

REGISTRATION NOW OPEN FOR THE “NEW AND DIFFERENT” 2008 RV DEALERS INTERNATIONAL CONVENTION/EXPO

Fairfax, VA -- Registration is now open for the “new and different” 2008 RV Dealers International Convention/Expo in Las Vegas, NV, at the Rio All-Suite Hotel and Casino, Sept. 23-26. The annual event is sponsored by RVDA -- the National RV Dealers Association, and RVDA of Canada, and features educational workshops developed by the RV Learning Center.

The new convention format is designed to be two educational events in one. For dealer owners and general managers, new RV Learning Center “Thought Leader” sessions will include strategic workshops with experts from inside and outside the RV industry. These sessions will provide powerful ideas that can lead to business growth and increased revenue.

For managers and other employees, the RV Learning Center is organizing cutting-edge workshops to help them achieve top performance in the sales, service, parts, F&I, and rental departments. Attendees can follow one dealership department educational track or attend the sessions that best fit the needs of their dealership.

“This new format will have high-level strategic management sessions for dealer owners and general managers who need to look to the future, while providing a new series of workshops for managers and other frontline dealership employees that can help improve day-to-day operations,” said RVDA Convention/Expo Chairman Ron Wheeler of Wheeler Advertising in Arlington, TX. In addition to new education sessions, the convention will launch a new series of dealer-manufacturer meetings organized by brand. The Expo show floor will feature a complete array of products and services needed to run today’s RV dealerships.

One thing about the convention that will not change is the venue. “The Rio All-Suite Hotel and Casino is a first-class convention facility,” said RVDA President Mike Molino. “It has an ideal layout for both our new educational format and the Expo. Staying at the Rio allows attendees to make the most of their valuable time while attending all the educational and networking events that make up the 2008 convention.”

Special discount registration rates for dealers are in effect until March 31. Companies interested in sponsorship opportunities or exhibitor information can contact RVDA at (703) 591-7130 or send an e-mail to info@rvda.org. Visit www.rvda.org and www.rvlearningcenter.com to register and for regular updates about the convention throughout the year.

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