

2025 NADASHOW

TIMELINE

- NADA /ATD Functions
- State Association Functions
- Industry Affiliate Hospitality Functions
- NADA Show Maps

NOT FOR DISTRIBUTION OR PUBLICATION.
TIMES AND LOCATIONS SUBJECT TO CHANGE.



NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
SATURDAY, JANUARY 18, 2025			
8am-5pm	Expo Hall Set Up	Expo Hall, NOCC	NADA
8:30am-4pm	NADA Show Management Office	Room 239, Level 2, NOCC	NADA
SUNDAY, JANUARY 19, 2025			
8am-5pm	▲ ATD Academy Class	Bridge, Level 2, Hilton Riverside	ATD
8am-5pm	Expo Hall Set Up	Expo Hall, NOCC	NADA
8am-5pm	● ▲ NADA and ATD Board Office Set Up	Iris, Level 2, Four Seasons	NADA, ATD, BOARD
8:30am-4pm	NADA Show Management Office	Room 239, Level 2, NOCC	NADA
MONDAY, JANUARY 20, 2025			
8am-5pm	■ ATAE Office	Prince of Wales, Level 2, Hilton Riverside	ATAE
8am-5pm	▲ ATD Academy Class	Bridge, Level 2, Hilton Riverside	ATD
8am-5pm	▲ ATD Show Office	Prince of Wales, Level 2, Hilton Riverside	ATD
8am-5pm	Exhibitor Move-in	Expo Hall, NOCC	NADA
8am-5pm	Exhibitor Services	Hall F, NOCC	NADA
8am-5pm	● ▲ NADA and ATD Board Office Set Up	Iris, Level 2, Four Seasons	ATD, NADA, BOARD
8am-5pm	NADA Show Management Office	Room 239, Level 2, NOCC	NADA
TUESDAY, JANUARY 21, 2025			
8am-11:59pm	● NADA Board of Directors Meeting Set Up	Plimsoll Ballroom, Level 2, Four Seasons	NADA, BOARD
8am-4pm	● ▲ NADA and ATD Board Office Set Up	Iris, Level 2, Four Seasons	NADA, ATD, BOARD
8am-5pm	■ ATAE Office and ▲ ATD Show Office	Prince of Wales, Level 2, Hilton Riverside	ATAE, ATD
8am-5pm	▲ ATD Academy Class	Bridge, Level 2, Hilton Riverside	ATD
8am-5pm	Exhibitor Move-in	Expo Hall, NOCC	NADA
8am-5pm	Exhibitor Services	Hall F, NOCC	NADA

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
TUESDAY, JANUARY 21, 2025 (continued)			
8am-5pm	● ▲ NADA Board of Directors and ATD Board of Line Reps & Spouse/Guest Hospitality Room	Silverbell & Wisteria, Level 2, Four Seasons	NADA, ATD, BOARD
8am-5pm	NADA Main Registration	Lobby A & Lobby E, NOCC	NADA
8am-5pm	NADA Pop-up Meeting Space	Oleander, Level 2, Four Seasons	NADA
8am-5pm	NADA Staff Conference Room	Room 237, Level 2, NOCC	NADA
8am-5pm	NADA Show Management Office	Room 239, Level 2, NOCC	NADA
8:30am-5pm	NADA Talent Management	The Gallery A, The Windsor Court Hotel	NADA
Noon-5pm	NADA Homecoming	Steering, Level 2, Hilton Riverside	NADA
2pm-5pm	● NADA New Director Orientation	Magnolia Room, Level 2, Four Seasons	NADA, BOARD
4pm-8pm	● ▲ NADA and ATD Board Office	Iris, Level 2, Four Seasons	NADA, ATD, BOARD
6pm-8pm	● NADA Board of Directors Welcome Reception	The Garden, Level 1, Four Seasons	NADA, BOARD
6:30pm-9:30pm	■ ATAE Chairman's Reception & Dinner, Sponsored by America Fidelity	Arnaud's Restaurant, Creole Cottage	ATAE
7pm-10pm	● NADA Newly Elected Director Dinner	Arnaud's Restaurant, Bourbon Suites	NADA, BOARD
WEDNESDAY, JANUARY 22, 2025			
6:30am-10pm	▲ ATD Connection Hub Set Up	Grand Ballroom A, Level 1, Hilton Riverside	ATD
6:30am-10pm	▲ ATD General Session Set Up	Grand Ballroom C, Level 1, Hilton Riverside	ATD
8am-11:30am	■ ATAE Board of Directors Meeting	Parish, Level 3, Hilton Riverside	ATAE
8am-5pm	■ ATAE Office	Prince of Wales, Level 2, Hilton Riverside	ATAE
8am-5pm	▲ ATD Academy Class	Bridge, Level 2, Hilton Riverside	ATD
8am-5pm	▲ ATD Headquarters Office	Prince of Wales, Level 2, Hilton Riverside	ATD
8am-5pm	Exhibitor Move-in	Expo Hall, NOCC	NADA
8am-5pm	Exhibitor Services	Hall F, NOCC	NADA

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
WEDNESDAY, JANUARY 22, 2025 (continued)			
8am-5pm	● ▲ NADA and ATD Board Office	Iris, Level 2, Four Seasons	NADA, ATD, BOARD
8am-5pm	● ▲ NADA Board of Directors and ATD Board of Line Reps & Spouse/Guest Hospitality Room	Silverbell & Wisteria, Level 2, Four Seasons	NADA, ATD, BOARD
8am-5pm	● NADA Board of Directors Meeting <i>(Breakfast served at 7:15am)</i>	Plimsoll Ballroom, Level 2, Four Seasons	NADA, BOARD
8am-5pm	NADA Homecoming	Steering, Level 2, Hilton Riverside	NADA
8am-5pm	NADA Main Registration	Lobby A & Lobby E, NOCC	NADA
8am-5pm	NADA Show Management Office	Room 239, Level 2, NOCC	NADA
8am-5pm	NADA Staff Conference Room	Room 237, Level 2, NOCC	NADA
8:30am-5pm	NADA Talent Management	The Gallery A, The Windsor Court Hotel	NADA
9:45am-2pm	● ▲ NADA Board of Directors Spouse/Guest Program	M.S. Rau and Commander's Palace	NADA, BOARD
11:30am-2pm	Staff & Vendor Lunch	Room 243, Level 2, NOCC	NADA
Noon-1pm	● ■ NADA Board of Directors & ATAE Luncheon	River Ballroom, Level 2, Four Seasons	NADA, ATAE, BOARD
Noon-4pm	▲ ATD Registration Set Up	Registration Desk, Level 1, Hilton Riverside	ATD
Noon-4pm	Speaker Ready Room	Room 224, Level 2, NOCC	NADA
1pm-5pm	■ ATAE Business Session Meeting	St James Ballroom, Level 3, Hilton Riverside	ATAE
3pm-4pm	Staff Tour of Convention Center	Room 239, Level 2, NOCC	NADA
4pm-9pm	▲ ATD Registration	Registration Desk, Level 1, Hilton Riverside	ATD
4pm-9pm	NADA Satellite Registration	Registration Desk, Level 1, Hilton Riverside	NADA
4pm-9pm	NADA Satellite Registration	Lobby, Sheraton New Orleans	NADA
4pm-9pm	NADA Satellite Registration	Welcome Desk, Level 1, Louis Armstrong New Orleans International Airport (MSY)	NADA
6pm-7pm	■ ATAE Reception <i>sponsored by ComplyAuto, ViTu and co-sponsored by Reynolds & Reynolds</i>	Compass, Level 2, Hilton Riverside	ATAE

