



## PRE-EVENTS: Monday September 8

Wifi network: Kain Auto  
Password: offerlogix

2:00 pm - 3:00 pm

2<sup>nd</sup> Floor Entry Hallway

[Early Registration](#)

4:00 pm - 6:00 pm

Grand Ballroom EFG

[Speed Prompting Workshop](#)

*"Like Speed Dating... Just Less Weird"*

Presented by Brent Wees

6:00 pm - 6:30 pm

Grand Ballroom EFG Foyer

[Shark Tank Reception](#)

6:30 pm - 8:00 pm

Grand Ballroom EFG

[Shark Tank Finals](#)

Hosted by David Kain & Steve Greenfield

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EVENT HAPPEN!





Wifi network: Kain Auto  
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## DAY ONE: Tuesday September 9

8:00 am - 9:20 am

2nd Floor

**Registration and Vendor Showcase**

Vendor Showcase is in the Seville Room

9:30 am - 9:45 am

2nd Floor / Grand Ballroom EFG

**Welcome and Official Start**

Hosted By David Kain, Sr. Advisor and Paul Faletti,  
CEO, NCM

9:50 am - 10:20 am

Grand Ballroom EFG

**Impact Keynote - TRADEPENDING**

*"Everything You Always Wanted to Know About  
Video, But Were Afraid to Ask"*

Presented by Matthew Davis, Chief  
Marketing Officer

10:30 am - 11:05 am

Grand Ballroom EFG

**Premium Keynote - Urban Science**

*"Driving Innovation: Leveraging Defection Insights  
to Empower Positive Operational Change"*

Presented by Rick Jones, VP of Client  
Management

11:20 am - 11:55 am

Grand Ballroom EFG

**Highlight Keynote - AUTO GENIUS**

Title TBD

Presented by Kevin Gervais, Co-Founder

12:00 pm - 1:00 pm

Floor Grand Ballroom EFG / Eat in Grand Ballroom EFG

**Lunch Break and Vendor Showcase**

Vendor Showcase is in the Seville Room

12:35 pm - 12:55 pm

Grand Ballroom EFG

**Lunch Keynote - DEALER STREAM**

*"How Ad Fraud and Lack of Transparency is  
Negatively Impacting Your Streaming Advertising  
Campaigns"*

Presented by Owen Moon, CEO

1:00 pm - 1:40 pm

Grand Ballroom EFG

**Title Keynote - ActivEngage**

*"Bad Leads Are Undermining Profitability"*

Presented by Ted Rubin, CEO

1:50 pm - 2:20 pm

Grand Ballroom EFG

**Impact Keynote 2 - SearchLab Digital**

*"Wrestling with Organic: Insights on Visibility in  
the Age of AI and LLMs"*

Presented by Dane Saville, Director of  
Brand Experience





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## DAY ONE: Tuesday September 9

2:00 pm - 3:00 pm

2nd Floor Grand Ballroom EFG Foyer / Seville Ballroom

**Break and Vendor Showcase**

**Vendor Showcase is in the Seville Room**

3:00 pm - 3:40 pm

Grand Ballroom EFG

**Highlight Keynote 2 - Cox Automotive**

**"How to Close Your 92% Blind Spot: An Honest Conversation"**

**Presented by Jeremy Marshall, Sr. Product Consultant & Jade Terreberry, Sr. Director Strategic Planning and Business Development**

3:50 pm - 4:25 pm

Grand Ballroom EFG

**Premium Keynote 2 - Remora Inc.**

**"Exploring the Great Leaks --**

**The Work of Organic Search"**

**Presented by Christian Jorn, CEO**

4:30 pm - 4:50 pm

Grand Ballroom EFG

**Insight Keynote - Launch Labs**

**"Unlock the Power of Identity Resolution to Sell More"**

**Presented by Mike Morgan, Chief Revenue Officer**

4:55 pm - 5:15 pm

Grand Ballroom EFG

**Insight Keynote 2 - brain + trust Partners**

**"Controlling Your Future: Your Data, Your AI, and What's Next"**

**Presented by Tim Hayden, CEO & Business Development**

5:20 pm

Grand Ballroom EFG

**End of Day Wrap-up**

**Presented by David Kain, Sr. Advisor, NCM**

## EVENING ACTIVITIES

6:00 pm

**Buses depart promptly at 6 pm to GEHA Field at Arrowhead Stadium for Reception**

6:30 pm - 8:30 pm

GEHA Field at Arrowhead Stadium Penthouse

**Welcome Reception**

**Sponsored by AUTO GENIUS**

8:30 pm

Buses will depart Arrowhead Stadium to the Marriott

### TRANSPORTATION DETAILS - IMPORTANT

Buses depart the Marriott Country Club Plaza at 6:00 pm promptly

Event address is:

