



47th

ANNUAL INDUSTRY ADVANCEMENT SUMMIT

CONNECT
COLLABORATE
CONDUCT

SHDA
Security Hardware Distributors Association

2017
Pointe Hilton
Squaw Peak
Phoenix, AZ
April 24 - 27, 2017



SHDA'S 47TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT RETURNS TO PHOENIX, ARIZONA AT THE POINTE HILTON SQUAW PEAK

– the ideal venue our members have noted for the quality of networking, education and interchange of ideas that members have come to value so highly. Here, you can truly **Connect, Collaborate and Conduct** – the cornerstones of our Industry Advancement Summit.

For more than 45 years, the Annual SHDA Summit has served the security hardware industry by featuring invaluable One-on-One business appointments where leading Distributors can meet with more than 60 SHDA member Manufacturer partners in one convenient location. This saves your company hundreds of hours and thousands of dollars annually. See “Maximizing Your Results!” on page 2 for more information on the One-on-One conferences and how to best prepare yourself.

Our new schedule that was unveiled last year was a hit! This year the Summit will again offer three full-day One-on-One appointments. The One-on-One sign up session (fondly referred to as “The Running of the Bulls”) will be held Monday, April 24th from 4:30 – 5:30 PM; appointments will begin Tuesday, April 25th at 10:30 AM and end on Thursday, April 27th at 5:25 PM. Twenty-five (25) minute appointments will again be offered for the entire Summit to allow partners who need to spend a bit more time to get the full benefit of tailored attention, allowing distributors to make up to **47 appointments!** SHDA encourages distributor companies

to bring more than one principal to enhance their capacity to expand their exposure to all manufacturer participants. A full “dance card” of appointments will allow all attendees to leave Phoenix with a complement of business contacts completed and work goals achieved. We strongly encourage you to plan to stay for the duration of the appointments on Thursday out of courtesy to all attending.

The Security Hardware Distributors Association's mission is *to continually improve, through education and services, the proficiency of security distributors in order that they are the most effective and efficient conduit to the marketplace.* The 2017 Summit schedule, as well as the additional networking and educational opportunities offered in Phoenix, will further enhance this commitment to our members.

SHDA's Annual Industry Advancement Summit will provide you with tangible, take-home knowledge that will help you run a better business, provided through SHDA's 2017 Ben Silver Education Program. **Speaker Sam Richter**, an internationally recognized expert on sales, marketing and leadership, will entice you with tactics and strategies to build your personal relationships with business contacts. When you know more about your prospects and clients, you're better able to relate on a personal level, build more meaningful connections, identify triggering events, tailor your offerings and ensure relevancy. Most importantly, studies show that when you practice Sam's tried and true tactics, you'll win two times more business. This is a do not miss Ben Silver seminar!

Register now to join your industry colleagues in Phoenix on April 24 – 27 – you won't want to miss this one!

MAXIMIZE YOUR RESULTS!

The One-on-One Sessions are the most vital part of SHDA Summit attendance. Both Distributor and Associate members agree that this unique opportunity to meet with over 170 manufacturer associates over three full days is one of the most significant benefits of membership.

What are the One-on-Ones? They are a series of appointments that allow distributors a unique opportunity to meet directly with the key representatives of both present and future suppliers. They afford the opportunity for both Distributors and Suppliers to discuss market trends, review new products and plan future strategies. On Monday afternoon at 4:30 PM, Distributors will set up sequential 25-minute appointments for Tuesday, Wednesday and Thursday. During the morning and afternoon of these three days, they will circulate along the Manufacturer Suites at the Pointe Hilton Squaw Peak visiting the SHDA supplier members. Here are a few tips to help you prepare for and conduct these One-on-One sessions:

Distributors should:

- Prepare market data for each vendor
- Check with field personnel for details on products and servicing
- Gather necessary input to maximize your vendor relationship

Manufacturers may wish to bring:

- New product information
- New programs
- Advertising plans
- Individual distributor sales figures
- Vendor sales trends

Important Reminder

The purpose of the One-on-One Sessions is to provide Distributors and Manufacturers a cost effective opportunity

to meet with their market partners under one roof. SHDA strives to provide this opportunity to all delegates in a time-efficient fashion at the lowest cost possible. With this in mind, manufacturers are reminded that no alcoholic beverages or food should be permitted during the appointments.

