











IMDA | MIDAS CONVENTION & TRADESHOW

2025 AGENDA

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| <p>23 Feb</p> <p>1:00 PM 5:00 PM</p> <p>5:30PM 8:30PM</p> | <p>Registration </p> <p>National Ballroom Foyer</p> <p>Welcome Reception </p> <p>Eagles Edge at Championsgate</p> |
| <p>24 Feb</p> <p>7:00 AM</p> <p>8:00AM 12:00PM</p> <p>12:00PM</p> <p>12:30PM 5:30PM</p> <p>5:00PM</p> | <p>Breakfast National Ballroom Foyer</p> <p>General Session National Ballroom A</p> <ul style="list-style-type: none"> • Dealership Alternative 2.0 • System Updates • Marketing • Panel Discussions: <ul style="list-style-type: none"> ◦ Turnaround Specialists ◦ Sales Growth Mindset <p>Lunch </p> <p>National Ballroom Foyer</p> <p>Tradeshow </p> <p>National Ballroom BCD</p> <p></p> <p>Canadian Breakout </p> <ul style="list-style-type: none"> • Autoleap Migration, Demos, etc. |
| <p>25 Feb</p> <p>7:00 AM</p> <p>8:00AM 11:30AM</p> <p>11:30AM</p> <p>1:00PM 4:00PM</p> <p>5:30PM</p> <p>6:30PM</p> | <p>Breakfast National Ballroom Foyer</p> <p>General Session National Ballroom AB</p> <ul style="list-style-type: none"> • Store Growth Mindset • Emerging Vehicle Technology <p>Lunch National Ballroom Foyer</p> <p>Breakout Sessions</p> <ul style="list-style-type: none"> • Training & Development • Selling Lifetime Road Hazzard • Getting the best out of DVI <p>Cocktail Reception </p> <p>Sunset Terrace</p> <p>Awards Dinner </p> <p>National Ballroom AB</p> |