



48TH

ANNUAL INDUSTRY ADVANCEMENT SUMMIT

Embassy Suites Dallas-Frisco

Monday, April 30 - Friday, May 4, 2018



2018

**REGISTRATION
BROCHURE**



**REGISTER
EARLY &
SAVE**

WE'RE BACK IN FRISCO, TEXAS!

SHDA's 48th Annual Industry Advancement Summit returns to Frisco, Texas at the fully renovated Embassy Suites Dallas-Frisco. Make plans to attend this can't miss event in the industry that fosters connectivity, networking, and education.

EXCEED YOUR 2018 BUSINESS GOALS

Dates: Monday, April 30th from 4:30PM - 5:30 PM
In-suite Appointments: Begins Tuesday, May 1st at 10:30 AM and ends on Thursday, May 3rd at 5:25 PM

The Summit offers **three full-day** One-on-One sessions to help meet multiple SHDA member Manufacturer partners in one convenient location over three days - saving your company hundreds of hours and thousands of dollars annually in travel costs. Twenty-five (25) minute appointments will 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!** Distributors and suppliers can use this time to discuss market trends, review new products, and plan future strategies.

How Does it Work?

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 Embassy Suites Dallas-Frisco visiting the supplier members of SHDA. 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

Vendors should be prepared to speak about the Canadian market/Canada where applicable.

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 Frisco with a complement of business contacts completed and work goals achieved.

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.

Did You Know?



Both Distributor and Associate members agree that this unique opportunity to meet with more than 60 industry partners over three full days is one of the most significant benefits of membership.

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 Scheduling Session on Monday, April 30th at 4:30 PM. Your entire week depends on this scheduling session as 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 Kristen Hadeed, will prepare you with tools and resources to build a successful millennial workforce!
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.

BEN SILVER SEMINAR

CULTURE EATS STRATEGY FOR BREAKFAST



TUESDAY, MAY 1, 2018

8:00 AM - 10:15 AM

Early bird rate: \$99 check/\$105 credit card
Regular rate: \$149 check/\$155 credit card

High Value Session!

Learn how to challenge traditional approaches to leadership with a simple premise: What we do doesn't matter — it's how we make people feel that makes the difference.

In this fast-paced, interactive keynote, Kristen Hadeed shares what she's learned as an entrepreneur who built a company known for its industry-leading retention rate, its culture of trust, accountability and empowerment. Funny, bold and brutally honest, she brings practical tools she's developed to create a work environment where people thrive because they know their work matters—a place where everyone is a leader. She challenges her audience to reflect on their current culture and to be honest when discussing the things that need to change, leaving participants inspired to take action as soon as she leaves the stage.

HIGHLIGHTS

- Shift your perspective on the role of leadership and hear why good leadership can make a lifelong impact.
- Learn how to build a safe environment while ensuring that team members feel they can bring all that they are to their job each day.
- Discover how to create a culture that gives people the confidence to solve their own problems.
- Explore everyday leadership behaviors that reflect your organization's values.

SCHEDULE OF EVENTS

MONDAY, APRIL 30, 2018

7:00 AM	Transport to Golf Tournament**
8:00 AM	Annual SHDA Golf Tournament**
12:00 PM - 6:00 PM	Registration
3:45 PM - 4:10 PM	VIP Attendee Orientation
4:30 PM - 5:30 PM	One-on-One Scheduling Session
5:30 PM - 7:00 PM	SHDA Networking Reception
9:00 PM - 11:00 PM	SHDA Hospitality Suite

TUESDAY, MAY 1, 2018

7:00 AM - 10:30 AM	Registration
8:00 AM - 10:15 AM	Ben Silver Seminar (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	Embassy Suites Reception
6:00 PM - 8:30 PM	Frisco Rough Riders Ballgame and Networking Party**
9:00 PM - 11:00 PM	SHDA Hospitality Suite

WEDNESDAY, MAY 2, 2018

8:00 AM - 11:55 AM	One-on-One Sessions
12:00 PM - 12:50 PM	SHDA Business Update & Members' Luncheon
1:00 PM - 5:25 PM	One-on-One Sessions
5:30 PM - 7:00 PM	SHDA Networking Reception
9:00 PM - 11:00 PM	SHDA Hospitality Suite

THURSDAY, MAY 3, 2018

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

FRIDAY, MAY 4, 2018

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
**Requires pre-registration, additional fee, space limited: first-come, first-served

SHDA GOLF OUTING

Monday, April 30, 2018

Shotgun Start at 8:00 AM

Bus departs hotel at 7:00 AM; SPACE IS LIMITED AND RESERVED ON A FIRST COME, FIRST SERVED BASIS. Price: \$125 check, \$130 credit card. Rate includes transportation to and from course, greens fee and cart, tournament services, lunch, and prizes. Golf club rentals available for \$69, which includes two sleeves of golf balls. A casual lunch will be served at the end of the outing. Pre-registration required.