SCHEDULE OF EVENTS

MONDAY, APRIL 24, 2017

| | |
|--------------------|--|
| 7:00 AM | Transport to Golf Tournament |
| 8:00 AM | Annual SHDA Golf Tournament & Tennis Match |
| 12:00 PM – 6:00 PM | Registration |
| 3:45 PM – 4:10 PM | First Time Attendee Welcome |
| 4:30 PM – 5:30 PM | One-on-One Scheduling Session |
| 5:30 PM – 7:30 PM | SHDA Networking Reception |
| 9:00 PM – 11:00 PM | SHDA Hospitality Suite |

TUESDAY, APRIL 25, 2017

| | |
|---------------------|--|
| 7:15AM– 10:15 AM | Ben Silver Seminar (Continental Breakfast Included)* |
| 10:30 AM – 11:55 AM | One-on-One Sessions |
| 12:00 PM – 1:15 PM | Members' Luncheon |
| 1:30 PM – 5:25 PM | One-on-One Sessions |
| 5:30 PM – 7:30 PM | SHDA Networking Reception |
| 9:00 PM – 11:00 PM | SHDA Hospitality Suite |

WEDNESDAY, APRIL 26, 2017

| | |
|---------------------|---|
| 7:00 AM – 7:45 AM | Distributor & Associate Joint Continental Breakfast |
| 8:00 AM – 11:55 AM | One-on-One Sessions |
| 12:00 PM – 12:50 PM | Members' Luncheon |
| 1:00 PM – 5:25 PM | One-on-One Sessions |
| 5:30 PM | Open Evening |
| 9:00 PM – 11:00 PM | SHDA Hospitality Suite |

THURSDAY, APRIL 27, 2017

| | |
|---------------------|---------------------|
| 8:00 AM – 11:55 AM | One-on-One Sessions |
| 12:00 PM – 12:50 PM | Members' Luncheon |
| 1:00 PM – 5:25 PM | One-on-One Sessions |
| 5:30 PM – 7:30 PM | Closing Reception |

FRIDAY, APRIL 28, 2017

| | |
|--------------------|-----------------------------|
| 7:30 AM – 8:00 AM | Board & Committee Breakfast |
| 8:00 AM – 11:15 AM | Committee Meetings |
| 11:30 AM – 1:30 PM | Board of Directors Meeting |

*Requires pre-registration, additional fee

▶ Never Attended A Summit Before?

Here's what you need to know:

1. Schedule your arrival in plenty of time to participate in the One-on-One Sign Up Session on Monday, April 24th at 4:30 PM. Your entire week depends on this scheduling session. Appointments are not arranged in advance.
2. Plan to attend the Ben Silver Seminar on Tuesday morning starting at 7:15 AM. This program, featuring Sam Richter, will prepare you for effective sales calls and cultivating personal business relationships!
3. Appointments are scheduled until 5:25 PM on Thursday, so in order to keep your room for appointments, you will need to stay Thursday evening and check out on Friday morning.



High Value Session Two Presentations in One

Featuring Sam Richter

Every Sales YES Begins With a Know

You don't get a second chance to make a great first impression. In less than 10 seconds, your buyer will start to decide if he or

she is going to do business with you. Through this eye-opening session, learn web search secrets to give you the winning edge on your sales calls and how to use this information to differentiate yourself from the competition and close that sale.

Personal Branding and Online Reputation Management in a Digital World

In today's instant communication and social networking world, it's easy to share and receive opinions. What you and others post online, text, and even email is not limited to private networks and friend groups. Solidify your sales presence by learning how to cultivate your personal brand, limit over-sharing of information and manage your online presence to control how you are presented.