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
WEDNESDAY, JANUARY 22, 2025 (continued)			
6pm-10pm	▲ ATD Board of Line Representatives Dinner	Tableau Restaurant, Library Room	ATD
6:30pm-10pm	● NADA 2024 Outgoing Chairman's Reception & Dinner	River Ballroom & Foyer, Level 2, Four Seasons	NADA, BOARD
THURSDAY, JANUARY 23, 2025			
7:30am-8:15am	■ ATAE Membership Breakfast	Jefferson Ballroom, Level 2, Hilton Riverside	ATAE
7:30am-6pm	Shuttle Bus Service	Transportation Center, NOCC	NADA, ATD
8am-10am	▲ ATD Connection Hub Set Up	Grand Ballroom A, Level 1, Hilton Riverside	ATD
8am-10am	▲ ATD Volvo Make Meeting	Grand Salon A, Level 1, Hilton Riverside	ATD
8am-Noon	▲ ATD Academy Graduation	Compass, Level 2, Hilton Riverside	ATD
8am-5pm	■ ATAE Office and ▲ ATD Headquarters Office	Prince of Wales, Level 2, Hilton Riverside	ATAE, ATD
8am-5pm	Exhibitor Move-in FINAL DAY	Expo Hall, NOCC	NADA
8am-5pm	Exhibitor Services	Hall F, NOCC	NADA
8am-5pm	Information Booth	Lobby A, Lobby D, Lobby G & La Nouvelle Ballroom Foyer, NOCC	NADA
8am-5pm	● ▲ NADA and ATD Board Office	Iris, Level 2, Four Seasons	NADA, ATD, BOARD
8am-5pm	● ▲ NADA Board of Directors and ATD Board of Line Reps & Spouse/Guest Hospitality Room	Silverbell & Wisteria, Level 2, Four Seasons	NADA, ATD, BOARD
8am-5pm	NADA Show Management Office	Room 239, Level 2, NOCC	NADA
8am-6pm	▲ ATD Registration	Registration Desk, Level 1, Hilton Riverside	ATD
8am-6pm	NADA Main Registration	Lobby A & Lobby E, NOCC	NADA
8am-6pm	NADA Satellite Registration	Registration Desk, Level 1, Hilton Riverside	NADA
8am-6pm	NADA Satellite Registration	Welcome Desk, Level 1, Louis Armstrong New Orleans International Airport (MSY)	NADA
8am-6pm	NADA Satellite Registration	Lobby, Sheraton New Orleans	NADA
8:30am-11:30am	Women Driving Auto Retail Event	La Nouvelle Orleans Ballroom C, Level 2, NOCC	NADA, ATD

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
THURSDAY, JANUARY 23, 2025 (continued)			
8:30am-11:45am	■ ATAE Membership Meeting	St. James Ballroom, Level 3, Hilton Riverside	ATAE
8:30am-5pm	International Visitors Lounge	Rivergate Room, Level 1, NOCC	NADA
9am-11am	▲ ATD NextGen Breakfast & Education Session	Parish, Level 3, Hilton Riverside	ATD
9am-5pm	Press Office	Room 355, Level 3, NOCC	NADA
9am-5pm	Speaker Ready Room	Room 224, Level 2, NOCC	NADA
10am-Noon	▲ ATD Board of Line Representatives Meeting	Commerce, Level 3, Hilton Riverside	NADA, ATD
10:30am-11:15am	Federal Law Update: Compliance Issues OEMs and Dealer Vendors Need to Know	Room 213, Level 2, NOCC	NADA
10:30am-11:30pm	NADA Show Orientation	Room 262, Level 2, NOCC	NADA, ATD
11am-11:20am	▲ ATD Truck Talk	Grand Ballroom A, Level 1, Hilton Riverside	ATD
11am-6:30pm	▲ ATD Connection Hub	Grand Ballroom A, Level 1, Hilton Riverside	ATD
11:30am-2pm	Staff & Vendor Lunch	Room 243, Level 2, NOCC	NADA
11:30am-3:30pm	NADA Academy Graduation & Luncheon	River Ballroom, Level 2, Four Seasons	NADA
11:30am-4:30pm	NADA PAC Suite	La Nouvelle Orleans Ballroom B, Level 2, NOCC	NADA, ATD
Noon-12:45pm	Concurrent Workshops & Exchange Sessions	Level 2, NOCC	NADA
Noon-12:45pm	NADA Spotlight Series	Room 245, Level 2, NOCC	NADA
Noon-2pm	▲ ATD International Make Meeting	Grand Salon A, Level 1, Hilton Riverside	ATD
Noon-2pm	▲ ATD Kenworth Make Meeting	Grand Salon B, Level 1, Hilton Riverside	ATD
Noon-2pm	▲ ATD Mack Make Meeting	Grand Salon C, Level 1, Hilton Riverside	ATD
1pm-1:45pm	NADA International Translation Workshop	Room 356, Level 3, NOCC	NADA
1pm-6pm	NADA Main Stage Rehearsals	Great Hall, Level 1, NOCC	NADA
1:15pm-2pm	Concurrent Workshops & Exchange Sessions	Level 2, NOCC	NADA
1:15pm-2pm	NADA Spotlight Series	Room 245, Level 2, NOCC	NADA

