

MERA KnowledgeFest 2008

Additional Programming

While education is a main focus of MERA KnowledgeFest through the workshops offered, there are further opportunities for you to learn and additional events to attend. Take a look at the following opportunities to meet with your peers and network with vendors and suppliers.

Event Location:

Kentucky International Convention Center
221 Fourth Street
Louisville, KY 40202

Town Meeting: The MERA Roadmap to Success Saturday, March 15, 2008 5:00 p.m.-6:30 p.m.

Sponsored by:



From the beginning, MERA has continuously looked to the future, helping to keep retailers on track to be profitable and successful. But simply telling you that action is necessary is hardly enough. In this year's MERA Town Meeting, we will be introducing the MERA Roadmap to Success, an initiative that not only sets the course but also provides the tools you need to navigate it.

MERA members will now have an even greater competitive edge as they have the exclusive opportunity to participate in MERA's marketing, promotion and product cooperative. Volume buying, lucrative consumer-finance options, point-of-sale tools ... all of these things will help your business become *the* go-to store in your market. Miss the MERA Town Meeting and you may as well take a wrong turn down a dead-end street.

Manufacturer Product Training:

Manufacturer product training consists of product-focused seminars conducted by manufacturers, giving you the rare opportunity to get essential how-to training on some of their newest products. For 2008, MERA KnowledgeFest attendees can not only visit the exhibit area at no charge but can also get manufacturer product training absolutely free. Below is the current listing of Manufacturer Product Trainings and their times. Check back for updates.

Saturday, March 15, 2008

- 1:00 p.m. - 2:00 p.m. session
 - Kenwood U.S.A. Corporation
 - Pioneer Electronics USA
- 2:30 p.m. - 3:30 p.m. session
 - HD Radio
 - SEMA-Specialty Equipment Market Association
- 4:00 p.m. - 5:00 p.m. session
 - Alpine/HD Radio
 - Clarion Corporation of America

Sunday, March 16, 2008

- 3:00 p.m. - 4:30 p.m. session
 - DTS, Inc.
 - Eclipse Car Audio & Navigation
 - HD Radio
 - JL Audio
 - Memphis Car Audio
 - Pioneer Electronics USA
 - Victory Technologies, Inc.
 - Xtant Audio
- 5:00 p.m. - 6:30 p.m. session
 - AAMP of America/HD Radio
 - Alpine Electronics
 - Clarion Corporation of America
 - Directed Electronics
 - Focal/ORCA Design
 - JL Audio
 - Victory Technologies, Inc.
 - Xtant Audio

Monday, March 17, 2008

3:00 p.m. - 4:30 p.m. session

- Alpine Electronics
- AudioControl
- Eclipse Car Audio & Navigation
- NAV-TV Corp
- Pioneer Electronics USA
- SEMA-Specialty Equipment Market Association
- XM Satellite Radio



Mobile Electronics Industry Awards

Saturday, March 15, 6:30 p.m.-9:00 p.m.

Regency Ballroom of the Hyatt Regency, downtown Louisville, adjacent to MERA KnowledgeFest 2008.

Great food, lots of networking, and recognition of the industry's best, with a special keynote address by MERA.

Reps: Find out How M.E. Source Affects You

Monday, March 17, 9:30 a.m.-10:30 a.m.

Representatives are encouraged to attend this informational meeting for details about the Mobile Entertainment Source™ (M.E. Source) marketing, promotion and product cooperative and what it means for you. MERA leadership will be in attendance to answer questions and explain how reps will continue to play an important part in the mobile electronics industry.

Women's Roundtable Discussion

Monday, March 17, 9:30 a.m.-10:30 a.m.

Despite being in a male-dominated field, female mobile enhancement professionals – whether they are owners, managers, salespeople, installers, reps, media, or manufacturers – are integral to the continued strength and growth of the industry. For the first time ever, MERA is hosting a roundtable discussion especially for women. This is a time for telling, asking, boasting and learning ... a must-do event for any woman in the industry.

Educational Focus Group

Monday, March 17, 1:00 p.m.-2:00 p.m. in Peer Power Lounge

We want to hear from you, the attendees, about what workshops you would like to see offered at MERA KnowledgeFest. Come help us plan for future events by telling us what topics and issues you need more information on. Snacks will be provided for this group discussion.

Exhibit Hall

The exhibit hall will be open the following days and times for attendees to visit with exhibitors and network.

- Sunday, March 16 12:00 p.m.-5:00 p.m.
- Monday, March 17 12:00 p.m.-5:00 p.m.

Peer Power Lounge

The Peer Power Lounge provides a casual environment for hanging out and sharing ideas with fellow mobile enhancement specialists. It will be open the following days and times.

- Saturday, March 15 1:00 p.m.-6:30 p.m.
- Sunday, March 16 8:00 a.m.-6:30 p.m.
- Monday, March 17 8:00 a.m.-6:30 p.m.
- Tuesday, March 18 8:00 a.m.-12:00 p.m.

Registration

MERA KnowledgeFest registration is in the Bridgeside Lobby of the Kentucky International Convention Center. It will be open the following days and times:

- Friday, March 14 8:00 a.m.-6:00 p.m.
- Saturday, March 15 8:00 a.m.-6:30 p.m.
- Sunday, March 16 7:30 a.m.-5:30 p.m.
- Monday, March 17 8:00 a.m.-5:30 p.m.
- Tuesday, March 18 8:00 a.m.