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Join us at the

NADA

2024 | SHOW

LAS VEGAS • JAN 31 - FEB 4



AADA Study Tour Schedule

Event: AADA Study Tour to NADA Show 2024
City: Las Vegas, Nevada, USA
Dates: 31 January - 4 February 2024

COX AUTOMOTIVE



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NADA SHOW 2024



Welcome to NADA Show 2024

NADA Show 2024 will take place in Las Vegas, Nevada, USA, from February 1-4, 2024. The NADA Show is widely recognised worldwide as the premier event for automotive dealers and senior leaders in the global automotive community. The AADA is pleased to present the 2024 AADA Study Tour to the NADA Show.



The AADA Study Tour to NADA Show schedule will present a business-centric itinerary includes a field trip to a leading Las Vegas dealership, or options to attend the 2024 J.D. Power Auto Summit or NADA's Women Driving Retail Auto event. The NADA Expo is set to be NADA's most extensive and will offer dealers a host of ideas and solutions for their dealerships. And, of course, our AADA Study Tour delegates will be able to network with international colleagues at the AADA International Relations Dinner and catch up with fellow Aussies at the famous AADA Australia Party.

Our AADA Study Tour package includes a 4-night stay at the NADA Headquarters Hotel, Encore at Wynn Las Vegas, international registration to NADA Show 2024, access to the NADA Show Welcome Reception, and more.

Join us for the AADA Study Tour to NADA Show 2024.



James Voortman
AADA CEO



Patrick Tessier OAM
AADA Convention Director



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Tour itinerary and venues subject to change. [~]See full booking terms & conditions [here](#). *Conditions apply to early bird registrations, see T&Cs. Early bird pricing eligible until 17 November 2023. ^Limited spaces available.



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SCHEDULE

WEDNESDAY 31 JANUARY

Arrival and Welcome



Arrive, Check-in and Unwind... and get ready for the excitement of NADA Show 2024. Over the next four days, AADA Study Tour delegates will have access to a complete program of dealership-centric educational sessions and presentations that will provide many ideas for your dealership businesses. A highlight of the NADA Show is the NADA Expo. AADA Study Tour delegates will be able to explore this expansive showcase of technologies and solutions and arm your dealership business with the latest in tools and training solutions. All this ahead. Your NADA Show experience will begin with Welcome drinks with your tour colleagues in one of the fantastic bars at Encore at Wynn Las Vegas.

THURSDAY 1 FEBRUARY

The 2024 AADA Study Tour Package allows delegates to choose from three activities - a field trip to a leading Las Vegas dealership, the J.D. Power Auto Summit or NADA's Women Driving Auto Retail[^] event.

THURSDAY 1 FEBRUARY

AADA Study Tour Dealer
Field Trip

9:30am – 1:30pm



Step inside a thriving dealership and witness the operations that contribute to its success first-hand. That's what we aim to provide in our annual dealership tour.

Throughout our tour, Dealership leaders will be on hand to share their expertise and insights, discussing the processes, strategies, and best practices that drive their success. The dealership tour is an excellent opportunity to learn from international industry professionals and gain valuable knowledge that can inspire your dealership.

Following the dealership tour, coaches will transport delegates back to the Las Vegas Convention Centre for the beginning of the 2024 NADA Workshop Educational Program.

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SCHEDULE (CONT.)

THURSDAY 1 FEBRUARY J.D. Power Auto Summit

9:00am - 5:00pm



The [J.D. Power Auto Summit](#) is the headline automotive retail event at the NADA Show. This informative one-day event features industry thought leaders, real-time auto industry data and cutting-edge insights to help you make informed decisions within this ultra-competitive and highly dynamic industry. The J.D. Power Auto Summit provides a unique forum for industry leaders to address some of our most complex challenges and compelling opportunities. It is a high-profile NADA Show event and a must-attend for those seeking a business edge.

This is an optional ticketed event available at US\$695

THURSDAY 1 FEBRUARY Women Driving Auto Retail

8:30am - 6:00pm



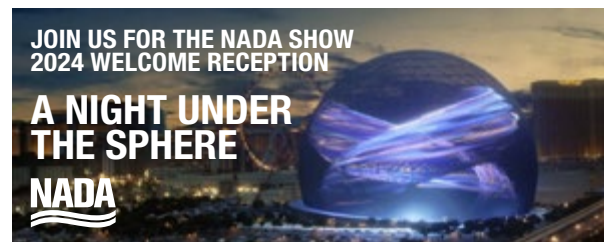
Fast becoming a signature NADA Show event, [Women Driving Auto Retail](#) at NADA Show 2024 is an exciting opportunity to participate in a NADA initiative that empowers women in the

retail automotive industry. This annual high-profile networking and education event brings dealership leaders, team members, exhibitors, and industry professionals together for a day filled with inspiration, ideas, and learning. It provides a platform for women to connect, share experiences, and gain valuable insights into the automotive retail sector—a must-attend event for dealers who aspire to include women in their operations and leadership teams.

This is an optional ticketed event available at US\$150^

THURSDAY 1 FEBRUARY Official NADA Show Welcome Reception: A Night Under the Sphere

7:00pm - 10:00pm | Sphere Las Vegas



THE HOTTEST TICKET IN TOWN ... AND AROUND THE WORLD!

