



Presented by



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## MEMORANDUM

**To:** Colorado Dealers  
**From:** Tim Jackson  
**Date:** February 6, 2017  
**Re:** Denver Auto Show – Industry Night  
5pm – 10pm on Friday, April 7, 2017

The Colorado Automobile Dealers Association (CADA) is proud to present the 2017 Denver Auto Show. The five-day show opens to the public on Wednesday, April 5th and runs through Sunday, April 9th.

Enclosed are two posters for you to display in your dealership for all employees regarding **"Industry Night,"** which will take place on Friday, April 7, 2017, from 5 pm – 10 pm.

***Each employee is invited to bring two guests and/or immediate family members (two adults and three children maximum) to enjoy the auto show free of charge.***

For free admittance, please present the following at the Exhibitor Check-In Desk (Upper F Lobby outside the show entrance):

- **An original letter on dealership letterhead verifying employment. A separate verification letter is needed for each employee. A sample letter is enclosed.**
- **A photo I.D.**

Please note that Industry Night is the only night dealership personnel are admitted free of charge to the show. They will be charged general admission prices at all other times.

If you have questions, please contact Michelle O'Connor at 303.457.5113 or e-mail [michelle.oconnor@colorado.auto](mailto:michelle.oconnor@colorado.auto).



Colorado Automobile Dealers Association