

## WORKSHOP DESCRIPTIONS

### Installation Track

#### Custom Installation for Today's Vehicles Brian Schmitt, Mobile Solutions

Custom Installation for Today's Vehicles will focus on integrating today's technology seamlessly into current vehicles. Learn top-notch master techniques for upgrading factory systems, from integrating navigation, iPod and more while maintaining the original appearance of the complex dash. Also covered in this workshop will be custom installation techniques that are both easy and profitable.

#### Getting Connected with Today's Technology Eric LeClerc and Chris Cook, Peripheral Electronics

This OEM integration workshop will center on the actual hardware available to integrate everything into your car and your customer's lifestyle. Learn about the latest automobile databus and networks when seamlessly integrating technology such as iPod, navigation and upgrading factory systems. Learn to utilize the best industry resources when looking for solutions to your OEM integration opportunities.

### Sales/Business Owners Track

#### Selling What You Can't See

#### Vincent De Stefano, De Stefano & Associates, and Chris Cook, Peripheral Electronics

The days of selling pretty lights, bright chrome, and bells and whistles are going away. Today's retail environment requires selling "connectivity" by integrating the latest technology to automobiles that clearly were not designed for the future. From controlling the iPod from the factory deck to converting a factory screen into navigation, your ability to install and make it all work together will establish your store as the automotive technology specialist.

#### Attracting Customers to Your Store Bob Graham, Breakers Stereo, and Barry Vogel, The Ultimate Edge

This workshop presents affordable promotions that will set you apart from your competition. Bob will be presenting from a larger volume store perspective, and Barry will be presenting techniques from a smaller operation's perspective. They will be discussing direct mail, parking lot events, demo cars, store presentation, customer service and more.



1.800.WHY.MERA

7150 Winton Drive  
Ste. 300  
Indianapolis, IN 46268



# Now MERA Delivers!



**MERA**  **CEA**  
**Regional Workshops**  
Featuring  MECP

**Sunday, May 21, 2006**  
**Sheraton Colonial Hotel and Golf Club**  
**Wakefield, Massachusetts**

## Sales/Business Owners Track

8:15 am – 10 am **Selling What You Can't See**

10:15 am – Noon **Attracting Customers to Your Store**

1:15 pm – 3 pm **Selling What You Can't See**

3:15 pm – 5 pm **Attracting Customers to Your Store**

## Installation Track

8:15 am – 10 am **Custom Installation for Today's Vehicles**

10:15 am – Noon **Getting Connected with Today's Technology**

1:15 pm – 3 pm **Custom Installation for Today's Vehicles**

3:15 pm – 5 pm **Getting Connected with Today's Technology**

Afternoon session offers a repeat of the morning workshops.  
Get the most bang for your buck by attending both tracks!

The MERA-CEA Regional Workshops desk will open at 7:30 a.m.

## Accommodations

Sheraton Colonial Hotel and Golf Club,  
One Audubon Road, Wakefield, MA 01880  
[www.sheraton.com/wakefield](http://www.sheraton.com/wakefield)

Reservations should be made by calling 1-888-627-7205. Be sure to state that you are with the "MERA Event." MERA asks that reservations not be made via the internet. MERA's room rate is \$99 plus taxes now through May 3rd. After May 3rd prices are subject to change.

## Directions

MERA will provide directions to the event with your confirmation. You may also obtain directions online at [www.merausa.org](http://www.merausa.org). Just click on Events/MERA-CEA Regional Workshops. The meeting facility is on the hotel's grounds but not in the same building. Please plan to allow adequate time for arrival and event check-in.

## Where and When

**Sunday, May 21, 2006**

**8 am – 5 pm**

**Sheraton Colonial Hotel and Golf Club**

**Wakefield, Massachusetts**

**Only \$49.95**

Same low rate for half-day or full-day!

## Registration

Get more information or REGISTER ONLINE today at [www.merausa.org](http://www.merausa.org). Just click on Events/MERA-CEA Regional Workshops. Pre-registration deadline is Noon EDT, Friday, May 19, 2006. Seats are limited. On-site registration is possible, but MERA cannot guarantee availability of workshops to on-site registrants.

You may also make your reservation by completing the following form. Make photocopies for additional attendees. Fax to MERA at 1-317-280-8527. Or mail your reservation and payment to: MERA, 7150 Winton Dr., Ste. 300, Indianapolis, IN 46268.



Your name: \_\_\_\_\_ Job title: \_\_\_\_\_

Business name: \_\_\_\_\_

Business address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please make your reservation for the specific tracks by marking the appropriate boxes below.

☐ Sales/Business Owners Track – AM Session

☐ Installation Track – AM Session

☐ Sales/Business Owners Track – PM Session

☐ Installation Track – PM Session

(Afternoon sessions offer a repeat of the morning workshops. For a full-day registration, plan to select one track for AM and the other track for PM.)

☐ YES, I would like to attend the free lunch provided by HD Radio.

Learn about the latest digital AM and FM radio technology from Bernie Sapienza. (Limited to the first 150 to respond.)

☐ NO, I will make other lunch plans.

Method of Payment (\$49.95 per attendee):

☐ Check (must accompany form)

☐ VISA\*

☐ MasterCard\*

☐ AmEx\*\*

☐ Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Signature of Cardholder \_\_\_\_\_

MERA will not process registration without signature or if it does not match name of cardholder.

\*VISA and MasterCard customers: Please include the three-digit number printed in the right-hand corner of the signature strip on the back of your card.

\*\*AmEx customers: Please include the four-digit number, located to the right above the card number on the front of the charge card.

Notes: There will be no refund of registration fees. Also, by registering for the event you give permission for your image and/or likeness to be used by MERA for marketing purposes and you are giving MERA permission to send email and fax communications to you regarding its programs and services.



**HD Radio**  
Digital AM and FM Radio