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
THURSDAY, JANUARY 23, 2025 (continued)			
1:15pm-2:45pm	NADA Super Session	La Nouvelle Orleans Ballroom C, Level 2, NOCC	NADA
2:30pm-3:15pm	▲ ATD Concurrent Workshops & Exchange	Level 3, Hilton Riverside	ATD
2:30pm-3:15pm	Concurrent Workshops & Exchange Sessions	Level 2, NOCC	NADA
2:30pm-3:15pm	NADA Spotlight Series	Room 245, Level 2, NOCC	NADA
3pm-3:45pm	NADA International Translation Workshop	Room 356, Level 3, NOCC	NADA
3pm-4:15pm	Audi Franchise Meeting	Room 278, Level 2, NOCC	NADA
3pm-4:15pm	Cadillac Franchise Meeting	Room 273, Level 2, NOCC	NADA
3pm-4:15pm	Chevrolet Franchise Meeting	Great Hall, Level 1, NOCC	NADA
3pm-4:15pm	Ford U300 Franchise Meeting	New Orleans Theater, Level 2, NOCC	NADA
3pm-4:15pm	Mazda Franchise Meeting	Room 277, Level 2, NOCC	NADA
3pm-4:15pm	Nissan Franchise Meeting	Room 262, Level 2, NOCC	NADA
3pm-4:15pm	Toyota & Lexus Franchise Meeting	Room 265, Level 2, NOCC	NADA
3:30pm-3:50pm	▲ ATD Truck Talk	Grand Ballroom A, Level 1, Hilton Riverside	ATD
3:30pm-5pm	International Roundtable	Plimsoll Ballroom B, Level 2, Four Seasons	NADA
4pm-5pm	▲ ATD Opening General Session	Grand Ballroom C, Level 1, Hilton Riverside	ATD
5pm-6:30pm	▲ ATD Welcome Reception in the Connection Hub <i>sponsored by Shephard Insurance</i>	Grand Ballroom A, Level 1, Hilton Riverside	ATD
5pm-7pm	● FADA Reception Honoring Chairman Tom Castriota	Historic Swoop-Duggins House	NADA, BOARD
6:30pm-11pm	Shuttle Bus Service to Welcome Reception	Transportation Center, NOCC	NADA, ATD
7pm-10pm	NADA Welcome Reception: NADA Fest	Sugar Mill	NADA, ATD
FRIDAY, JANUARY 24, 2025			
7am-6pm	Shuttle Bus Service	Transportation Center, NOCC	NADA, ATD
7:30am-4:30pm	NADA Satellite Registration	Registration Desk, Level 1, Hilton Riverside	NADA

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
FRIDAY, JANUARY 24, 2025 (continued)			
7:30am-4:30pm	NADA Satellite Registration	Lobby, Sheraton New Orleans	NADA
7:30am-4:30pm	NADA Satellite Registration	Welcome Desk, Level 1, Louis Armstrong New Orleans International Airport (MSY)	NADA
7:30am-5pm	NADA Main Registration	Lobby A & Lobby E, NOCC	NADA
7:45am-8:45am	Friends of Bill W. Meeting	Room 257, Level 2, NOCC	NADA, ATD
8am-9:30am	NADA Convention Tax Roundtable	Magnolia, Level 2, Four Seasons	NADA
8am-10am	▲ ATD Freightliner/Western Star Make Meeting	Grand Salon A, Level 1, Hilton Riverside	ATD
8am-2pm	NADA Engage	Harrahs Hotel, Level 2, Vieux Carre Ballroom	NADA
8am-5pm	▲ ATD Headquarters Office	Prince of Wales, Level 2, Hilton Riverside	ATD
8am-5pm	▲ ATD Registration	Registration Desk, Level 1, Hilton Riverside	ATD
8am-5pm	Exhibitor Services	Hall F, NOCC	NADA
8am-5pm	● ▲ NADA and ATD Board Office	Iris, Level 2, Four Seasons	NADA, ATD, BOARD
8am-5pm	● ▲ NADA Board of Directors and ATD Board of Line Reps & Spouse/Guest Hospitality Room	Silverbell & Wisteria, Level 2, Four Seasons	NADA, ATD, BOARD
8am-5pm	NADA PAC Suite	La Nouvelle Orleans Ballroom B, Level 2, NOCC	NADA, ATD
8am-5pm	NADA Show Management Office	Room 239, Level 2, NOCC	NADA
8am-5pm	Information Booth	Lobby A, Lobby D, Lobby G & La Nouvelle Ballroom Foyer, NOCC	NADA
8:30am-9am	Main Stage Doors Open	Great Hall, Level 1, NOCC	NADA, ATD
8:30am-5pm	International Visitors Lounge	Rivergate Room, Level 1, NOCC	NADA
8:45am-10am	Opening Main Stage: featuring Ryan Leak	Great Hall, Level 1, NOCC	NADA, ATD
9am-9:45am	NADA Exchange Session	Level 2, NOCC	NADA
9am-5pm	Press Office	Room 355, Level 3, NOCC	NADA
9:15am-10am	▲ ATD Exchange Sessions	Magazine, Level 3, Hilton Riverside	ATD

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
FRIDAY, JANUARY 24, 2025 (continued)			
10am	NADA Expo Hall Ribbon Cutting at Main Stage	Great Hall into B1, NOCC	NADA
10am-10:20am	▲ ATD Truck Talk	Grand Ballroom A, Level 1, Hilton Riverside	ATD
10am-4pm	Speaker Ready Room	Room 224, Level 2, NOCC	NADA
10am-5pm	Ask the Expert	Lobby I, NOCC	NADA
10am-5pm	Dealer/Manager Lounge	Booth #3101, NOCC	NADA
10am-5pm	Expo Open	Expo Hall, NOCC	NADA
10am-5pm	NADA's EV Power Pit	Booth #4013, NOCC	NADA
10am-5pm	NADA Live Stage	Booth #5729, NOCC	NADA
10am-5pm	NADA Pavilion	Booth #3127, NOCC	NADA
10am-5pm	Red Carpet Lounge	Hall F, NOCC	NADA
10am-5pm	Relaxation Zone	Booth #9051, NOCC	NADA
10am-6pm	▲ ATD Connection Hub	Grand Ballroom A, Level 1, Hilton Riverside	ATD
10:15am-5pm	NADA Dealer Learning Lab	Booth #8833, NOCC	NADA
10:30am-Noon	NADA/Ford Dialogue Meeting	River Ballroom, Level 2, Four Seasons	NADA
10:30am-11:30am	▲ ATD General Session	Grand Ballroom C, Level 1, Hilton Riverside	ATD
10:30am-5pm	NOLA Sips Bar & Lounge	Booth #3571, NOCC	NADA
11:30am-2pm	Staff & Vendor Lunch	Room 243, Level 2, NOCC	NADA
Noon-2pm	▲ ATD Ford Make Meeting	Grand Salon C, Level 1, Hilton Riverside	ATD
Noon-2pm	▲ ATD Hino Make Meeting	Grand Salon A, Level 1, Hilton Riverside	ATD
Noon-2pm	▲ ATD Peterbilt Make Meeting	Grand Salon B, Level 1, Hilton Riverside	ATD
12:15pm-1:45pm	NADA Industry Relations Reception/Luncheon	Plimsoll Ballroom, Level 2, Four Seasons	NADA
12:30pm-1:15pm	Concurrent Workshops & Exchange Sessions	Level 2, NOCC	NADA