The Tribute at the Colony
1000 Lebanon Road
The Colony, TX 75056

Phone: (972) 370-5465
www.thetributegc.com

NEW THIS YEAR!

Affiliate & Business Service Providers Sponsorship Opportunities

PLATINUM LEVEL SPONSOR - \$2,000

- One full day exclusive access to SHDA Al Hoffman Memorial Break Room to display literature and speak with SHDA members (Wednesday, May 2 or Thursday, May 3 only)
- Exclusive access to suite television to provide power point or commercials on products during your allotted time
- Signage outside Break Room indicating members can speak with your company representative
- Recognition in the Summit Guide and on the Summit App

GOLD LEVEL SPONSOR - \$1,250

- Half-day (8:00 AM - 12:00 PM or 1:00 PM - 5:00 PM) access to SHDA Al Hoffman Memorial Break Room to display literature and speak with SHDA members
- Access to suite television to provide power point or commercials on products during your allotted time
- Signage outside Break Room indicating members can speak with your company representative
- Recognition in the Summit Guide and on the Summit App

EVENT SPONSOR - \$1,000

- Exclusive sponsorship of one (1) of two (2) networking receptions
- Signage indicating reception sponsored by your company
- Branded cocktail napkins at networking reception
- Recognition in the Summit Guide and on the Summit App

Tuesday, May 1, 2018



Off-Site Networking Reception
Tuesday, May 1, 2018, 6:00 PM
\$40 check/\$42 credit card

Join us for food, drinks, and great opportunities for meaningful conversations while watching the baseball game. Guests will also receive a Frisco Rough Riders souvenir. Space is limited and on a first come, first served basis.

NETWORKING:

SHDA's Annual Conferences are considered the best networking opportunity in the industry. This year will be no exception as SHDA strives to combine education and industry development with relationship building and fun. Whether you're in a business session, a cocktail reception or simply taking in a ballgame, 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 NETWORKING RECEPTIONS

Monday, April 30, 5:30 PM - 7:00 PM

Tuesday, May 1, 5:30 PM - 7:30 PM

(Embassy Suites Reception)

Tuesday May 1, 6:00 PM - Frisco Rough Riders Ballgame and Networking Party* (*additional fee, limited space)

Wednesday, May 2, 5:30 PM - 7:00 PM

SHDA NETWORKING LUNCHEONS

Tuesday, May 1, 12:00 PM - 1:15 PM

Wednesday, May 2, 12:00 PM - 12:50 PM

(SHDA Business Update & Members' Luncheon)

Thursday, May 3, 12:00 PM - 12:50 PM

SHDA HOSPITALITY SUITE

Monday, April 30 - Wednesday, May 3, 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. Hospitality Suites will feature a beer and wine open bar.

WEATHER

Frisco generally experiences temperatures in the upper 70s and lows in the mid-60s during mid-spring. A light jacket or sweater may be handy for evenings.

WARDROBE

The attire for the 48th Annual Industry Advancement Summit is business casual. Meeting rooms can be chilly, so sweaters, blazers or wraps are helpful.

REGISTRATION SUMMARY/DEADLINES

MEETING REGISTRATION

We encourage all SHDA attendees to register on SHDA.org. We are happy to offer e-check payment options for 2018 to save you money and time!

Early Registration Discount - \$395 check/\$410 credit card
Deadline: February 26, 2018

Register by February 26, 2018 to take advantage of the discounted delegate registration fee of \$395, and to guarantee your company's listing in the Official Conference Program, which will be distributed to all attendees at the Conference in Frisco. Delegate attendee lists will be listed on the SHDA Summit webpage beginning on March 7, 2018 and will be updated weekly.

Regular Registration Fee - \$465 check/\$480 credit card
Deadline: March 12, 2018

Register by March 12, 2018 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.

Late Registration Fee - \$495 check/\$510 credit card

After March 12, 2018, send your completed registration form to Cathy Vick, SHDA Registrar at cvick@shda.org 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 check/\$290 credit card

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 however will not have access to one-on-one sessions. Optional and additional cost events must be selected and paid for separately from this registration fee.

REGISTRATION AND CANCELLATION POLICIES

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

By March 12, 2018 - for Full Refund
By April 9, 2018 - for 50% Refund
After April 9, 2018 - No Refund, except for 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! Manufacturer Suite Reservation Form on Page 6.

