

PRESS RELEASE: MIDWEST AUTO CARE ALLIANCE ANNOUNCES VISION 2021 GOING VIRTUAL IN MARCH, IN ADDITION TO UNVEILING A NEW EVENT IN JULY

Tuesday, October 27, 2020

VISION 2021 Goes Virtual - Plus New Event in July Added

Gladstone, Missouri – The VISION Hi-Tech Training & Expo has announced its 2021 event will transition from an in-person event to a virtual event in March. MWACA leaders initially held off making a decision on the 2021 VISION event, hoping for the pandemic restrictions to improve. Unfortunately, the current restrictions from local government authorities do not allow for an adequate number of attendees. “We are very disappointed to not be able to hold VISION in 2021,” Tim Davison, president of MWACA said. “Our show dates back to 1993 and is one of the industry’s leading training and expo events. We know what VISION means to the industry – it’s where automotive service professionals from all over the region, the country, and beyond come together to renew connections, gain new knowledge, and discover new products and services.”

“We have refocused our efforts towards a virtual platform, providing an opportunity for automotive service professionals to have access to world class training, valuable content, networking, exhibitors and much more,” stated Sheri Hamilton, executive director and conference manager for VISION Hi-Tech Training & Expo.

VISION is currently reaching out to exhibitors, sponsors, and speakers to communicate the decision and outline next steps for the virtual event and 2022. “We had exciting plans for the 2021 show and will work to bring a first-class virtual experience to everyone involved,” Hamilton said. Hamilton’s team recently executed a virtual conference with great reviews from both attendees and exhibitors. They will use their experience and feedback, as well as new ideas, to bring a unique virtual experience to the industry.

MWACA also announced hosting a new in-person event at the end of July which will focus on ADAS training. The newly-formed event, known as ADAS Academy, will help service professionals prepare their shop for servicing advanced driver-assistance systems. The Academy will provide classroom and hands-on technical training opportunities as well vendors featuring products and services related to ADAS. Additional details of the conference will be announced when available. The dates for the event will be July 29-August 1, 2021 in Overland Park, Kansas.

About Midwest Auto Care Alliance

MWACA is a 501(c)6 non-profit trade association led by independent automotive service professionals and serving the needs of service professionals throughout the Midwest and beyond. Beginning as a seven-county Kansas City chapter in the late 1980’s, the progressive affiliate grew into ASA Missouri/Kansas, and continued to grow and expand into a six state affiliate known as ASA-Midwest. The affiliate separated from the national organization in September 2018 and became an independent regional association. As one of the premier and most active associations in the country, MWACA has chapters throughout their territory, as well as numerous Shop Owner Support (S.O.S.) Groups, a shop mentor program, and they are also the founder and host of the VISION HiTech Training & Expo event for 28 years. Information about MWACA and VISION can be found at www.mwaca.org and www.visionkc.com.