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
FRIDAY, JANUARY 24, 2025 (continued)			
12:30pm-1:15pm	NADA Spotlight Series	Room 245, Level 2, NOCC	NADA
12:30pm-1:30pm	Friends of Bill W. Meeting	Room 257, Level 2, NOCC	NADA, ATD
1pm-1:45pm	NADA International Translation Workshop	Room 356, Level 3, NOCC	NADA
1:30pm-2:30pm	TIME Dealer of the Year Rehearsal	Great Hall, Level 1, NOCC	NADA
2:30pm-3:15pm	▲ ATD Concurrent Workshops & Exchange	Level 3, Hilton Riverside	ATD
3pm-3:45pm	NADA International Translation Workshop	Room 356, Level 3, NOCC	NADA
3pm-4:15pm	Buick-GMC Franchise Meeting	Room 265, Level 2, NOCC	NADA
3pm-4:15pm	Ford Motor Company Franchise Meeting	New Orleans Theater, Level 2, NOCC	NADA
3pm-4:15pm	Infiniti Franchise Meeting	Room 277, Level 2, NOCC	NADA
3pm-4:15pm	Kia Franchise Meeting	Room 262, Level 2, NOCC	NADA
3pm-4:15pm	Mercedes-Benz Franchise Meeting	Room 273, Level 2, NOCC	NADA
3pm-4:15pm	Volkswagen Franchise Meeting	La Nouvelle Orleans Ballroom C, Level 2, NOCC	NADA
3pm-4:15pm	Volvo Franchise Meeting	Room 278, Level 2, NOCC	NADA
3:15pm-4pm	▲ ATD Refreshment Break in the Connection Hub	Grand Ballroom A, Level 1, Hilton Riverside	ATD
3:30pm-4:15pm	NADA Concurrent Workshops & Exchange Sessions	Level 2, NOCC	NADA
3:45pm-5pm	▲ ATD General Session	Grand Ballroom C, Level 1, Hilton Riverside	ATD
5pm-6pm	▲ ATD Networking Reception <i>sponsored by Cummins and Eaton</i>	Grand Ballroom A, Level 1, Hilton Riverside	ATD
6pm-6:30pm	NADA PAC and NextGen Leadership Club Reception	Fulton Alley	NADA
6pm-7pm	▲ ATD Truck Dealer of the Year Reception	Compass, Level 2, Hilton Riverside	ATD
6pm-8pm	NADA/NAMAD Minority Dealers Reception	River Ballroom, Level 2, Four Seasons	NADA
6:30pm-8:30pm	▲ ATD NextGen Reception	Fulton Alley	ATD

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
FRIDAY, JANUARY 24, 2025 (continued)			
6:30pm-8:30pm	NADA Academy Alumni & NextGen Reception, hosted by NADA Academy, NADA PAC & Legislative Affairs	Fulton Alley	NADA
6:30pm-8:30pm	▲ ATD NextGen Reception	Fulton Alley	ATD
7pm-10pm	● NADA Past Chairs & Past Presidents Dinner	Chef's Gallery, Galerie de Galatoire	NADA, BOARD
SATURDAY, JANUARY 25, 2025			
6:30am-8am	NADA Main Stage Rehearsals	Great Hall, NOCC	NADA
7am-6pm	Shuttle Bus Service	Transportation Center, NOCC	NADA, ATD
7:30am-5pm	NADA Main Registration	Lobby A & Lobby E, NOCC	NADA
7:45am-8:45am	Friends of Bill W. Meeting	Room 257, Level 2, NOCC	NADA, ATD
8am-4:15pm	▲ ATD Headquarters Office	Prince of Wales, Level 2, Hilton Riverside	ATD
8am-4:15pm	▲ ATD Registration	Registration Desk, Level 1, Hilton Riverside	ATD
8am-5pm	Exhibitor Services	Hall F, NOCC	NADA
8am-5pm	Information Booth	Lobby A, Lobby D, Lobby G & La Nouvelle Ballroom Foyer, NOCC	NADA
8am-5pm	NADA Show Management Office	Room 239, Level 2, NOCC	NADA
8am-5pm	NADA PAC Suite	La Nouvelle Orleans Ballroom B, Level 2, NOCC	NADA, ATD
8am-5pm	● ▲ NADA and ATD Board Office	Iris, Level 2, Four Seasons	NADA, ATD, BOARD
8am-5pm	● ▲ NADA Board of Directors and ATD Board of Line Reps & Spouse/Guest Hospitality Room	Silverbell & Wisteria, Level 2, Four Seasons	NADA, ATD, BOARD
8:30am-9am	Main Stage Doors Open	Great Hall, NOCC	NADA, ATD
8:30am-5pm	Ask the Expert	Lobby I, NOCC	NADA
8:30am-5pm	Dealer/Manager Lounge	Booth #3101, NOCC	NADA
8:30am-5pm	Expo Open	Expo Hall, NOCC	NADA
8:30am-5pm	International Visitors Lounge	Rivergate Room, NOCC	NADA