Included in registration fee:

- All conference materials (program, badge, etc.)*
- Unparalleled networking opportunities*
- Three luncheons*
- Three cocktail receptions (except for optional off-site Rough Riders Networking Reception)*

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

Early Bird Registration Deadline - February 26, 2018
Hotel Reservation Deadline - March 30, 2018

Be sure to register by March 12, 2018 for inclusion in the Official 48th 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 have the option to pay by credit card or e-check (new in 2018!)

KNOW THESE IMPORTANT DATES

FEBRUARY 26TH: Early Bird Deadline

MARCH 12TH: Regular Registration Deadline

MARCH 12TH: Register by this date to have your name and company appear in printed directory

MARCH 26TH: Manufacturer Suite Registration Deadline

MARCH 30TH: Hotel Reservations Deadline

REGISTRATION FORM

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

48th Annual Industry Advancement Summit
Embassy Suites Dallas-Frisco | Frisco, Texas • Monday, April 30 – Friday, May 4, 2018
Pre-Summit Golf Outing – Monday, April 30th – 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 Summit Program. Please submit one copy of this form, or a photocopy for each individual attending SHDA's 48th Annual Industry Advancement Summit. **For immediate processing, please register at shda.org.**

Payment must accompany your registration. To register by email, sign this registration form, scan and email to Cathy Vick, SHDA Registrar at cvick@shda.org. 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 26, 2018 will qualify for the \$395 early registration check discount fee or \$410 early registration credit card fee. The \$465 regular registration check discount fee or \$480 regular registration credit card fee will apply to delegate registrations received between February 27, 2018 and March 12, 2018. All delegates registered by March 12, 2018 will appear in the Official Summit Program. Delegate registrations received after March 12, 2018 will pay the \$495 late-emailed-in check discount fee or \$510 late-emailed-in credit card fee.

Delegate Name _____ Badge Nickname _____
Title _____ Company Name _____
Company Address _____
City _____ State/Province _____ Zip/Postal Code _____
Country _____ Phone _____
Email _____

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

Please list Emergency contact person's name and phone number _____

Spouse/Companion Name (if attending) _____ Badge Nickname _____

Spouse/Companion Email _____

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

REGISTRATION FEES/ SIGN UP SHEET

Delegate Name _____	_____ Ben Silver Seminar (Tuesday, May 1, 2018) \$ 105, credit card payment <i>(If paid by February 26, 2018)</i>
Spouse/Companion Name _____	_____ Ben Silver Seminar (Tuesday, May 1, 2018) \$149, check discount <i>(If paid after February 26, 2018)</i>
_____ Delegate Early Registration Fee \$395, check discount <i>(If paid by February 26, 2018)</i>	_____ Ben Silver Seminar (Tuesday, May 1, 2018) \$155, credit card payment <i>(If paid after February 26, 2018)</i>
_____ Delegate Early Registration Fee \$410, credit card payment <i>(If paid by February 26, 2018)</i>	_____ Golf Tournament (Monday, April 30, 2018) \$125, check discount
_____ Delegate Regular Registration Fee \$465, check discount <i>(If paid between February 27, 2018 and March 12, 2018)</i>	_____ Golf Tournament (Monday, April 30, 2018) \$130, credit card payment
_____ Delegate Regular Registration Fee \$480, credit card payment <i>(If paid between February 27, 2018 and March 12, 2018)</i>	_____ Golf Club Rental L/R \$69
_____ Delegate Late-Email-In Registration Fee \$495, check discount <i>(If paid after March 12, 2018)</i>	_____ Frisco Rough Riders Off-Site Networking Reception (Tuesday, May 1, 2018) \$40, check discount
_____ Delegate Late-Email-In Registration Fee \$510, credit card payment <i>(If paid after March 12, 2018)</i>	_____ Frisco Rough Riders Off-Site Networking Reception (Tuesday, May 1, 2018) \$42, credit card payment
_____ Spouse/Companion/Guest Registration Fee \$275, check discount	Total Fees Due for Each Attendee: \$ _____
_____ Spouse/Companion/Guest Registration Fee \$290, credit card payment	My company would also like to contribute to the Ben Silver Fund.
_____ Ben Silver Seminar (Tuesday, May 1, 2018) \$99, check discount <i>(If paid by February 26, 2018)</i>	I have enclosed a contribution of \$ _____

GRAND TOTAL DUE: _____

PAYMENT OPTIONS

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.

NOTE: if you are paying by credit card or e-check, please pay at shda.org for added security.

MANUFACTURER SUITE RESERVATION FORM

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

ALL RESERVATIONS MUST BE MADE BY: March 26, 2018

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

Manufacturers' Suites must be reserved as a four-night stay as 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. You must also register as a delegate to the conference on page 5.

