



MSA 2020 CONVENTION

OCTOBER 26-29 | LAS VEGAS, NV

MSAWORLD.COM

Early bird pricing: **\$949**

Retail pricing: **\$1,149**

Guest pricing: **\$499**

Join appliance industry high rollers for immersive training, powerful keynotes and unmatched networking -- all in the heart of Las Vegas at Caesars Palace.

Register Now!



OEM-led technical
and product training



Business growth and
operational insights



A dynamic Vendor
Expo with leading
industry partners



Multiple training
tracks
each day



Built-in networking
with peers from
across the country



High-energy receptions,
happy hours and
general sessions

SUIT UP FOR SUCCESS

Four Days. One Industry. Endless Opportunity.

Best-in-Class OEM Training

Whirlpool®



GE APPLIANCES



SmartHQ™
SERVICE



Electrolux



Speed Queen®

SAMSUNG



Midea®



BOSCH

Thermador★



LG

dacor

true | CALIBER

Monday, October 26

Arrival and Kickoff

- 3-10 p.m.** — Registration Open
8-10 p.m. — Welcome Reception

Tuesday, October 27

Education, Keynotes and Vendor Expo

- 7-8 a.m.** — Breakfast and Networking
8-9:30 a.m. — Training Sessions
9:30-10 a.m. — Coffee Break & Vendor Expo
10-11:30 a.m. — Training Sessions
11:30-12 p.m. — Lunch
12-1:15 p.m. — Keynote featuring Howie Long
1:15-2:45 p.m. — Training Sessions
2:45-3:15 p.m. — Coffee Break & Vendor Expo
3:15-4:45 p.m. — Training Sessions
4:45-7 p.m. — Vendor Expo and Happy Hour

Wednesday, October 28

Education, Keynotes and Vendor Expo

- 7-8 a.m.** — Breakfast and Networking
8-9:30 a.m. — Training Sessions
9:30-10 a.m. — Coffee Break & Vendor Expo
10-11:30 a.m. — Training Sessions
11:30-12 p.m. — Lunch
12-1:15 p.m. — General Session with Alex Goldfayn
1:15-2:45 p.m. — Training Sessions
2:45-3:15 p.m. — Coffee Break & Vendor Expo
3:15-4:45 p.m. — Training Sessions
4:45-7 p.m. — Vendor Expo and Happy Hour

Thursday, October 29

Final Sessions and Departure

- 7-8 a.m.** — Breakfast
8-9:30 a.m. — Training Sessions



HOWIE LONG TUESDAY OCTOBER 27

You'll recognize Howie Long as the in-studio analyst for FOX NFL Sunday and FOX Sports Thursday Night Football Pregame Show. He brings us his experience as 13 years a defensive end in the NFL and member of the Pro Football Hall of Fame. He'll bring his trademark same sharp wit to the MSA audience, using humor and anecdotes while encouraging you to face life's obstacles head-on.

Improve Business Operations *with sessions such as:*

- Increasing Profitability Through Smarter Operations
- Pricing Strategies to Protect Margins
- Customer Acquisition and Marketing ROI
- Improving Customer Experience and Retention
- Growing Revenue Sustainably
- Budgeting and Financial Planning
- Protecting Your Business and Reducing Risk
- SEO, AI and Digital Visibility
- Google Local Service Ads and Lead Generation
- Extended Warranty Opportunities

Boost Technical Skills *with sessions such as:*

- Refrigeration Systems and Diagnostics
- Laundry and Dishwasher Service Training
- Cooking Appliance Repair and Troubleshooting
- Electrical Systems, Controls and Diagnostics
- Smart Appliance Technology and Connectivity
- Sealed Systems, Airflow and Heat Transfer
- New Product Updates and OEM Best Practices
- Real-World Service Call Efficiency and Troubleshooting

We're continuously enhancing our training, with additional content coming soon!

Training sessions and times subject to change.