**CEU Units are assigned by Purdue University. The Professional Certificate of Innovative Distribution can be earned through Purdue University upon the completion of 90 hours of instruction that meets our requirement of 9 Continuing Education Units [CEUs] or CEU equivalents. Those 90 hours can be completed by: A combination of one [1] or [2] or [3] University of Innovative Distribution [UID] programs (each UID program counts for 3 CEUs), in combination with other CEUs obtained in distribution education and/or training as needed. Each Continuing Education Unit [CEU] or CEU equivalent equals 10 hours of instruction [education and/or training].*

MEETING REGISTRATION

Early Registration Discount - \$395 check/\$410 credit card

Deadline: February 27, 2017

Register by February 27, 2017 to take advantage of the discounted delegate registration fee of \$395 (check) or \$410 (credit card), and to guarantee your company's listing in the Official Conference Program, which will be available on the web and updated every Wednesday evening beginning on March 8, 2017.

Regular and Mail-In Registration Deadline - \$465 cash/\$480 credit card

Deadline: March 13, 2017

Register by March 13, 2017 to secure the regular delegate registration fee of \$465 (check) or \$480 (credit card) and to guarantee your company's listing in the Official Conference Program which will be distributed to all attendees at the Conference in Phoenix.

Late Registration Deadline - \$495 cash/\$510 credit card

After March 13, 2017, fax your registration form to SHDA at (410) 263-1659 and pay the Late Registration Fee of \$495 (check) or \$510 (credit card).

Mail all Meeting Registrations and payment to:
SHDA, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300.
Make all checks payable to SHDA.

Spouse Registration Fee - \$275

SHDA's Spouse Registration Fee is designed to be an economical way for your spouse or companion who is over the age of 18 to attend all of the convention activities. Registered spouses are welcome and encouraged to participate in SHDA activities.

Registration and Cancellation Policies

In order to obtain a refund for convention registration fees written notice of cancellation is required, to be received at the SHDA office, by the dates noted below:

By March 27, 2017 – for Full Refund

By April 10, 2017 – for 50% Refund

After April 10, 2017 – No Refund, with the exception of a medical emergency.

If you must cancel your meeting registration, it is also your responsibility to cancel hotel room reservations.

Wearing of badges is required for admittance to convention activities. Non-registered spouses will not receive a badge.

REGISTRATION INFO:

Register Early to Receive Early Bird Registration Discount and First Choice of Manufacturer Suite Location!

Manufacturer Suite Reservation Form on Page 5

Early Delegate Registration Fee...\$395 • Spouse Registration...\$275

Included in Registration Fee:

- All conference materials (program, badge, etc.)*
- Networking opportunities with your marketing partners in the One-on-One Conference Program
- Business session with speaker handouts, etc.*
- One breakfast*
- Three luncheons*
- Three cocktail receptions*

*Included in spouse registration fee – badge admits spouses to SHDA functions

Early Bird Registration Deadline – February 27, 2017

Hotel Reservation Deadline – March 24, 2017

Be sure to register by March 13, 2017 for inclusion in the Official 47th Annual Industry Advancement Summit Program. Registrations received after this deadline will appear on the supplemental registration list available onsite at the Annual Summit.

Register online at www.shda.org. When you register online, you will pay the higher credit card fee.

KNOW THESE IMPORTANT DATES

FEBRUARY 27TH: Early Bird Deadline

MARCH 13TH: Regular Registration Deadline

MARCH 13TH: Register by this date to have your name and company appear in printed directory

MARCH 24TH: Manufacturer Suite Reservation Deadline

MARCH 24TH: Hotel Reservations Deadline

SHDA GOLF OUTING & ROUND ROBIN TENNIS

MONDAY, APRIL 24, 2017

Golf and tennis options will be available at Pointe Hilton Squaw Peak; details will be available in the future and can be viewed at www.shda.org/conferences.

REGISTRATION FORM

You can also register online by visiting: www.shda.org/conferences

47TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT

Pointe Hilton Squaw Peak • Phoenix, Arizona • Monday, April 24 – Friday, April 28, 2017

Pre-Summit Golf Outing • Monday, April 24th – 8:00 AM

Please Check One: Distributor Associate Please check if first time attendee

Please type or print information, as you would like it to appear on your Registration Badge and in the Official Convention Program. Please submit one copy of this form, or a photocopy for each individual or family attending SHDA's 47th Annual Industry Advancement Summit.