The AADA Study Tour delegate package includes entry to the famous [NADA Show Welcome Reception](#). Experience the ultimate NADA Show welcome reception at the mind-blowing Sphere, featuring Postcard from Earth! Get ready for a jaw-dropping journey through immersive live entertainment, where you'll feel like travelling the globe, venturing into the cosmos, and outshining all the neon on the Vegas Strip. Sphere is the hottest trending venue on social media, and you will be among the first in the world to experience its wonder!



SCHEDULE (CONT.)

FRIDAY 2 JANUARY NADA Show 2024

8:30am - 6:00pm | Las Vegas Convention Centre



Get ready to rev up your engines and accelerate your dealership's future at NADA Show 2024! Held at the iconic Las Vegas Convention Centre, your experience will be extraordinary.

This year, NADA is introducing a dynamic schedule designed to maximise your learning and networking opportunities. The day starts with a bang as the Main Stage springs into action at 9am, setting the tone for the day with insightful discussions and thought-provoking presentations.

At 10am, the doors of the Expo swing open, welcoming you to explore over 700 exhibiting companies. From cutting-edge technology solutions to innovative marketing strategies, the Expo is a treasure trove of resources designed to drive your dealership forward.

And just when you think the day couldn't get any better, NADA is introducing a brand-new Happy Hour event! From 4-6pm, join us on the Expo floor for an evening of networking, nibbles, and nifty conversations. It's the perfect way to wrap up an action-packed day at the NADA Show.

FRIDAY 2 JANUARY AADA Pentana Solutions Australia Party

8:00pm - 11:00pm | Rockhouse Las Vegas



The renowned AADA Pentana Solutions Australia Party, hosted at the vibrant Rockhouse Las Vegas, promises an unforgettable experience from 8:00 pm to 11:00 pm.

Nestled in the heart of the city that never sleeps, Rockhouse Las Vegas is the chosen venue for this world-famous celebration. Infused with a lively atmosphere and the unmistakable spirit of rock-n-roll, it sets the perfect stage for the grand finale of your NADA Show journey.

Brought to you by our esteemed partners, Pentana Solutions, the AADA Australia Party at Rockhouse Las Vegas is more than just an event; it's a celebration of the automotive industry's resilience, innovation, and camaraderie. Immerse yourself in the electrifying energy of the night as we come together to toast to the successes of the past year and look forward to the exciting opportunities ahead.

Get ready for a night to remember!



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SCHEDULE (CONT.)

SATURDAY 3 FEBRUARY

AADA International Breakfast

A Discussion Panel hosted by AADA CEO James Voortman

7:45am - 9:30am | Wynn Las Vegas



Join AADA CEO James Voortman as he hosts a panel of international industry experts in a thought-provoking discussion on the common challenges in global markets, including the franchise relationship's current state. This engaging session will delve into the latest developments and explore the needs of our industry for the future. With a delicious breakfast, this event offers a unique opportunity to gain valuable insights and perspectives from seasoned professionals in the automotive sector.

SATURDAY 3 FEBRUARY

NADA Show 2024

Workshops and Expo Exploration

8:30am - 6:00pm | Las Vegas Convention Centre

The NADA Show continues at the Las Vegas Convention Centre, and a full day awaits attendees with a packed schedule of unparalleled learning and networking opportunities. The day will be filled with workshops led by industry experts, offering insights into the latest trends, emerging technologies, and best practices in the automotive industry.

SATURDAY 3 FEBRUARY

AADA Cox Automotive International Relations Dinner

7:00pm - 10:30pm | Wynn Las Vegas



Join the Who's Who of the international automotive industry at the AADA Cox Automotive International Relations Dinner.

This exclusive event has earned a reputation as the meeting point for the world's automotive industry leaders, attracting a diverse and influential crowd from across the globe.



We are honoured the 2023 NADA Chairman, Geoff Pohanka, along with many past NADA Chairmen and international colleagues will be joining us at this exclusive AADA Study Tour event.

Brought to you by our friends at Cox Automotive Australia and New Zealand, the AADA International Relations Dinner is more than just a gathering - it's where the future of the automotive industry takes shape. Don't miss your chance to be part of it.



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HOTEL



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Encore at Wynn Las Vegas - 3131 Las Vegas Blvd. South

Nestled in the heart of Las Vegas, the Encore serves as the official NADA headquarters hotel, complementing Wynn Las Vegas' array of accommodations and amenities.

Exuding casual elegance, the Encore is designed as a cosmopolitan haven, inviting exploration and discovery. Its European-inspired pool area and vibrant atrium infuse a festive spirit that lasts all day.

Conveniently connected to Wynn Las Vegas, Encore forms an unparalleled complex offering diverse hotel, dining, entertainment, and facilities, catering to every occasion's unique requirements.



TOUR DETAILS:

Inclusions:

- 4 Nights' Accommodation at Encore at Wynn Las Vegas (31 January - 4 February 2024)
- International Registration to NADA Show 2024
 - World's Premier Auto Dealer Show
 - Full Access to the NADA Education Program with over 100 live Workshop Presentations
 - Full Access to the 2024 NADA Expo with over 700 Companies displaying New Technologies & Dealership solutions.
- Entry ticket to the NADA Show Welcome Reception at Sphere
- AADA Study Tour Dealer Field Trip
- AADA Cox Automotive International Relations Dinner
- AADA Pentana Solutions Australia Party

On-ground

Package: US\$4,375

Terms: 25% payable on invoice
Balance 26 October 2023~.

Additional Options:

J.D. Power Auto Summit - US\$695

Women Driving Auto Retail - US\$150^

Airport Transfers - Pricing on request

AADA HOSTS:



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