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
SATURDAY, JANUARY 25, 2025 (continued)			
8:30am-5pm	NADA Live Stage	Booth #5729, NOCC	NADA
8:30am-5pm	NADA Pavilion	Booth #3127, NOCC	NADA
8:30am-5pm	Red Carpet Lounge	Hall F, NOCC	NADA
8:30am-5pm	Relaxation Zone	Booth #9051, NOCC	NADA
8:45am-10:30am	Main Stage featuring TIME Dealer of the Year and Frank Caliendo	Great Hall, Level 1, NOCC	NADA, ATD
9am-9:45am	NADA Exchange Session	Level 2, NOCC	NADA
9am-5pm	Press Office	Room 355, Level 3, NOCC	NADA
9:15am-10am	▲ ATD Exchange Sessions	Magazine, Level 3, Hilton Riverside	ATD
9:15am-5pm	NADA Dealer Learning Lab	Booth #8833, NOCC	NADA
10am-10:20am	▲ ATD Truck Talk	Grand Ballroom A, Level 1, Hilton Riverside	ATD
10am-4pm	Speaker Ready Room	Room 224, Level 2, NOCC	NADA
10am-4:15pm	▲ ATD Connection Hub	Grand Ballroom A, Level 1, Hilton Riverside	ATD
10:30am-11:30am	▲ ATD General Session	Grand Ballroom C, Level 1, Hilton Riverside	ATD
10:30am-5pm	NOLA Sips Bar & Lounge	Booth #3571, NOCC	NADA
11am-Noon	NADA TIME Dealer of the Year Winner's Reception	Gravier Ballroom, New Orleans Marriott Warehouse Arts District	NADA
11:30am-2pm	Staff & Vendor Lunch	Room 243, Level 2, NOCC	NADA
Noon	Charity Auction to Benefit NADA Foundation	Booth #3713, NOCC	NADA
Noon-2pm	▲ ATD Isuzu Make Meeting	Grand Salon A, Level 1, Hilton Riverside	ATD
12:30pm-1:15pm	Concurrent Workshops & Exchange Sessions	Level 2, NOCC	NADA
12:30pm-1:15pm	NADA Spotlight Series	Room 245, Level 2, NOCC	NADA
12:30pm-1:30pm	Friends of Bill W. Meeting	Room 257, Level 2, NOCC	NADA, ATD
1pm-1:45pm	NADA International Translation Workshop	Room 356, Level 3, NOCC	NADA

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
SATURDAY, JANUARY 25, 2025 (continued)			
2:30pm-3:15pm	▲ ATD Workshop and Exchange Sessions	Level 3, Hilton Riverside	ATD
3pm-3:45pm	NADA International Translation Workshop	Room 356, Level 3, NOCC	NADA
3pm-4:15pm	BMW & MINI Franchise Meeting	Room 277, Level 2, NOCC	NADA
3pm-4:15pm	Honda & Acura Franchise Meeting	Room 273, Level 2, NOCC	NADA
3pm-4:15pm	Hyundai Franchise Meeting	Room 265, Level 2, NOCC	NADA
3pm-4:15pm	Lincoln Franchise Meeting	New Orleans Theater, NOCC	NADA
3pm-4:15pm	Stellantis Franchise Meeting	La Nouvelle Orleans Ballroom C, Level 2, NOCC	NADA
3:30pm-4:15pm	▲ ATD Super Session	Grand Salon A, Level 1, Hilton Riverside	ATD
3:30pm-4:15pm	Concurrent Workshops & Exchange Sessions	Level 2, NOCC	NADA
3:30pm-4:15pm	NADA Spotlight Series	Room 245, Level 2, NOCC	NADA
4:15pm	▲ ATD Show Closes	Hilton Riverside	ATD
5pm-7pm	Chairman's International Reception	Magnolia, Level 2, Four Seasons	NADA
5:30-7:30pm	Retirement Reception for Joe Cowden	The Peacock Room, Hotel Fontenot	NADA
7pm-10pm	Dealership Operations Retirement Celebration	Felix's Oyster Bar	NADA
SUNDAY, JANUARY 26, 2025			
7am-2:30pm	Shuttle Bus Service	Transportation Center, NOCC	NADA, ATD
7:30am-2pm	NADA Main Registration	Lobby A & Lobby E, NOCC	NADA
7:45am-8:45am	Friends of Bill W. Meeting	Room 257, Level 2, NOCC	NADA, ATD
8am-10am	Latin American Dealer Meeting	Magnolia, Level 2, Four Seasons	NADA
8am-11am	Speaker Ready Room	Room 224, Level 2, NOCCΣ	NADA
8am-1pm	Information Booth	Lobby A, Lobby D, Lobby G & La Nouvelle Ballroom Foyer, NOCC	NADA
8am-1:30pm	NADA PAC Suite	La Nouvelle Orleans Ballroom B, Level 2, NOCC	NADA, ATD

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
SUNDAY, JANUARY 26, 2025 (continued)			
8am-3pm	NADA Show Management Office	Room 239, Level 2, NOCC	NADA
8am-5pm	Exhibitor Services	Hall F, NOCC	NADA
8am-5pm	● ▲ NADA and ATD Board Office	Iris, Level 2, Four Seasons	NADA, ATD, BOARD
8am-5pm	● ▲ NADA Board of Directors and ATD Board of Line Reps & Spouse/Guest Hospitality Room	Silverbell & Wisteria, Level 2, Four Seasons	NADA, ATD, BOARD
8:30am-9am	Main Stage Doors Open	Great Hall, Level 1, NOCC	NADA, ATD
8:30am-12:30pm	Expo Open	Expo Hall, NOCC	NADA
8:30am-12:30pm	Dealer/Manager Lounge	Booth #3101, NOCC	NADA
8:30am-12:30pm	International Visitors Lounge	Rivergate Room, Level 1, NOCC	NADA
8:30am-12:30pm	NADA's EV Power Pit	Booth #4013, NOCC	NADA
8:30am-12:30pm	NADA Live Stage	Booth #5729, NOCC	NADA
8:30am-12:30pm	NADA Pavilion	Booth #3127, NOCC	NADA
8:30am-12:30pm	Red Carpet Lounge	Hall F, NOCC	NADA
8:30am-12:30pm	Relaxation Zone	Booth #9051, NOCC	NADA
8:45am-10am	Main Stage: featuring Coach K	Great Hall, Level 1, NOCC	NADA, ATD
9am-9:45am	NADA Exchange Session	Level 2, NOCC	NADA
9am-5pm	Press Office	Room 355, Level 3, NOCC	NADA
9:15am-12:30pm	NADA Dealer Learning Lab	Booth #8833, NOCC	NADA
10:30am-11:45am	Alfa Romeo Franchise Meeting	Room 277, Level 2, NOCC	NADA
10:30am-11:45pm	Genesis Franchise Meeting	Room 273, Level 2, NOCC	NADA
10:30am-11:45am	INEOS Grenadier Automotive	Room 278, Level 2, NOCC	NADA
10:30am-11:45am	Mitsubishi Franchise Meeting	Room 262, Level 2, NOCC	NADA
10:30am-11:15am	NADA Concurrent Workshops & Exchange Sessions	Level 2, NOCC	NADA

