



## ATTENTION: INTERNET SALES AND BDC MANAGERS

**THURSDAY – MAY 22, 2014**

NJ CAR has arranged a special program for Internet Sales and BDC Managers, as part of the 2014 NJ CAR Education & Business Expo. On Thursday, May 22, you'll want to come and hear...

**10 A.M. – 11:30 A.M.**



*"How To Generate Real Deals From Your Dealership's Website."* This presentation features **ALI MENDIOLA**, Manager of Business Development for Dealertrack's Digital Retailing Solutions Team. Prior to her employment with Dealertrack, Ali was employed by GM as a Chevrolet District Sales Manager in the Central Texas area and responsible for 13 dealerships, working with each dealer to increase sales and customer retention through digital marketing, traditional marketing, and the creation and refinement of the in-store selling and follow-up process.

Ms. Mendiola's presentation for NJ CAR attendees will provide valuable information on consumers' automotive shopping habits through best-practice examples of current website templates and actual digital retailing workflows. Her seminar will explain why today's top dealers are embracing digital retailing tools to move their websites past basic lead generation into profitable website deal generation centers. Come learn why digital retailing tools are proving to be an invaluable asset on a dealer's website, helping create a more seamless online to in-store sales process.

**12:30 P.M. – 2 P.M.**

*"Understanding Consumer Behavior And How Consumers Engage With Media to Enhance Their Car Shopping Experience."* The presenter of this seminar is **IAN MACDONALD**, Divisional Vice President with AutoTrader. Attendees will hear, first-hand, of the research that AutoTrader has done in conjunction with Polk and several other third-party research companies.

Today, the automotive industry has access to more information than ever before about how consumers shop for cars. Through ongoing research that AutoTrader is doing with Polk and several other third-party research companies, this transparency into the consumer decision journey is creating better visibility of online advertising and shopping behavior. This research confirms that there are opportunities to more efficiently and effectively influence prospective customers and improve customer satisfaction, dramatically improving the car buying experience.



***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](mailto: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"/> <b>WEDNESDAY, MAY 21, 2014</b> <input type="checkbox"/> OFFICE MANAGERS/CONTROLLERS <input type="checkbox"/> F&I MANAGERS <input type="checkbox"/> DIGITAL MARKETING	* <b>129.00</b> PER PERSON	_____
<input type="checkbox"/> <b>THURSDAY, MAY 22, 2014</b> <input type="checkbox"/> SERVICE <input type="checkbox"/> GP/GM/GSM <input type="checkbox"/> INTERNET SALES & BDC	* <b>129.00</b> 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>		
<b>TOTAL REGISTRATION FEE:</b>		_____

**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 \_\_\_\_\_