

CONNECTICUT AUTOMOTIVE RETAILERS ASSOCIATION

36 TRUMBULL STREET HARTFORD, CT 06103 TELEPHONE (860) 293-2500 FACSIMILE (860) 527-2582

WHEN ADVERTISING GOES WRONG: *FALSE AND DECEPTIVE ADVERTISING IN THE INDUSTRY*

Date: Thursday June 12, 2014
Place: Trumbull Marriott
Time: 9:00 AM – 12:00 Noon
Fee: \$75.00 per person for CARA Members

Seating Is Limited For This Workshop So Register Today!

Presented by: Robert M. Langer – Partner, Wiggin & Dana
Melissa Fernandez – Litigation Associate, Wiggin & Dana
Christine Jean-Louis - Litigation Associate, Wiggin & Dana

This seminar will cover what you need to know to keep your Advertising in Compliance with the Federal Trade Commission and the Connecticut Department of Consumer Protection!

The Federal Trade Commission (*FTC*) recently announced a nationwide “sweep” of enforcement actions targeting deceptive advertisements by automotive retailers. The initial round of enforcement actions involved nine dealerships and advertising agencies. The actions alleged deceptive advertising practices ranging from misleading statements for down payments and monthly terms, which were not actually available, to a mailing involving a sweepstakes prize, which was never awarded to anyone.

In light of this aggressive enforcement initiative, CARA has strongly advised its members to review their advertisements for compliance with the State and federal advertising regulations governing automotive ads. And urged dealerships should review their print, broadcast and online materials as well as all mailings.

To assist our dealers we are bringing one of the most knowledgeable and experienced attorneys in the fields of consumer protection and antitrust law to you to present a comprehensive program covering both federal and state regulations for advertising.

Please Note: We have included a section on the registration form for your specific questions. Rest assured your questions are confidential so please give them to us in advance so we can make sure we answer all your advertising, FTC and Consumer Protection questions.

Don't Miss This Opportunity – Register Today!

REGISTRATION SHEET

SEMINAR

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THURSDAY, JUNE 12, 2014

AGENDA

8:30 AM – 12:00 PM	Breakfast Buffet and Coffee & Beverage Service
8:30 AM	Registration
9:00 AM	Advertising Compliance Workshop Begins
10:30 AM	Break
10:45 AM	Advertising Compliance Workshop Resumes
12:00 PM	Q&A Period – Workshop Adjourns

**Fax or Email
Your Registration
TODAY!**

CARA Member Fee: \$75.00 per person

Please print or type name as you wish it to appear on badge – make photocopies for additional attendees

Attendee _____

Dealership _____

Address _____

City _____ State _____ Zip _____

Contact _____

(if different from attendee)

Email for confirmation and directions _____

*** Please provide us with any specific questions you would like reviewed at the workshop. As always, you can be assured that no identification will be attached to this question:**

Seating is Limited for this Seminar - Fax your Registration to (860) 527-2582 or email it to cara@ctcar.org and we will invoice you or send your registration with check to: CAR Association, 36 Trumbull St, Hartford, CT 06103.

REGISTRATION CUT-OFF IS MONDAY JUNE 9, 2014 - NO REFUNDS CAN BE ISSUED AFTER THAT DATE.