



## The 17<sup>th</sup> Digital Dealer Conference & Exposition

Digital Dealer is the leading automotive digital strategy conference. Stay ahead of the curve and maintain the edge on your competition by exploring the latest digital strategies for your dealership. Digital Dealer is dedicated to providing Internet & technology solutions for progressive dealers & managers.

Las Vegas | September 23-25 | 2014  
The Mirage Hotel & Casino

### ■ We Specialize in:

- Digital Marketing
- SEO & SEM
- CRM, Data & Analytics
- Sales Strategies
- Pre-Owned Sales
- Social Media
- Management
- Fixed Operations
- Reputation & Loyalty

### ■ Why Attend Digital Dealer

**Over 100 High Intensity Sessions, Workshops & Case Studies:** Target your specific needs and meet the goals of your dealership by creating your own custom agenda.

**Ground Breaking Keynote Speakers:** Gain valuable knowledge from industry experts at the top of their game. DD17 will feature "Wolf of Wall Street" Jordan Belfort.

**Digital Dealer Peer Networking Roundtables:** Exchange ideas with peers from around the country. Discover new concepts, proven best practices, and grow your professional automotive network.

**Digital Dealer Exhibit Hall:** Demo the latest solutions, services and products to take your dealership's marketing technology to the next level.



■ Register at [DigitalDealerConference.com](http://DigitalDealerConference.com) and Join [DealerLab.com](http://DealerLab.com) at Booth #606

USE CODE: **DD17LAB** TO SAVE \$100 OFF REGISTRATION

