

# Saturday, March 15 2008 Schedule

Schedule is subject to change

## Legend for Workshops

O-owners and manager

S-sales and marketing staff

I-installation technicians

R-representatives

The designation that follows each description indicates the recommendation for who should attend which workshops. However, any full event attendee is welcome in any workshop.

Time	1:00pm	2:00pm	2:30pm	3:30pm	4:00pm	5:00pm	6:30pm	9:00pm	
	Registration Opens 8:00am-6:30pm								
	Rep Essentials R	21st Century Rep R							
	How Pie-charts and Percentages Better Your Business O	Cash Flow Management: How to Have the Money When the Bill Comes Due O							
	Premium Products in a Mass Market O, S	Displays by AVIDWORX O,S							
	School of Sound I								
	Pioneer Electronics USA Product Training	HD Radio Product Training							
	Alpine/HD Radio Product Training								
	Kenwood U.S.A. Corporation Product Training	SEMA-Specialty Equipment Market Association Product Training							
							Clarion Corporation of America Product Training		
							Town Meeting: The MERA Roadmap to Success	Mobile Electronics Industry Awards	
	Peer Power Lounge								

Legend for Workshops

O-owners and manager

S-sales and marketing staff

I-installation technicians

R-representatives

The designation that follows each description indicates the recommendation for who should attend which workshops. However, any full event attendee is welcome in any workshop.

# Sunday, March 16, 2008 Schedule

Schedule is subject to change

Time	8:00am	9:00am	9:30am	10:30am	11:00am	12:00pm	3:00pm	4:30pm	5:00pm	6:30pm
	Registration Desk Open 7:30 a.m. - 5:30 p.m.									
	Premium Products in a Mass Market O, S	Sound Off Promotions O, S	Selling Total Solutions to Your Customer O, S				Victory Technologies, Inc. Product Training	Victory Technologies, Inc. Product Training		
	Merchandising for the Complete Solution O, S	Staffing: Sifting through the Stack O	Care and Feeding of the Manager-Installer Relationship O				Pioneer Electronics USA Product Training	Focal/ORCA Design Product Training		
		Acoustics Power Session Part 2: Sales O, S, I	Acoustics Power Session Part 3: Management O, S, I				HD Radio Product Training	AAMP of America/HD Radio Product Training		
	Time is Money: Helping Your Customers Understand O, S	Hit the Reset Button O, S	Merchandising for the Complete Solution O, S				Memphis Car Audio Product Training	Alpine Electronics Product Training		
	Acoustics Power Session Part 1: Installation I	Installation IQ: Getting the Job Done Right I	Understanding Integration with Automotive Networks I				Xtant Audio Product Training	Xtant Audio Product Training		
	Mobile Entertainment Source- It's All for You O	Turn Customer Calls into Store Traffic O, S	Time is Money: Helping Your Customers Understand O, S				JL Audio Product Training	JL Audio Product Training		
							Eclipse Car Audio & Navigation Product Training	Clarion Corporation of America Product Training		
							DTS, Inc. Product Training	Directed Electronics Product Training		
	Peer Power Lounge									
							Exhibit Floor Open			

Legend for Workshops

O-owners and manager

I-installation technicians

S-sales and marketing staff

R-representatives

# Monday, March 17, 2008 Schedule

Schedule is subject to change

The designation that follows each description indicates the recommendation for who should attend which workshops. However, any full event attendee is welcome in any workshop.

Time	8:00am	9:00am	9:30am	10:30am	11:00am	12:00pm	3:00pm	4:30pm	5:00pm	6:30pm
	Registration Desk Open 8:00 a.m. - 5:30 p.m.									
	Charting a Course for Marine Sales O, S	Women's Roundtable Discussion	Financing for the Future O				Eclipse Car Audio & Navigation Product Training			
	QuickBooks® Training for Beginners O, S	QuickBooks® Training for Intermediate Users O, S	MERA Sales & Scheduling – Real Solutions for Retailers O, S				Pioneer Electronics USA Product Training			
	Integration Opportunities for Vehicles O, S, I	Image is Everything O, S	Staying on Track with Training O				AudioControl Product Training			
	Adaptable Sales Techniques S	Retail Revolution O, S, I					Alpine Electronics Product Training			
	Cultivating Accounts That Must Have You R	Your Second Storefront O	The Specialist Advantage O, S				SEMA-Specialty Equipment Market Association Product Training			
	Acoustic Power Session Part 4: The Wrap-Up O, S, I	Hit the Reset Button O, S	Getting Your Customer Plugged In O, S				XM Satellite Radio Product Training			
		Diversify in Performance Parts and Accessories with Success O, S								
		Reps: Find Out How M.E. Source Affects You R								
							Educational Focus Group 1:00pm-2:00pm			
								NAV-TV Corp. Product Training		
	Remote Start & Security Install Techniques I									
	Peer Power Lounge									
								Exhibit Floor Open		

## Tuesday, March 18, 2008 Schedule

Schedule is subject to change

### Legend for Workshops

O-owners and manager

S-sales and marketing staff

I-installation technicians

R-representatives

The designation that follows each description indicates the recommendation for who should attend which workshops. However, any full event attendee is welcome in any workshop.

Time	8:00am	9:00am	9:30am	10:30am	11:00am	12:00pm
	Registration Desk Open 8:00 a.m.					
	Cash Flow Management: How to Have the Money When the Bill Comes Due <hr/> O	Shopping for Savings <hr/> O	Benefit from Consumer Financing Programs <hr/> O, S			
	The Art of Advertising <hr/> O, S	Overcoming Objections <hr/> S	Adaptable Sales Techniques <hr/> S			
	Custom Integration Solutions <hr/> I					
	Peer Power Lounge					