NADA/ATD FUNCTIONS

DATE/TIME	FUNCTION	ROOM/LOCATION	EVENT TYPE
SUNDAY, JANUARY 26, 2025(continued)			
10:30am-11:45am	Subaru Franchise Meeting	La Nouvelle Orleans Ballroom C, Level 2, NOCC	NADA
10:30am-12:30pm	NOLA Sips Bar & Lounge	Booth #3571, NOCC	NADA
11:30am-2pm	Staff & Vendor Lunch	Room 243, Level 2, NOCC	NADA
Noon-1:30pm	NADA Super Session	Room 245, Level 2, NOCC	NADA, ATD
12:30pm-1:30pm	Friends of Bill W. Meeting	Room 257, Level 2, NOCC	NADA
1:30pm	NADA Show 2025 Closes	NOCC	NADA, ATD
12:30pm-10pm	Exhibitor Move-Out Begins	Expo Hall, NOCC	NADA
6pm-9pm	● NADA 2025 Incoming Chairman's Reception	The National WWII Museum	NADA, ATD, ATAE, BOARD
MONDAY, JANUARY 27, 2025			
8am-5pm	Exhibitor Move-Out	Expo Hall, NOCC	NADA
8am-5pm	● ▲ NADA and ATD Board Office Tear Down	Iris, Level 2, Four Seasons	NADA, ATD, BOARD
TUESDAY, JANUARY 28, 2025			
8am-5pm	Exhibitor Move-Out	Expo Hall, NOCC	NADA
WEDNESDAY, JANUARY 29, 2025			
8am-5pm	Exhibitor Move-Out	Expo Hall, NOCC	NADA

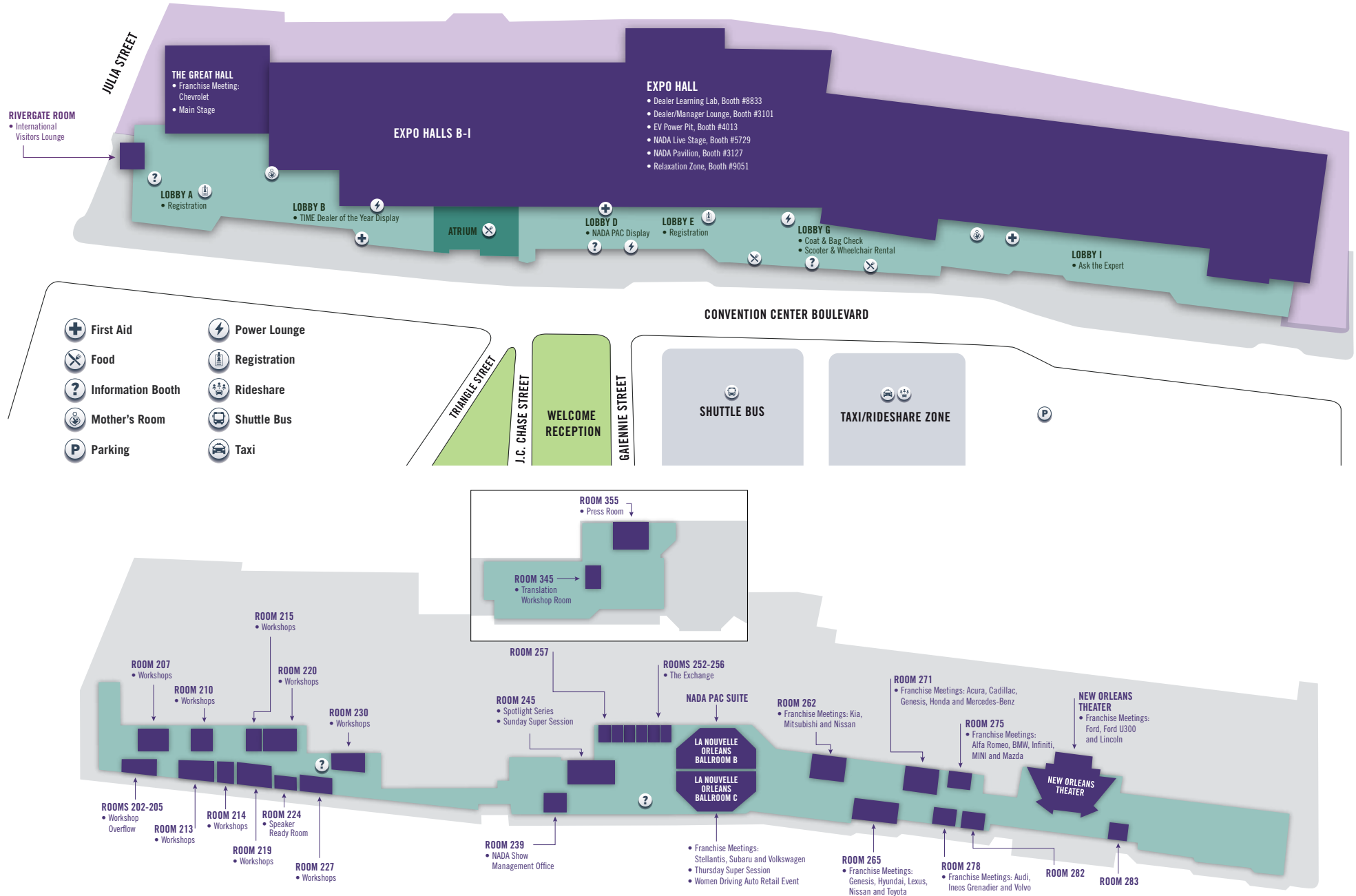
STATE ASSOCIATION FUNCTIONS

DATE/TIME	FUNCTION	ROOM	LOCATION
THURSDAY, JANUARY 23, 2025			
4:30pm-6:45pm	Florida Automobile Dealers Association – FADA Celebration <i>(by invitation only)</i>	Historic Swoop-Duggins House	916 Lafayette St.
FRIDAY, JANUARY 24, 2025			
6pm-8pm	California New Car Dealers Association – CNCDA's Welcome Party <i>(by invitation only)</i>	Marigny 1+2	Le Meridien New Orleans
12pm-2pm	Connecticut Automotive Retailers Association – Connecticut Dealer Welcome Luncheon <i>(by invitation only)</i>	Gravier A	Marriott Warehouse Arts
6pm-8pm	Texas Automobile Dealers Association – Texas Party <i>(by invitation only)</i>	Gallery B	Windsor Court Hotel
6pm-9pm	VADA/WANADA/MADA Reception <i>(by invitation only)</i>	River	Hilton Riverside

