



January 29, 2020

Dear Industry Friend:

The **2020 Alabama-Mississippi-Tennessee Car and Truck Dealers Convention** is scheduled for **June 21-24** at the Hilton Sandestin Beach Golf Resort & Spa in Sandestin, Florida. We hope that your company will join us as a sponsor.

There were more than 530 dealers, industry partners, and guests in attendance for the 2019 tri-state convention and anticipate an even greater turnout this year. This is your opportunity to interact with potential clients from all three states at once.

As outlined in the enclosed material, the convention has a strong business program and many optional diversions where attendees can enjoy the beautiful beaches and numerous other activities in Sandestin. Only registering for the convention **does not** grant sponsorship status or the advantage to participate in the Trade Show.

Convention sponsorship and appropriate registration fees **do include** participation in all convention events, including the use of a table during the Sponsor Trade Show and Breakfast at no additional charge. In addition, a sponsorship over \$2,500 entitles your company to a limited number of complimentary registrations based on sponsorship level. Complimentary Spouse/Guest registrations are not intended to be used by company representatives. This policy is necessary to prevent room shortages under our room block.

2020 sponsorship levels are: *(\*a minimum sponsorship of \$2,000 is required to be listed in the program and on signs)*

DESIGNATION	AMOUNT	COMPLIMENTARY REGISTRATIONS
<b>Platinum</b>	\$15,000 and above	4 sponsors and their spouse/guest
<b>Diamond</b>	\$10,000-\$14,999	3 sponsors and their spouse/guest
<b>Gold</b>	\$5,000-\$9,999	2 sponsors and their spouse/guest
<b>Silver</b>	\$2,500-\$4,999	1 sponsor and their spouse/guest
<b>Bronze</b>	\$2,000-\$2,499	

Please return the enclosed sponsor form by April 19, 2020 to be featured as a sponsor on all printed promotional materials and convention signage. If you have any questions or need additional information, please contact Beth Gunalda by phone 601-957-6868 or email [bethg@madaonline.com](mailto:bethg@madaonline.com). Thank you for your support of MADA and the Alabama and Tennessee associations.

Sincerely,

President





## Sponsorship Reply Form

Our firm would like to be a sponsor of the 2020 Alabama/Mississippi/Tennessee Car and Truck Dealers Convention to be held June 21-24, 2020 at the *Hilton Sandestin* Beach Golf Resort & Spa, Destin, FL.

***Please list our sponsorship as follows:***

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
\$

**Sponsorship Amount** **\*\***(minimum sponsorship of \$2,000 is required to be listed on signs and in the program)

## 2020 Sponsorship Levels

DESIGNATION	AMOUNT	COMPLIMENTARY REGISTRATIONS
Platinum	\$15,000 and above	4 sponsors & their spouse/guest
Diamond	\$10,000-\$14,999	3 sponsors & their spouse/guest
Gold	\$5,000-\$9,999	2 sponsors & their spouse/guest
Silver	\$2,500-\$4,999	1 sponsor & their spouse/guest
Bronze	\$2,000-\$2,499	

*Please email or fax your response and then mail this form along with your sponsorship check to:*

**Mississippi Automobile Dealers Association (MADA)**

800 Woodlands Parkway, Suite 100

Ridgeland, MS 39157

[bethg@madaonline.com](mailto:bethg@madaonline.com)

Fax# (601) 956-1877

*If you have any questions or need further information, please contact: Beth Gualda (601) 957-6868.*

***Thank you for your Participation!***



**JUNE 21-24, 2020**

**HILTON SANDESTIN BEACH GOLF RESORT & SPA**

## SUNDAY, JUNE 21

10:00 a.m.-5:00 p.m.	TN Registration
10:30 a.m.-3:30 p.m.	TAA Standing Committees
3:00 p.m.-7:00 p.m.	AL/MS Registration
3:00 p.m.-4:30 p.m.	MADA Board of Directors Meeting
4:30 p.m.-6:00 p.m.	MADA SIF Board of Directors
5:00 p.m.-6:15 p.m.	ADAA Board of Directors Meeting
6:30 p.m.-8:30 p.m.	AL/MS/TN Welcome Reception

## MONDAY, JUNE 22

7:30 a.m.-9:00 a.m.	Registration
7:45 a.m.-8:45 a.m.	Alabama AUTO-PAC Breakfast (Separate \$75 ticket required) <b>Speaker: Senator Greg Reed</b> Republican Majority Leader



7:45 a.m.-8:45 a.m.	Mississippi AUTO PAC Breakfast (Separate \$75 ticket required) <b>Speaker: TBD</b>
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8:00 a.m.-9:00 a.m.	Continental Breakfast
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9:00 a.m.-10:00 a.m.



**General Business Session**  
**Speaker: John Iannarelli**  
Former FBI Agent  
*"Cyber Security for Auto Dealerships"*

10:00 a.m.-10:30 a.m.

**Break**

10:30 a.m.-11:30 a.m.



**General Business Session**  
**Speaker: Danny Sheridan,**  
Football Expert  
*"Handicapping the 2020 Season"*

12 noon

**Golf Tournament Lunch**  
Burnt Pine Golf Club

1:00 p.m.