Payment must accompany your registration. To register by fax, sign this registration form, indicating your VISA, MasterCard, Discover or American Express number and the expiration date. Or, mail a copy of the completed form with your check to: SHDA, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300. Delegate registration forms received by February 27, 2017 will qualify for the \$395 early registration, cash discount fee or \$410 early registration credit card fee. The \$465 regular registration, cash discount fee or \$480 regular registration credit card fee will apply to delegate registrations received between February 28, 2017 and March 13, 2017. All delegates registered by March 13, 2017 will appear in the Official Conference Program. Delegate registrations received after March 13, 2017 will pay the \$495 late-faxed-in, cash discount fee or \$510 late-faxed-in credit card fee.

Delegate Name _____ Badge Nickname _____

Title _____ Company Name _____

Company Address _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____ Phone _____

Fax _____ Email _____

Do you have any physical conditions requiring special needs or dietary restrictions? YES NO If yes, please specify. _____

Spouse Name (if attending) _____ Badge Nickname _____

Guest/Companion Name _____ Badge Nickname _____

Home Address (spouse/guest correspondence will be mailed to the home, if requested) _____

City _____ State/Province _____ Zip/Postal Code _____

Country _____

REGISTRATION FEES/ SIGN UP SHEET

Delegate Name _____

____ Delegate Early Registration Fee \$395, cash discount
(If paid by February 27, 2017)____ Delegate Early Registration Fee \$410, credit card payment
(If paid by February 27, 2017)____ Delegate Regular Registration Fee \$465, cash discount
(If paid between February 28, 2017 and March 13, 2017)____ Delegate Regular Registration Fee \$480, credit card payment
(If paid between February 28, 2017 and March 13, 2017)____ Delegate Late-Fax-In Registration Fee \$495, cash discount
(If paid after March 13, 2017)____ Delegate Late-Fax-In Registration Fee \$510, credit card payment
(If paid after March 13, 2017)

____ Spouse/Companion/Guest Registration Fee \$275, cash discount

____ Spouse/Companion/Guest Registration Fee \$290, credit card payment

____ Ben Silver Seminar (Tuesday, April 25, 2017) \$150, cash discount

____ Ben Silver Seminar (Tuesday, April 25, 2017) \$165, credit card payment

Golf Tournament • Monday, April 24, 2017

Please indicate if you are interested in playing in this year's Golf Tournament

Round Robin Tennis • Monday, April 24, 2017

Please indicate if you are interested in playing Round Robin Tennis

Total Fees Due for Each Attendee: \$ _____

My company would also like to contribute to the Ben Silver Fund.

I have enclosed a contribution of \$ _____

GRAND TOTAL DUE: _____

PAYMENT OPTIONS

For office use only • Check Date _____ Check # _____ Invoice # _____

Enclosed is my check for \$ _____

Please make checks payable in U.S. dollars, to SHDA, and mail to: SHDA, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300.

Please charge to my (check one) VISA MasterCard Discover American Express

Account # _____ Exp. Date _____ Verification Code _____

Name on card (please type or print) _____ Card Signature _____

Billing Address _____

Telephone Inquiries (410) 940-6346 • Register by Fax (410) 263-1659 • Register online at www.shda.orgNOTE: if you are paying by credit card, please consider paying at shda.org for added security.

MANUFACTURER SUITE RESERVATIONS FORM

ALL RESERVATIONS MUST BE RECEIVED BY: MARCH 24, 2017

47TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT

Pointe Hilton Squaw Peak • Phoenix, Arizona • Monday, April 24 – Friday, April 28, 2017

Associate Members must use this form to reserve their One-on-One Conference Suites in order to secure space in the Manufacturer Room Block.

Manufacturers' Suites must be reserved as a four-night package at a minimum, so that you can maintain your room through 5:25 pm for appointments on Thursday. Additional nights may be added to accommodate individual travel plans. Be sure to reserve your accommodations through the SHDA Office no later than March 24, 2017.

You must also register as a delegate to the conference on page 4.

First Name _____ Last Name _____

Company Name (as it should be listed in the Official Conference Program) _____

Company Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Name(s) of person(s) sharing accommodations: _____

Number of people in room: _____ Special requests: _____

If you would like your suite to be placed next to specific companies, please list them below. SHDA will do everything it can to accommodate your request, but requests are not guaranteed. _____

To avoid suite placement near your primary competitor(s), please list them below. SHDA will do everything it can to accommodate your request, but requests are not guaranteed. _____

Please indicate preference accommodations: _____ King _____ Double/Double _____ Handicap Access

Please note, all accommodations are non-smoking due to local laws.

