



ATTENTION: GMS, GSMS AND DIGITAL MARKETING MANAGERS

WEDNESDAY – MAY 21, 2014

You won't want to miss attending the 2014 NJ CAR Education & Business Expo on Wednesday, May 21, 2014. NJ CAR has created a special education track on Digital Marketing.

10 A.M. – 12 NOON



"Building A Digital Marketing Strategy That Sells More Cars At A Lower Cost" – A seminar presented by **GLEN PASCH**, CEO of PCG Digital Marketing. Glen works with executive management and internal teams to develop new strategies around Digital Marketing initiatives that enable businesses to achieve their desired objectives and priorities.

Glen Pasch's seminar will convince you that dealerships need a comprehensive Digital Marketing Strategy and not a piecemeal approach to sell more cars at a lower cost. Learn the key elements for building a bullet-proof Digital Marketing Strategy to connect with more online shoppers...and how to convert those connections to leads...and how to close a higher percentage of leads to sell more cars.

1 P.M. – 3 P.M.

"7 Ways To Crush Your Competition With Automotive Inbound Marketing." **DAVID REGN**, Co-Founder, and **BILL PARLAMAN**, Vice President of Digital Marketing, of Stream Companies, will discuss what every smart dealership and business is talking about...*"Automotive Inbound Marketing (AIM)."* Learn what AIM is and "how" and "why" your dealership should do it.



This presentation will provide you with the skill set needed to get your dealership website visitors to take the action you want them to take...time and time again.

FAX YOUR COMPLETED REGISTRATION FORM TO:

NJ CAR
609.883.1093



MAY 21-22, 2014
 SHERATON EDISON RARITAN CENTER
 EDISON, NEW JERSEY

DEALERSHIP REGISTRATION

Please complete this entire form and send **with your payment** to: **NJ CAR, Attn: Nicole Dillon, 856 River Road, P.O. Box 7510, West Trenton, NJ 08628, or complete the credit card information below and FAX to 609.883.1093.** If additional information is needed, contact Nicole Dillon at 609.883.5056, ext. 301 or by E-Mail: ndillon@njcar.org. **Complete one registration form for each registrant attending the event – photocopy additional forms, as needed.**

NAME _____ SIGNATURE _____

- DEALERSHIP PRINCIPAL/OWNER
 GM/GSM
 F&I MGR/FINANCE DIRECTOR
 SALES MANAGER
 INTERNET SALES
 OFFICE MGR/CONTROLLER
 SERVICE/PARTS MGR/DIRECTOR
 OTHER _____

DEALERSHIP NAME _____

ADDRESS _____ CITY/STATE/ZIP _____

PHONE _____ FAX _____ E-MAIL _____

*By registering and attending the **NJ CAR Education & Business Expo**, you grant to NJ CAR and its agents and/or employees, permission to be videotaped or photographed, and further give and assign to NJ CAR the right and/or license to use your image or likeness by NJ CAR for purposes of advertising or promotion, in any form or means of publication, whether print or any electronic media.*

REGISTRATION FEE

REGISTRATION FEE IS QUOTED ON A PER PERSON/PER DAY BASIS. PLEASE CHECK DAY ATTENDING AND SEMINAR TRACK CHOICE.	Cost	Total
<input type="checkbox"/> WEDNESDAY, MAY 21, 2014 <input type="checkbox"/> OFFICE MANAGERS/CONTROLLERS <input type="checkbox"/> F&I MANAGERS <input type="checkbox"/> DIGITAL MARKETING	* 129.00 PER PERSON	_____
<input type="checkbox"/> THURSDAY, MAY 22, 2014 <input type="checkbox"/> SERVICE <input type="checkbox"/> GP/GM/GSM <input type="checkbox"/> INTERNET SALES & BDC	* 129.00 PER PERSON	_____
<i>* Includes admittance for one (1) day to the Business Expo, all seminars and all food functions (Breakfast Buffet, Luncheon and Refreshment Breaks).</i>		
TOTAL REGISTRATION FEE:		_____

CANCELLATION POLICY: *Cancellations received 15 days prior to the event are fully refundable. Substitutes are honored any time without penalty. No-Shows will result in forfeiture of entire registration fee. **Registration fee is non-refundable, if cancellation is made with less than 15-days notice.***

PAYMENT INFORMATION

Check enclosed for the total Registration Fee(s) payable to "NJ CAR"

Charge to the following **CREDIT CARD**
 CORPORATE
 PERSONAL
 AMEX
 VISA
 MASTERCARD
 DISCOVER
 EXP. DATE (MONTH/YEAR) _____/_____/_____

CREDIT CARD NO. _____ CARDHOLDER NAME _____

CREDIT CARD BILLING ADDRESS
 SAME as Corporate Address

I am an authorized user of the above-mentioned credit card and NJ CAR is authorized to charge this card the total amount of registration fees due.

CARDHOLDER SIGNATURE _____