First Name _____ Last Name _____

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

Company Address _____

City _____ State _____ Zip _____

Phone _____ 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.

This year, larger suites are being offered on a first-come, first-served basis. Standard King or Double/Double suites will be assigned as selected, or when larger suites are sold out. There are eight King Balcony suites and four Corner King Balcony suites available on a limited, first-come, first-served basis. It is recommended that you register online at www.shda.org ASAP if your company requires a large suite.

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 30th), you may need to add one or two additional nights' lodging.

4 nights lodging deposit, Standard King or Double/Double @ \$1,040.00, check discount 5 nights lodging deposit, Standard King or Double/Double @ \$1,365.00, credit card payment

4 nights lodging deposit, King Balcony (8 AVAILABLE) @ \$1,200.00, check discount 5 nights lodging deposit, King Balcony (8 AVAILABLE) @ \$1,575.00, credit card payment

4 nights lodging deposit, Corner King Balcony (4 AVAILABLE) @ \$1,250.00, check discount 5 nights lodging deposit, Corner King Balcony (4 AVAILABLE) @ \$1,680.00, credit card payment

Arrival Date: _____ Departure Date: _____

4 nights lodging deposit, Standard King or Double/Double @ \$1,092.00, credit card payment 6 nights lodging deposit, Standard King or Double/Double @ \$1,560.00, check discount

4 nights lodging deposit, King Balcony (8 AVAILABLE) @ \$1,260.00, credit card payment 6 nights lodging deposit, King Balcony (8 AVAILABLE) @ \$1,800.00, check discount

4 nights lodging deposit, Corner King Balcony (4 AVAILABLE) @ \$1,312.50, credit card payment 6 nights lodging deposit, Corner King Balcony (4 AVAILABLE) @ \$1,900.00, check discount

Arrival Date: _____ Departure Date: _____

5 nights lodging deposit, Standard King or Double/Double @ \$1,300.00, check discount 6 nights lodging deposit, Standard King or Double/Double @ \$1,638.00, credit card payment

5 nights lodging deposit, King Balcony (8 AVAILABLE) @ \$1,500.00, check discount 6 nights lodging deposit, King Balcony (8 AVAILABLE) @ \$1,890.00, credit card payment

5 nights lodging deposit, Corner King Balcony (4 AVAILABLE) @ \$1,600.00, check discount 6 nights lodging deposit, Corner King Balcony (4 AVAILABLE) @ \$1,995.50, credit card payment

Arrival Date: _____ Departure Date: _____

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

Suite cancellations and full refunds will be honored until Monday, February 26, 2018. 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, May 3rd.

Check-In: 3:00 PM – Check-Out: 12:00 PM

Accommodations will be confirmed with a credit card guarantee. NOTE: if you are paying by credit card, please pay at shda.org for added security.

HOTEL INFORMATION

Embassy Suites Dallas-Frisco

7600 John Q. Hammons Drive | Frisco, TX 75034

Reservations: 1-972-712-7200 | Hotel: 972-712-7200

Resort Fax: 972-963-9164

Check-in: 3:00 PM | Check-out: 12:00 PM

Embassy Suites Dallas-Frisco offers 330 spacious two-room suites featuring a large bedroom and private living room including a well-lit dining/work table, telephone, two flat screen TVs with HDMI connections, microwave, refrigerator, wet bar and coffeemaker.

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 1-972-712-7200 to make your sleeping room reservation directly with Embassy Suites Dallas-Frisco or reserve your room online by visiting www.SHDA.org/conferences. Make certain that you mention that you will be attending the SHDA conference to receive the special SHDA room rate: \$179.00, plus state and local taxes.

SHDA sleeping rooms will be available until March 30, 2018. After this date, rooms may be available on a space available/rate available basis. It is vitally important that you

reserve your accommodations at the Embassy Suites Dallas-Frisco. SHDA is contractually obligated to fill our hotel room block and 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 Associate Member One-on-One Reservation Form on Page 6. Do not contact the hotel for this suite - it will be assigned by SHDA.

GROUND TRANSPORTATION

Dallas/Fort Worth International Airport (DFW) is the third busiest airport in the world and the primary international airport serving the Dallas-Fort Worth area. It is also the largest hub for American Airlines which is headquartered near the airport. The Embassy Suites Dallas-Frisco is located approximately 20 minutes from DFW. Visit www.SHDA.org/conferences for transportation options.



SAVE THE DATE!

2019 SHDA Industry Advancement Summit

Pointe Hilton Squaw Peak Resort
(Newly Renovated!)

Phoenix, Arizona | May 6 - 10, 2019



105 Eastern Avenue

Suite 104

Annapolis, MD 21403-3300

www.shda.org