



MEMORANDUM

To: MDADA MEMBERS

From: Tim Jackson

Date: March 6, 2008

**RE: Denver International Auto Show – Industry Night
Thursday, March 27, 2008**

Once again, the Metro Denver Automobile Dealers Association is proud to present the Denver International Auto Show. The five-day show opens to the public on Wednesday, March 26th and runs through Sunday, March 30, 2008.

Enclosed are two posters for you to display in your dealership for all employees regarding ***'Industry Night,'*** which will take place on Thursday, March 27th, from 5:00 pm to 9:00 pm. Each employee is invited to bring his or her *immediate* family (two adults and three children) to enjoy the auto show free of charge when they present one of the following forms of identification:

- Business card with the employee name along with a photo ID
- Original letter on dealership letterhead for each participating employee verifying employment -sample letter enclosed

Thursday, March 27th, ***'Industry Night,'*** is the only night dealership personnel are admitted free of charge to the show. They will be charged general admission fees at all other times.