Manufacturer Suite: \$1,040.00 - 4 night single or double occupancy (price includes room and tax)

Each additional night may be added at \$260 per night, single occupancy or double occupancy. If you are playing golf in the SHDA Golf Outing (at 8:00 AM on Monday, April 24th), you may need to add one or two additional nights' lodging.

4 nights lodging deposit @ \$1,040.00, cash advance _____ Arrival Date: _____ Departure Date: _____

4 nights lodging deposit @ \$1,092.00, credit card payment _____ Arrival Date: _____ Departure Date: _____

5 nights lodging deposit @ \$1,300.00, cash advance _____ Arrival Date: _____ Departure Date: _____

5 nights lodging deposit @ \$1,365.00, credit card payment _____ Arrival Date: _____ Departure Date: _____

6 nights lodging deposit @ 1,560.00, cash advance _____ Arrival Date: _____ Departure Date: _____

6 nights deposit @ \$1,638.00, credit card payment _____ Arrival Date: _____ Departure Date: _____

Your package price includes room and tax only - incidentals are on own.

Suite cancellations and full refunds will be honored until Monday, February 27, 2017. Suite cancellations after this date will not be refunded unless due to a medical emergency provided in writing to SHDA Headquarters. As a courtesy, please notify SHDA if you plan to check out before Thursday, April 27th.

Check-In: 4:00 p.m. – Check-Out: 11:00 AM Accommodations will be confirmed with a credit card guarantee.

Credit Card: American Express Visa MasterCard Discover

Billing Address: _____

Cardholder's Name: _____

Credit Card number: _____ Expiration Date: _____ Security Code: _____

I, _____, give authorization to SHDA Headquarters to charge my credit card.

Signature: _____ Phone: _____

Mail or fax this page with your credit card information directly to:

SHDA Headquarters • 105 Eastern Ave. • Suite 104 • Annapolis, MD 21403 • Fax: 410-263-1659



HOTEL INFORMATION:

Pointe Hilton Squaw Peak Resort

7677 N 16th Street • Phoenix, AZ 85020
Reservations: (800) 947-9784 • Hotel: (602) 997-2626
Check-in: 4:00 PM • Check-out: 11:00 AM

Set in the Phoenix Mountain Preserve, this sprawling 27-acre all-suite hotel with a waterpark is 8 miles to Phoenix Sky Harbor International Airport.

Contemporary studios and 1-bedroom suites offer custom-designed beds, flat-screen TVs and WiFi. Split-level casitas with kitchenettes are also available.

Waterpark amenities include 4 acres of pools, a lazy river, waterfalls and a waterslide. There are also 3 restaurants, a poolside bar, mini-golf course, tennis courts, a fitness center and a spa.

HOW TO RESERVE ACCOMMODATIONS:

Non-Manufacturer Suite Room (for distributors and additional manufacturer delegates): If you are reserving a sleeping room only (**not a company One-on-One Suite**), please call 1-800-947-9754 to make your sleeping room reservation directly with Pointe Hilton Squaw Peak or reserve your room online by visiting the SHDA Meetings webpage. Make certain that you mention that you will be attending the SHDA conference to receive the special SHDA room rate: **\$199.00, plus state and local taxes.**

SHDA sleeping rooms will be available until **March 24, 2017**. After this date, rooms may be available on a space available/rate available basis. It is vitally important that you reserve your accommodations at Pointe Hilton Squaw Peak. SHDA is contractually obligated to fill our hotel room block and the association may be exposed to significant financial liability should our members fail to support this room block.

Manufacturer Suite Room: If you are an Associate (manufacturer) member and you are reserving your company's One-on-One Suite, please fill out the Manufacturer Suite Reservations Form on page 5. **Do not contact the hotel for this suite – it will be assigned by SHDA.**

GROUND TRANSPORTATION

Phoenix Sky Harbor International Airport (PHX) is the primary airport serving the Phoenix area. It is located eight miles from Pointe Hilton Squaw Peak.

