30pm-2:30pm
Porsche Dealer Franchise Meeting	Franchise Meeting	1:30pm-2:30pm
Build Millennials and Gen Zs Into Your Highest Performers	Workshop/Human Capital	1:30pm-2:45pm
NADA Economic Outlook	Live Stage	2pm-3pm
Exclusive Expo Hour	Expo	2:30pm-3:30pm
New Administration at NADA	Live Stage	3pm-4pm
Let Tech Do the Heavy Lifting So Your All-Star Team Can Sell	Workshop/Human Capital	3:30pm-4:30pm
Merchandising and Marketing Strategies for Remote Retailing	Workshop/Digital Super Track	3:30pm-4:30pm
Maximize Fixed Ops Revenue by Showing Up First	Workshop/Fixed Operations	3:30pm-4:30pm
Manage Pre-Owned Inventory for Investment Quality	Workshop/Variable Options	3:30pm-4:30pm



THURSDAY, FEBRUARY 11 (CONTINUED)		
Sell Cars Remotely Without Driving Afoul of the Law	Workshop/Legal & Regulatory	3:30pm-4:30pm
Cadillac Dealer Franchise Meetings	Franchise Meeting	3:30pm-4:30pm
Volvo Dealer Franchise Meeting	Franchise Meeting	3:30pm-4:30pm
Infiniti Dealer Franchise Meeting	Franchise Meeting	3:30pm-4:30pm
That's a Wrap!	Live Stage	4pm-5:30pm
NADA Virtual Show Closing Celebration	Main Stage	4:30pm-5pm
ON-DEMAND CONTENT		
YouTube: The New Frontier for Selling Cars	Workshop/Digital Super Track	
Website Design Mistakes That Cost You Customers	Workshop/Digital Super Track	
Use AI to Fix Your Vehicle Pricing and Promotion Problem	Workshop/Variable Options	
Build Career Paths to Engage and Grow Talent	Workshop/Human Capital	
The Right Creative and Media Mix for Today's TV Viewer	Workshop/Marketing	
eCommerce: Making Your Parts Department the Big Dog in Town	Workshop/Fixed Operations	
Become Better Leaders	Workshop/Distinguished Speaker Series	
Change Redefined: Turn Uncertainty to Competitive Advantage	Workshop/Distinguished Speaker Series	
The Four Commitments of a Winning Team	Workshop/Distinguished Speaker Series	
How to Dream Bigger, Achieve Your Goals and Take the Third Door	Workshop/Distinguished Speaker Series	
Leading and Building Legacy Teams	Workshop/Distinguished Speaker Series	
Accounts Payable (AP) Automation for the Automotive Industry Only with Yooz	Product Demo	
AutoFi-Cracking the Code to Digital Sales	Product Demo	
PBS Systems-v10-A DMS that does more!	Product Demo	
Roadster-Express Storefront Demo	Product Demo	
Autosled-The Modern Digital Automotive Logistics Marketplace	Product Demo	
BioPledge-All New BioPledge® Bleach and Alcohol Free Daily Disinfectant Approved by EPA for USE Against COVID-19 Virus	Product Demo	
Autoly Product Demo	Product Demo	
CARCAREERS.com: We Are NOT Your Typical Hiring Site!	Product Demo	
ClimaGuard Product Demo	Product Demo	
EZ-Wagon Product Demo	Product Demo	
Gtechniq-Dealership Exclusive Ceramic Coatings	Product Demo	
MARCHEX-Trust, Transparency & The Transaction: How the Car Sale is Earned in 2021	Product Demo	
Nvoicepay: Turn Your Accounts Payable Into A Revenue Stream	Product Demo	
RecovR Dealership Lot Management and Theft Recovery Solution	Product Demo	
ROUSH – “Let’s talk about our lineup, from trail to track.”	Product Demo	
REPAY Product Demo	Product Demo	
Tekion Product Demo	Product Demo	



ON-DEMAND CONTENT (CONTINUED)	
Volie's BDC in a Box	Product Demo
Zubie – Loaner Fleet Management made simple!	Product Demo
Lotpop-Why You Should Not Manage Your Used Car Inventory on Market Data Only	Product Demo
Line/5-Sell More Products. Make More Money. Dealers and Agents Wanted.	Product Demo
Proactive Dealer Solutions Live Virtual Training Programs	Product Demo