



NADA 93rd Annual Convention & Expo and Peabody Orlando Innovate with Social Media

WASHINGTON, MD (**Mo. day**, 2009 — With innovation leading the driving charge for the upcoming [NADA 93rd Annual Convention & Expo](#) being held at Florida's Orange County Convention Center Feb. 13-15, 2010, the National Automobile Dealers Association ([NADA](#)) will utilize Social Media to bolster even greater attendance, increase value and exposure for conference sponsors, and ultimately enhance the conference experience for both NADA's membership and outside attendees.

Believed to be a “first of its kind” arrangement between an association convention and a convention hotel, NADA and [The Peabody Orlando](#) have partnered to blend [Twitter](#), [Facebook](#), [LinkedIn](#) and other Social Media platforms into the NADA convention's communication efforts, to bolster exposure for [NADA's February conference](#). Fittingly, the 2010 Annual Convention's focus is on new technologies such as hybrid automobiles, natural gas and other alternative fuels, as well as the future of automobile retailing. "Our dealers have embraced Social Media networks as part of their communication strategies, and our mission is to deliver NADA membership with the information they need to plan and deliver value to their customers. The addition of Social Media to the upcoming conference is a natural fit," stated Steve R. Pitt, Vice President of NADA's Conventions and Expositions Group. "Social Media will be used to distribute updates regarding speaker schedules and agendas, remind attendees to leverage the new [NADA networkNow!](#) business matchmaking platform, notify attendees of when and where speaker presentations can be obtained, and more."

Keynote [speakers](#) for the conference include [Volkswagen](#)'s Stefan Jacoby and energy independence activist [T. Boone Pickens](#), NADA's [John McEleney](#) and [Ed Tonkin](#), [AutoNation](#)'s Mike Jackson, and adventurer Alison Levine (team captain of the first American Women's Everest Expedition).

"The Peabody prides itself in being proactive in assisting conferences and conventions in every way, now even extending to the Social Media landscape," says [Tony Aslanian](#), Peabody Orlando's Director of Sales and Marketing. "In addition to providing our 4 Star convention hotel and conference venues, we sought to assist the NADA Conventions Group with their Social Media strategies in order to make their event even more successful."

[Hyperdisk Marketing](#), Inc., [Peabody Orlando](#)'s Meetings, Conferences and Conventions digital marketing partner, will be planning and tactically implementing the coordinated effort for the NADA convention.



SOURCE National Automobile Dealers Association

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