**Scramble Golf Tournament**  
Burnt Pine Golf Club

## TUESDAY, JUNE 23

7:30 a.m.-9:00 a.m.

**Sponsor Tradeshow and Continental Breakfast**

9:00 a.m.-10:00 a.m.



**General Business Session**  
**Speaker: Jonathan Collegio,**  
NADA Senior Vice President  
*"Disruption in the Auto Industry: Revolution or Evolution"*

10:00 a.m.-10:15 a.m.

**Break**

10:15 a.m.-11:30 a.m.

**AL State Meeting**

10:15 a.m.-11:30 a.m.

**MS State Meeting**

10:15 a.m.-11:30 a.m.

**TN State Meeting**

11:30 a.m.-12:15 p.m.

**TAAST Annual Meeting**

7:00 p.m.-10:00 p.m.

**Cocktail Reception and Buffet Dinner/Fireworks on the beach**



## WEDNESDAY, JUNE 24

**Depart**

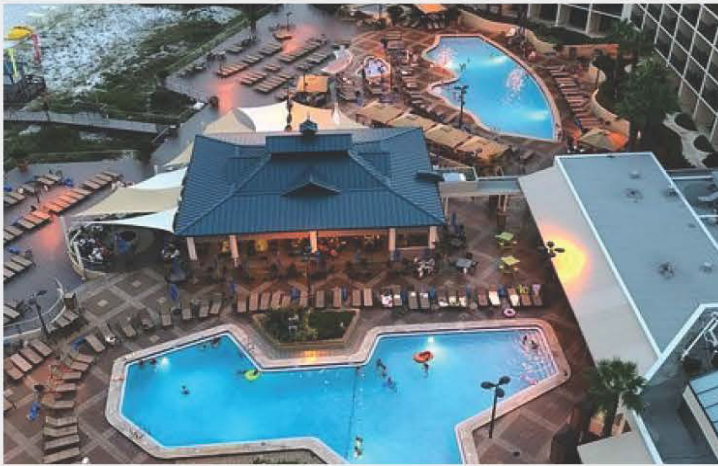


## REGISTRATION

■ Please use the enclosed Registration Form to REGISTER THROUGH YOUR STATE ASSOCIATION for the 2020 Convention. Registration fees include participation in all convention events except the golf tournament, AUTO-PAC Breakfast and MADA AUTO-PAC Breakfast. Registration fees will be returned if cancellation is received no later than May 20, 2020.

■ All convention registrants should pick up their name badges and other material at the Convention Registration Desk. Name badges should be worn for admittance to convention functions.

■ The dress for ALL events is "resort casual".



## ACCOMMODATIONS

■ PLEASE RESERVE YOUR ROOM DIRECTLY WITH THE HOTEL NO LATER THAN WEDNESDAY, MAY 20 BY CALLING RESERVATIONS (800) 367-1271 OR ONLINE AT [www.hiltonsandestinbeach.com](http://www.hiltonsandestinbeach.com) using our group code AMN. We reserve the right to cancel any room reservations in the associations' room block if the guests are not registered for the convention. Rooms could be available by contacting the hotel directly but not necessarily at the associations' room rate.

■ Reservations must be received by the hotel no later than May 20 to obtain the convention rates starting at \$329 per night. Rooms will be reserved on a first-come, first-served basis. In order to confirm your reservation Sandestin requires a first night room deposit. The required advance deposit for each reservation is refundable only if the reservation is cancelled or arrival date is changed at least fourteen (14) days prior to arrival date. Please be advised that the room block could be full before May 20 so please reserve your room as soon as possible.

## CHILDREN

■ Children under 18 years of age who would like to attend the convention's adult functions should pay the \$150

Children's Fee. The hotel offers supervised day and evening youth programs for children 5 and up. Register at the hotel concierge desk upon arrival. For private babysitting arrangements, call the hotel concierge at (850) 267-9500 prior to your arrival.

## GOLF TOURNAMENT

■ A lunch and scramble Golf Tournament will be held on Monday, June 22, at Burnt Pine Golf Club at Sandestin. The fee to enter the Golf Tournament is \$160 each. **ALL GOLFERS SHOULD PRE-REGISTER. THERE WILL BE NO REGISTRATION FOR THE GOLF TOURNAMENT AVAILABLE ON-SITE.**



## FOR ADDITIONAL INFORMATION PLEASE CONTACT:



**AUTOMOBILE DEALERS  
ASSOCIATION OF ALABAMA, INC.**  
(334) 271-4625  
[MARIE@ADAASWEB.COM](mailto:MARIE@ADAASWEB.COM)



**MISSISSIPPI AUTOMOBILE  
DEALERS ASSOCIATION**  
(601) 957-6868  
[BETHG@MADAONLINE.COM](mailto:BETHG@MADAONLINE.COM)



**TENNESSEE AUTOMOTIVE  
ASSOCIATION**  
(615) 269-3433  
[KELLY@TAAONLINE.BIZ](mailto:KELLY@TAAONLINE.BIZ)