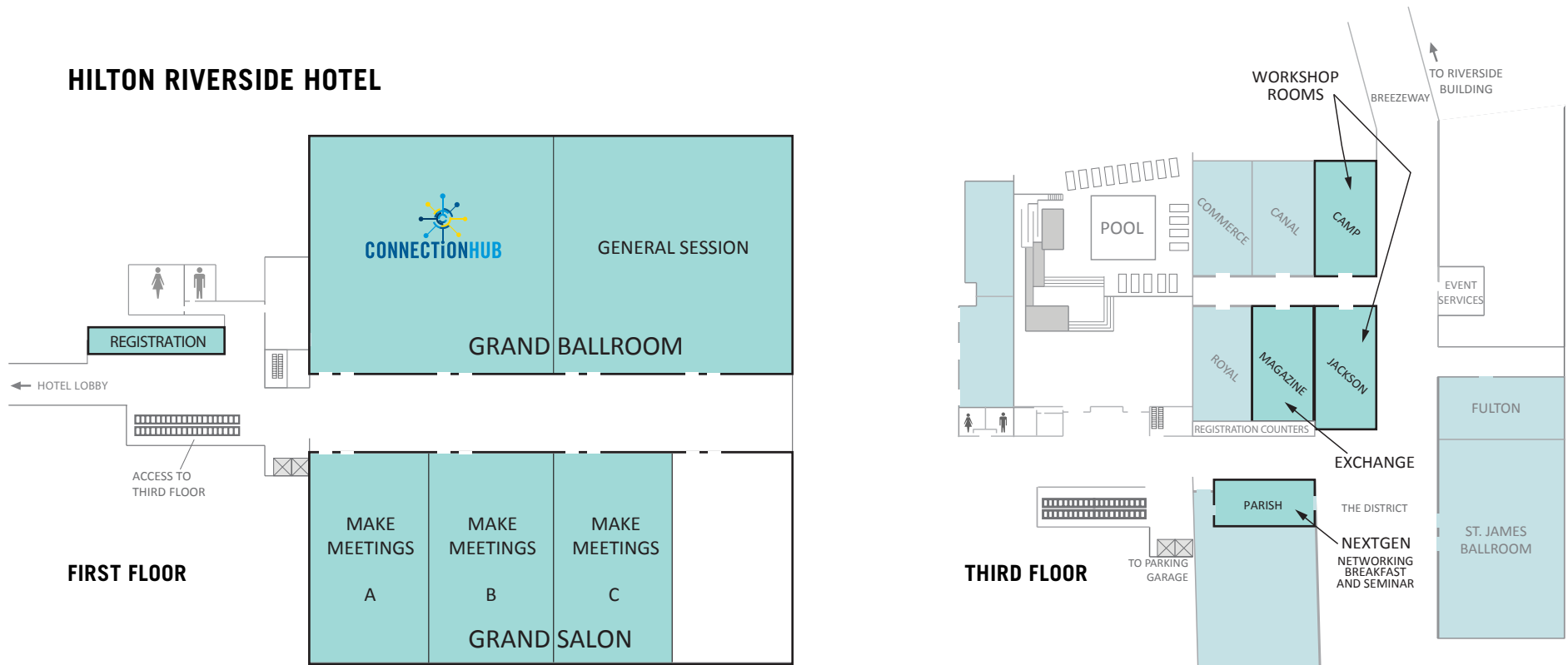
AFFILIATE HOSPITALITY FUNCTIONS

DATE/TIME	FUNCTION	ROOM	LOCATION
THURSDAY, JANUARY 23, 2025			
7am-4pm	J.D. Power Auto Summit 2025 <i>(by invitation only)</i>	Napoleon Ballroom	Sheraton New Orleans
8am-1pm	Auto Team America - 31th Annual Dealer/CEO/CFO Forum <i>(by invitation only)</i>	La Salle Ballroom	InterContinental New Orleans
8am-3:30pm	Automotive News Retail Forum <i>(by invitation only)</i>	Gravier Ballroom	Marriott Warehouse Arts
4:30pm-7pm	Nissan Dealer Reception <i>(by invitation only)</i>		The Chicory
7pm-10pm	NADA Welcome Reception: NADA Fest		Sugar Mill
FRIDAY, JANUARY 24, 2025			
5pm-7pm	Northwood University Reception <i>(by invitation only)</i>	St. James Ballroom	Hilton Riverside New Orleans
5:30pm-7:30pm	Stellantis Reception <i>(by invitation only)</i>	Grand Ballroom CD	Sheraton New Orleans
6pm-8pm	INFINITI Retailer Reception <i>(by invitation only)</i>	Copper Vine	Copper Vine
6pm-6:30pm	NADA PAC and NextGen Leadership Club Reception		Fulton Alley
6:30pm-8:30pm	NADA Academy Alumni & NextGen Reception, hosted by NADA Academy, NADA PAC & Legislative Affairs		Fulton Alley
SATURDAY, JANUARY 25, 2025			
6:45am-8:15am	Northwood University Breakfast <i>(by invitation only)</i>	St. James Ballroom	Hilton Riverside New Orleans