**1 Arrowhead Drive, Kansas City, MO**

Buses will depart for return from GEHA Field at Arrowhead Stadium at 8:30 pm





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## DAY TWO: Wednesday September 10

7:00 am - 8:00 am

2nd Floor / Grand Ballroom EFG Foyer & Seville  
Ballroom Foyer / Eat in Grand Ballroom EFG  
**Break and Vendor Showcase**  
**Vendor Showcase is in the Seville Room**

7:35 am - 7:55 am

Grand Ballroom EFG  
**Breakfast Keynote - PURECARS**  
**"AI in Automotive: Automating Marketing,  
Mastering Leads & Redefining CX"**  
**Presented by Aaron Sheeks, CEO**

8:00 am - 8:15 am

Grand Ballroom EFG  
**Welcome and Official Start**  
**Hosted by David Kain, Sr. Advisor, and  
Paul Faletti, CEO, NCM**

8:15 am - 8:55 am

Grand Ballroom EFG  
**Dealership Best Idea Contest Finals!**  
**\$2000 in cash prizes plus trophies**  
**Sponsored by Activator Dealer Solutions**  
**Hosted by Bobby Gaudreau, and David Kain**

9:00 am - 9:30 am

Grand Ballroom EFG  
**Special Guest Keynote - Russell Richardson**  
**"The Social Media Shift: How Dealers Can Dominate  
in 2025 w/ RussFlipsWhips"**  
**Sponsored by PIN-UP Marketing**

9:40 am - 10:30 am

Breakout Sessions – 3 Simultaneous Sessions

**Main Room Breakout – SilverBack Advertising**  
**"Cutting Through the Noise: The Truth About  
Data, Context, and Wasted Ad Dollars in  
Automotive Advertising"**  
**Presented by Shane Stender, SVP, Managing  
Partner**

**Micro Workshop Breakout – CF Search  
Marketing**  
**"AI Takes the Wheel: How Virtual Assistants  
Are Steering Your Dealership's Online  
Reputation"**

**Presented by Stephani Westphal, Regional  
Director of Sales & Strategic Partnerships**

**Live Lab Breakout – automotiveMastermind**  
**"How Data, AI and Automation Empower  
Salesperson Effectiveness"**  
**Presented by Michael Eager, Chief Revenue  
Officer**

10:30 am - 11:00 am

2nd Floor Ballroom & Seville Room  
**Break and Vendor Showcase**  
**Vendor Showcase is in the Seville Room**





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## DAY TWO: Wednesday September 10

11:00 am - 11:50 am

Breakout Sessions – 3 Simultaneous Sessions

### Main Room Breakout – Reunion Marketing

*"Google vs AI Engines. Which Will  
Dominate Your Market?"*

**Presented by David Spannhake, CEO**

### Micro Workshop Breakout – CALLREVU

*"Unified, Not Fragmented: How Smart  
Dealerships Are Connecting the Dots from  
Call to Close"*

**Presented by Eric Glass, AVP of Product  
Marketing**

### Live Lab Breakout – 700 Credit

*"From Lead to Loss: Synthetic Fraud &  
Stolen Identities – How Dealerships Can  
Detect and Prevent Costly Scams in the  
Sales Engagement Process"*

**Presented by Jim Lawyer, VP of Business  
Development**

12:35 pm - 12:55 pm

Grand Ballroom EFG

### Lunch Keynote– Bizzy Car

*"Driving Profit & Retention through Recall  
Automation & Convenience"*

**Presented by Michael Murray, Chief Development  
Officer**

1:00 pm - 1:35 pm

Grand Ballroom EFG

### Premium Keynote – Impel AI

*Title TBD*

**Presented by TBD**

1:45 pm - 2:15 pm

Grand Ballroom EFG

### Impact Keynote – Dealer EProcess

*"Websites That Work: Turning Traffic Into  
Transactions"*

**Presented by Gino Cipperoni, Chief Revenue  
Officer**

2:15 pm - 2:45 pm

2nd Floor / Grand Ballroom EFG Foyer & Seville Ballroom

### Break and Vendor Showcase

**Vendor Showcase is in the Seville Room**

12:00 pm - 1:00 pm

2nd Floor / Grand Ballroom EFG Foyer &  
Seville Ballroom Foyer / Eat in Grand  
Ballroom EFG

### Lunch Break and Vendor Showcase

**Vendor Showcase is in the Seville Room**





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## DAY TWO: Wednesday September 10

