

WE'RE EXCITED FOR YOU TO JOIN US IN LAS VEGAS! Please review this document thoroughly for next steps and details for your speaking session at Digital Dealer (October 8-10, 2024, at the MGM Grand in Las Vegas).

Speaker Checklist

- 1) **Submit your session materials by 8/9** through the form [here](#).
- PowerPoint Deck [Download Template](#) (required) | [See Section](#)
- 2) **Review the on-site setup** and instructions | [See Section](#)
- 3) **Promote your session** | [See Section](#)
Submit a Teaser Article | [See Section](#)
- 4) **Sign the Speaker Agreement** (this form will be sent via DocuSign prior to the event)
- 5) **Book your hotel and travel by 9/3** | [See Section](#)

Presentation Guidelines & Requirements

Please ensure your presentation follows the guidelines and aligns with the educational requirements. Your presentation should:

- **Be non-promotional and strictly educational** (company or product-related content is not permitted. All presentation content and materials, including talking points, visuals, audio, etc. should be educational). **Please do not include any logos on your PowerPoint.**
- **Provide actionable insight** (avoid high-level overviews) and a clear road map for attendees to apply new strategies/insights at their dealership(s). Sessions should be “how-to” oriented (and not focused on “why”).
- **Be new** (presented for the first time at Digital Dealer Conference & Expo 2024). If your session has been presented before, please notify Speak@DigitalDealer.com.
- **Match the session information** (title, description, speakers, etc.) that was approved.
- **Align with other guidelines and instructions** as detailed throughout this document.

Presentation Deck

Please download the [Digital Dealer PowerPoint template](#) (required) and [submit your file](#) by **8/9**. Digital Dealer will review the presentation and may request revisions if the content does not follow the event policies and educational/brand standards. **All content (talking points, videos, slides, etc.) must be strictly educational and exclude company/product/services (i.e. logos, software screen captures, etc.).**

Digital Dealer's highest-rated presenters understand attendees are not there to hear a sales pitch. The best way for a presenter to make an impression is to share their knowledge, experience,

and expertise in a way that is non-promotional.

Please follow these guidelines:

- Use 20 to 40 slides that reinforce what you're teaching
- Videos must be downloaded and embedded (internet is not available in session rooms)
- Be specific in your presentation
- Provide useful and actionable 'how-to' information attendees can implement immediately
- Avoid long introductions (they take too much time away from the presentation)
- Use either Arial or Calibri font
- Do not include hi-res images
- Focus on the 'how-to' behind a strategy rather than 'why'

On-Site Materials Needed

A/V Setup in Session Room: Session rooms will have a lavalier/handheld and/or a podium microphone (unless the room is small enough that mics are not needed). There will be a projector and screen(s), and an HDMI and/or VGA cable that connects to the presenter's computer. An audio cable will also be in each room.

****Please note:** 1) Digital Dealer cannot accommodate requests for additional mics or other A/V equipment. 2) Any video content must be embedded into your presentation deck as **Wi-Fi will NOT be available in the meeting rooms.**

Speakers are asked to bring the following materials with them for their presentation:

- A laptop (with power cord) to present from
- PowerPoint file saved on 1) the presenter's laptop and 2) on a USB as a backup
- Any adapter cables needed for the laptop to have VGA/HDMI output
- Wireless PPT slide advancer unless the presenter prefers to advance slides from the podium

Event Registration & Access

Speakers will receive the following:

- (1) Complimentary speaker badge with access to conference sessions, the Digital Dealer party on October 8 (8 to 11 pm at the MGM Grand pool), networking meals, and the expo hall. **NEW in 2024!** Pick up your badge in our **Speaker Ready Room** (Room 101)!
- Access to the event app with resources, networking tools, and the recorded sessions post-show. You will receive more information on how to access the platform once it has opened (expected to launch in August).

Promote Your Session

Invite others to join you at Digital Dealer! As a speaker at the event, you have access to several tools to promote your participation and grow your network. You'll receive an email with tools and further information on promoting your session.

Digital Dealer Social Media Page Links:

- Facebook: [DigitalDealerConference](#)
- Twitter: [@DigitalDealer](#)
- Instagram: [DigitalDealer](#)
- LinkedIn: [Digital Dealer Conference & Expo](#)

Event Hashtags: #DigitalDealer #DDL2024

Digital Dealer Brand Toolkit: <https://digitaldealer.com/brandtoolkit/>

Participate in our content opportunities! We have additional content opportunities that can generate exposure for you.

Submit a teaser article: Presenters are encouraged to submit a teaser article (a how-to article written by the presenter on the topic he/she will be speaking about at the conference). Published teaser articles are used to promote the speaker's session. Digital Dealer will add text to the bottom of the article, mentioning and linking to the session information.

Teaser Article Guidelines:

- Between 700-1,200 words
- Write from an objective viewpoint and provide valuable insight and actionable tips
- Articles should be exclusive to Digital Dealer and not published anywhere else

Speaker FAQs

1. **What is the session format/time length?** Speakers are asked to tailor their presentation so that it does not run short of or past the allotted time. Please practice your presentation to the point that you are very comfortable presenting it and ensure that it fulfills the allotted time as listed on the agenda.
2. **How can I share my PowerPoint deck with attendees after my presentation?** Digital Dealer will make PowerPoint presentations available for attendees to download.
3. **How do I get registered?** Digital Dealer will register you prior to the event, and you will pick up your badge when you arrive on-site in the **Speaker Ready Room (room 101)!**

General Event Information

- **Event Dates:** October 8-10, 2024
- **Registration Hours:**
 - Oct 8: 8:00 AM – 5:40 PM
 - Oct 9: 8:00 AM – 5:30 PM
 - Oct 10: 8:00 AM – 11:50 AM
- **Venue:** The MGM Grand Las Vegas
- **Hotel Accommodations:** You can book hotel accommodations at a discounted rate by clicking [here](#). The deadline to book a hotel is **September 3, 2024**. EventSphere is the official housing partner of Digital Dealer. Hotel availability will be on a first-come, first-serve basis. Once you make a reservation, you will receive an email acknowledgment with your confirmation. If you have any questions, please email digitaldealer@eventsphere.com.
- **Important Event Links:** [Show Schedule](#) | [Agenda Summary](#) | [Hotel/Venue](#)

Have a Question? For questions about presenting, please email Speak@DigitalDealer.com.