



For immediate release, March 26, 2008
For press information contact:
Polly Moter, 502-562-1969

**“The Dealer Experience - Your Guide to Profitability”
Announced for 2008 GIE+EXPO**
Feature combines education, networking, exclusive benefits

(Louisville, KY) Back by popular demand for the second annual GIE+EXPO (Green Industry & Equipment Expo) will be **The Dealer Experience – Your Guide to Profitability**. The tradeshow will be held at the Kentucky Exposition Center in Louisville, Thursday – Saturday, October 23-25.

The Dealer Experience, sponsored by STIHL Inc. and the Ariens Company and hosted by the Outdoor Power Equipment Institute (OPEI) and North American Equipment Dealers Association (NAEDA), offers many benefits to dealers of all sizes, including:

- Education (Oct. 23 and 24) that provides dealers with step-by-step recommendations for improving profits
- A discussion between Fred Whyte, president of STIHL Incorporated, and Dan Ariens, president of The Ariens Company, on what’s ahead for the outdoor power equipment industry.
- A Dealer Club for relaxing, checking e-mail, enjoying refreshments, networking and resting
- Exclusive early admission to the show floor at 8:00 a.m. each morning
- Lunches and other networking opportunities with dealers from around the world
- A panel of landscape contractors discussing specific things dealerships can do to earn more of their business

Bill Harley, president and CEO of OPEI, said dealers will have first-hand access to advice from successful dealers who will serve as panelists. They will discuss topics such as streamlining brands, building margins, writing a budget, planning for the next generation, competing with “big boxes,” utilizing the resources available to dealers and providing services that will result in larger profits.

- more -

GIE+EXPO Dealer Experience – add one

GIE+EXPO 2008 Dealer Experience Schedule

Thursday, October 23

12:00 – 1:30 p.m. – Build Beneficial Relationships with Contractors to Build Your Bottom Line

1:30 – 2:15 p.m. – What's Next: A Look to the Future of the OPE Industry; a conversation with Fred Whyte, president of STIHL Incorporated, and Dan Ariens, president of Ariens Company.

2:30 – 4:30 p.m. – Propel Your Company to Success with Value-Driven Marketing Practices

Friday, October 24

12:00 noon – 1:30 p.m. – Successful Business Planning 101

1:30 – 2:15 p.m. – Yard & Garden's 6th annual Dealers in Excellence Awards presentation, sponsored by Ariens, STIHL, Equipment & Engine Training Council and GIE+EXPO.

2:30 – 4:30 p.m. – Valuable Resources For Hiring, Training and Retention

Pre-registration is required for The Dealer Experience – Your Guide to Profitability. Onsite registration for The Dealer Experience will not be available. The only charge is \$15 for box lunches during the 1:30 pm sessions on Oct. 23 and 24.

Pre-registration for a three-day pass to the tradeshow is \$10 per person. The tradeshow admission for those who wait to register onsite will be \$50. To pre-register online for the 'Experience' and the tradeshow and to reserve hotel rooms, go to www.gie-expo.com. Dealers who register online will be eligible for a drawing for Flight Certificates to the Caribbean, sponsored by Ariens and American Airlines.

To register by mail, call Sellers Expositions, 800-558-8767 or 812-949-9200, to request a brochure.

##