2:45 pm - 3:15 pm

Grand Ballroom EFG

### Impact Keynote – Dealer OMG

*"Modernize Your Social Muscle: Three Easy Updates for Big Gainz"*

**Presented by Andrew Street, CEO**

3:25 pm - 4:00 pm

Grand Ballroom EFG

### Premium Keynote – Dealer Alchemist

*"Clicks, Calls & Car Deals. The New Digital Road to Retail"*

**Presented by John McAdams, Chief Revenue Officer**

4:05 pm - 4:45 pm

Grand Ballroom EFG

### Premium Keynote – Orbee

*"No Data Left Behind: Unlocking Dealership Potential"*

**Presented by Atul Patel, Co-Founder & CEO**

4:50 pm - 5:15 pm

Grand Ballroom EFG

### NCM Impact Keynote

*"Talk the Talk: Phone Strategies for Automotive Sales Success"*

**Presented by Chelsea Stillwell & Andrea Dalton, Digital Success Trainers**

5:15 pm

Grand Ballroom EFG

### End of Day Wrap-up

**Presented by David Kain, Sr Advisor, NCM**

## EVENING ACTIVITIES

6:00 pm

Buses department to No Other Pub  
by Sporting KC

6:30 pm - 8:30 pm

No Other Pub by Sporting KC

### Celebration Reception

**Sponsored by Cox Automotive**

8:30 pm

Catch buses to Marriott from No  
Other Pub

## TRANSPORTATION DETAILS - IMPORTANT

Buses will depart the Marriott Country Club Plaza promptly at 6:00 pm.

Event address is

**1370 Grand Blvd, Kansas City, MO 64106**

Buses will depart No Other Pub starting at 8:30 pm.





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## DAY THREE: Thursday September 11

7:00 am - 8:00 am

2nd Floor Grand Ballroom EFG Foyer &  
Seville Ballroom Foyer / Eat in Main Room  
**Breakfast and Vendor Showcase**  
**Vendor Showcase is in the Seville Room**

7:35 am - 7:55 am

Grand Ballroom EFG  
**Breakfast Keynote – BiteSize**  
*"Is AI Taking The Human Touch out of  
Automotive Retail"*  
**Presented by Jess Lee, CEO**

8:00 am - 8:10 am

Grand Ballroom EFG  
**Welcome and Official Start**  
**Presented by David Kain, Sr. Advisor, and  
Paul Faletti, CEO, NCM**

8:15 am - 8:50 am

Grand Ballroom EFG  
**Special Guest Keynote – Paul de Vries**  
*"The Chinese Car Market Impact in Europe and  
What US Dealers MUST Learn From It"*  
**Presented by Paul de Vries, CEO of DCDW,  
Netherlands**  
**Sponsored by PIN-UP Marketing**

8:55 am - 9:25 am

Grand Ballroom EFG  
**Impact Keynote – DriveCentric**  
*"Smarter Marketing Starts Here: Augmented  
Intelligence in Marketing"*  
**Presented by Steve Roessler, Chief Evangelist  
Officer**

9:35 am - 10:25 am

Breakout Sessions – 3 Simultaneous Sessions

**Main Room Breakout – Cars Commerce**  
*"A fireside chat with Brian Kramer, EVP of  
Dealer Success and Growth on Industry and  
Tech Trends Dealers need to know"*

**Micro Workshop Breakout – widewail**  
*"AI is changing reputation management in  
ways that might surprise you"*  
**Presented by Matt Murray, Co-Founder, CEO**

**Live Lab Breakout – iPacket**  
*"The Power of Transparency"*  
**Presented by Cody Jones, VP Sales**

10:25 am - 10:55 am

2nd Floor Grand Ballroom EFG Foyer and Seville Ballroom  
**Break and Vendor Showcase**  
**Vendor Showcase is in the Seville Room**





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## DAY THREE: Thursday September 11

11:00 am - 11:20 am

Grand Ballroom EFG

[NCM Impact Keynote - Presidio](#)

*Title TBD*

**Presented by TBD**

11:25 am - 11:55 am

Grand Ballroom EFG

[NCM Impact Keynote](#)

*"Playbooks & Process: Digital Operations -  
Executing With Precision"*

**Presented by Shaun Kniffin, Manager, Digital  
Performance Solutions, and Madison Clement,  
Digital Operations Trainer**

11:55 am - 12:15 pm

Grand Ballroom EFG

[End of Event Wrap-up, Door Prizes, Final  
Thoughts](#)

**Presented by David Kain, Sr Advisor, NCM**



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