Rental Car

Another member benefit: SHDA members are entitled to discounted rental car rates through Hertz. Through this exclusive member benefit, you can save up to 25% on both business and leisure rentals. Simply use CDP# 2117631 while making reservations online at www.hertz.com, or by calling 800-544-0058.

Taxis

Taxi service is available from Terminal 2: east outside door #8; from Terminal 3: North curb, outside door #7; from Terminal 4: Level 1, North curb, outside door #7 and south curb, outside door #6.

Apache Taxi, AAA/Yellow Cab and Mayflower Cab are the only taxis contracted to pick up passengers at Phoenix Sky Airport. Rates remain the same regardless of company, number of passengers and number of bags. The first mile is \$5. Each additional mile is \$2.30. Each hour of a traffic delay is \$23. The minimum fare is \$15.

Scheduled Vans

SuperShuttle: (602) 244-9000

Vans operate 24 hours on a scheduled basis, with vans departing every 15 minutes from 9 a.m. to 9 p.m. For the telecommunications device for the deaf (TDD), please call (602) 243-7786.

Rates are zone based and typically range from \$12 to \$46 for the first passenger. Each additional residential passenger per reservation is \$8 regardless of zone. Wheelchair-accessible vans are available by request. All major credit cards are accepted

For more ground transportation options from PHX, please visit skyharbor.com/ParkingTransportation

Weather

In most years, Phoenix averages a daily maximum temperature for April that's between 83 and 89 degrees Fahrenheit (28 to 32 degrees Celsius). The minimum temperature usually falls between 58 and 63°F (14 to 17°C). The days at Phoenix continue to heat up steadily during April.

Wardrobe

The attire for the 47th Annual Industry Advancement Summit is business casual. For men, golf shirt or dress shirts and leisure slacks are appropriate. For women, skirt or pant sets and business casual dresses are appropriate. Meeting rooms can be chilly, so sweaters are also helpful.

SHDA'S ANNUAL CONFERENCES ARE CONSIDERED THE BEST NETWORKING OPPORTUNITY IN THE INDUSTRY.

The 47th Annual Industry Advancement Summit will be no exception as SHDA strives to combine education and industry development with relationship building and fun. With an Opening Reception, Networking Receptions and Hospitality Suite and several Networking Breakfasts and Luncheons, there will be plenty of chances to enhance your business relationships. Whether you're in a business session, a cocktail reception or simply taking a break in the sunshine, you will come away knowing that you have met with many of your dealers or suppliers without the cost or hassle of hours of travel time. SHDA's 47th Annual Industry Advancement Summit will bring you together conveniently and affordably.

SHDA NETWORKING RECEPTIONS

Monday, April 24, 5:30 PM – 7:30 PM
Tuesday, April 25, 5:30 PM – 7:30 PM
Thursday, April 27, 5:30 PM – 7:30 PM

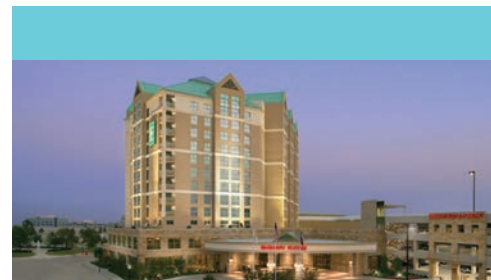
SHDA NETWORKING LUNCHEONS

Tuesday, April 25, 12:00 PM – 1:15 PM
Wednesday, April 26, 12:00 PM – 12:55 PM
Thursday, April 27, 12:00 PM – 12:55 PM

SHDA HOSPITALITY SUITE

Monday, April 24 – Wednesday, April 26, 9:00 PM – 11:00 PM

SHDA receptions and cocktail parties are casual affairs. Networking receptions will feature light hors d'oeuvres and an open bar.



SAVE THE DATE!
2018 SHDA INDUSTRY
ADVANCEMENT SUMMIT
Embassy Suites Dallas-Frisco
Frisco, Texas
April 30 – May 4, 2018



SHDA
Security Hardware Distributors Association

105 Eastern Avenue
Suite 104
Annapolis, MD 21403-3300
www.shda.org