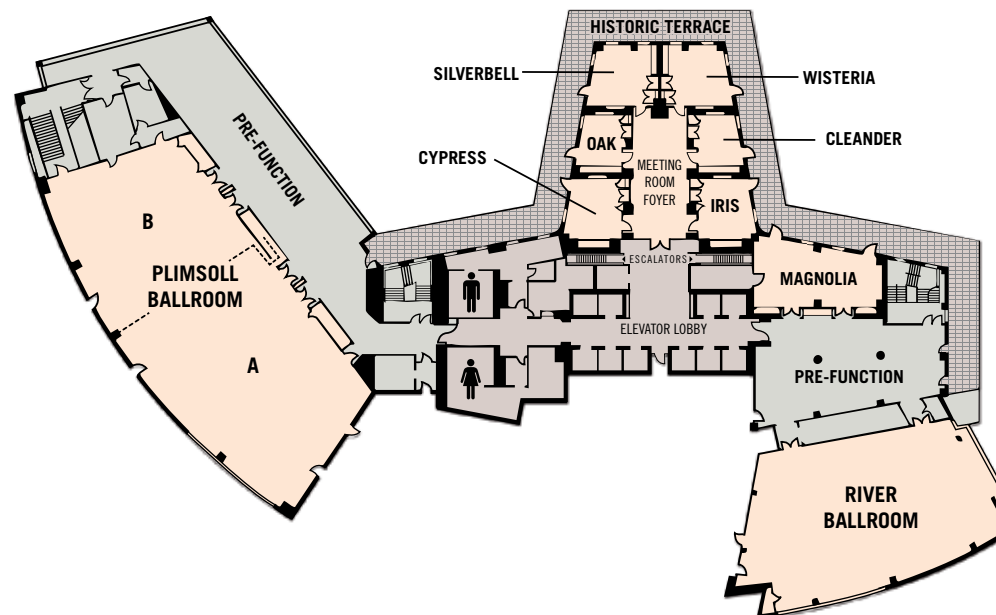
NEW ORLEANS CONVENTION CENTER



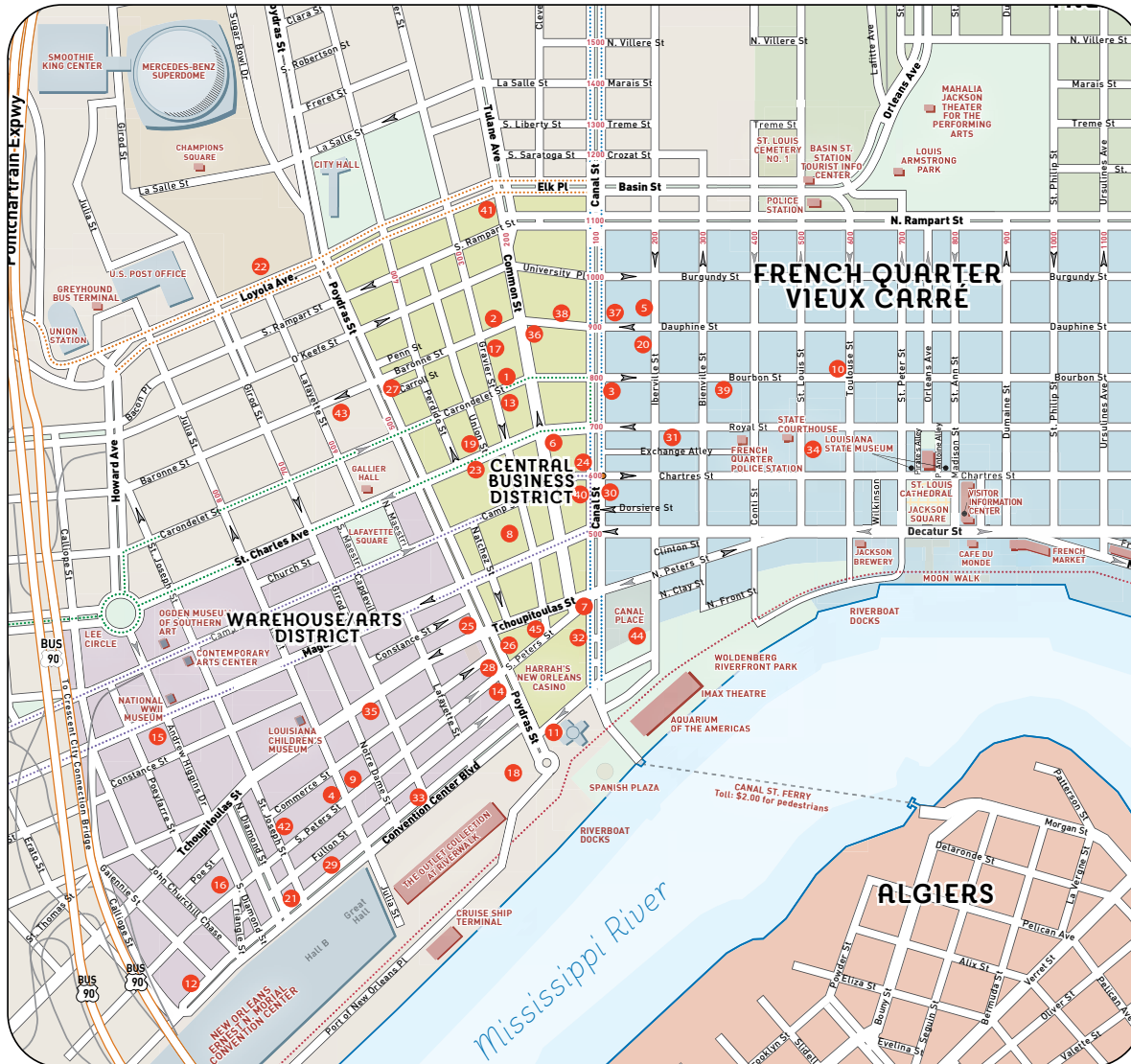
HILTON RIVERSIDE HOTEL



THE FOUR SEASONS HOTEL



AREA MAP



#	HOTEL PROPERTY	#	HOTEL PROPERTY
1.	AC Hotel New Orleans	26.	Le Meridien New Orleans
2.	Aloft New Orleans Downtown	27.	Le Pavillon Hotel
3.	Astor Crowne Plaza	28.	Loews New Orleans Hotel
4.	Courtyard Warehouse Arts	29.	Marriott Warehouse Arts
5.	Courtyard New Orleans Downtown/Iberville	30.	Marriott New Orleans
6.	Courtyard French Quarter	31.	Hotel Monteleone
7.	Doubletree by Hilton New Orleans	32.	Nobu
8.	The Eliza Jane Hotel	33.	Omni Riverfront New Orleans
9.	Embassy Suites Hotel New Orleans	34.	Omni Royal Orleans Hotel
10.	Four Points by Sheraton French Quarter	35.	Renaissance Warehouse Arts
11.	Four Seasons Hotel New Orleans - Co-Headquarter Hotel	36.	Renaissance New Orleans Pere Marquette
12.	Hampton Inn & Suites Convention Center	37.	The Ritz-Carlton New Orleans
13.	Hampton Inn & Suites Downtown/French Quarter	38.	The Roosevelt Hotel New Orleans
14.	Harrah's New Orleans Hotel	39.	Royal Sonesta Hotel
15.	Higgins Hotel	40.	Sheraton New Orleans Hotel
16.	Hilton Garden Inn Convention Center	41.	Sonesta ES Suites New Orleans
17.	Hilton Garden Inn Downtown/French Quarter	42.	SpringHill Suites
18.	Hilton Riverside New Orleans - Co-Headquarter Hotel	43.	Virgin Hotels
19.	Hilton St. Charles	44.	Westin New Orleans Canal Place
20.	Hyatt Centric French Quarter	45.	Windsor Court Hotel
21.	Hyatt Place New Orleans Convention Center		
22.	Hyatt Regency New Orleans		
23.	InterContinental New Orleans		
24.	JW Marriott New Orleans		
25.	Kimpton Hotel Fontenot		

2025 NADASHOW

Questions?
Contact events@nada.org