

REGISTER EARLY & SAVE

2019

REGISTRATION BROCHURE

49TH ANNUAL  
INDUSTRY  
ADVANCEMENT  
SUMMIT

PHOENIX, ARIZONA  
POINTE HILTON SQUAW PEAK RESORT  
[SHDA.org](http://SHDA.org)

MONDAY  
MAY 06 TO MAY 10  
2019 2019

**SHDA**  
Security Hardware Distributors Association

# SHDA 2019

## RETURN TO SQUAW PEAK »

SHDA's 49th Annual Industry Advancement Summit returns to Phoenix, AZ at the Pointe Hilton Squaw Peak Resort – a newly renovated venue our members have noted for the quality of networking, education and interchange of ideas that members' have come to value so highly. SHDA's mission is to continually improve, through education and services, the proficiency of Security Distributors in order to ensure that they are the most effective and efficient conduit to the marketplace. No other venue in the industry is able to foster connectivity, networking, and education like the Annual Industry Advancement Summit.

The 2019 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 2019 Ben Silver Education Program. This year, our Ben Silver speaker will be Mary Kelly, PhD, CSP, CDR, US Navy (Ret.), an internationally known economist and leadership expert.



## MAXIMIZE YOUR ROI

### RUNNING OF THE BULLS

MONDAY, MAY 6 | 4:30 PM - 5:30 PM

In-suite Appointments: Begin Tuesday, May 7 at 10:30 AM and end Thursday, May 9 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 Pointe Hilton Squaw Peak Resort 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 Phoenix 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 alcoholic beverages should NOT be offered during appointments.**

BEN SILVER SEMINAR  
& BREAKFAST

# WHY LEADERS FAIL

Mary Kelly, PhD, CSP, CDR,  
US Navy (Retired)



## CAN'T MISS SESSION!

### TUESDAY, MAY 7

8:00 AM - 8:15 AM » Breakfast

8:15 AM - 9:45 AM » Seminar

9:45 AM - 10:15 AM » VIP Session – Q&A

**Seminar & Breakfast: \$99**

FIRST  
100  
REGISTRANTS

**THE FIRST 100 REGISTRANTS WILL  
RECEIVE A COPY OF MARY KELLY'S  
BOOK, WHY LEADERS FAIL!**

Many good people, when they rise to leadership positions, fail. Good leadership seems easy in theory but actually living, executing, and fostering strong, effective leadership in corporations and organizations is tough. How can we ensure success? What do successful leaders do differently? What are the surprisingly common mistakes that many leaders unknowingly make that derail their success?

Using current data and case studies collected through years of corporate and military leadership, you'll learn why so many leaders fail, and how to avoid the hidden pitfalls. Leadership is most critical during times of crisis. Leadership happens when things are tough and there are problems to solve. *Why Leaders Fail* shows audiences how to be even better leaders.

#### HIGHLIGHTS

- Gain insights into behaviors that may be sabotaging the loyalty of direct reports
- Understand why top talent may not be performing up to their potential
- Align team goals with organizational mission using Mary's tools to maximize profitability
- Develop awareness of how leaders are perceived by their direct reports, peers, and supervisors
- Identify leadership strengths and weaknesses through assessment

Make plans to attend the VIP session and Q&A directly following her presentation. Learn more about Mary Kelly and her session at [SHDA.org/conference!](http://SHDA.org/conference!)

# 2019 SCHEDULE OF EVENTS

### MONDAY, MAY 6, 2019

- 8:00 AM - 3:00 PM Golf Tournament
- 8:00 AM - 12:00 PM Round Robin Tennis
- 12:00 PM - 6:00 PM Registration
- 3:45 PM - 4:10 PM First Timer Attendee Welcome
- 4:30 PM - 5:30 PM One-on-One Scheduling Session
- 5:30 PM - 7:00 PM SHDA Welcome Reception
- 9:00 PM - 11:00 PM Hospitality Suite

### TUESDAY, MAY 7, 2019

- 8:00 AM - 8:15 AM Breakfast for Ben Silver Seminar
- 8:15 AM - 9:45 AM Ben Silver Seminar – Mary Kelly
- 9:45 AM - 10:15 AM VIP Session with Mary Kelly
- 10:15 AM - 5:25 PM Al Hoffman Memorial Break Room
- 10:30 AM - 11:55 AM One-on-One Appointments
- 12:00 PM - 1:15 PM SHDA Business Update & Members Luncheon
- 1:30 PM - 5:25 PM One-on-One Appointments
- 5:30 PM - 7:00 PM SHDA Wild West Networking Event
- 9:00 PM - 11:00 PM Hospitality Suite

### WEDNESDAY, MAY 8, 2019

- 7:00 AM - 7:45 AM Attendee Breakfast
- 8:00 AM - 5:25 PM Al Hoffman Memorial Break Room
- 8:00 AM - 11:55 AM One-on-One Appointments
- 12:00 PM - 12:50 PM SHDA Members Luncheon
- 1:00 PM - 5:25 PM One-on-One Appointments
- 5:30 PM - 7:00 PM SHDA Networking Reception
- 9:00 PM - 11:00 PM Hospitality Suite

### THURSDAY, MAY 9, 2019

- 7:00 AM - 7:45 AM Attendee Breakfast
- 8:00 AM - 5:25 PM Al Hoffman Memorial Break Room
- 8:00 AM - 11:55 AM One-on-One Appointments
- 12:00 PM - 12:50 PM SHDA Luncheon
- 1:00 PM - 5:25 PM One-on-One Appointments

### FRIDAY, MAY 10, 2019

- 7:30 AM - 8:00 AM Board & Committee Breakfast
- 8:00 AM - 10:00 AM Membership & Advocacy Meeting
- 8:00 AM - 10:00 AM Education & Services Meeting
- 10:15 AM - 12:00 PM Board of Directors Meeting

# NETWORKING OPPORTUNITIES

SHDA's Annual Conferences are considered the best networking opportunity in the industry. The 49th 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, Wild West-themed Networking Event, Networking Receptions, evening Hospitality Suite, the Al Hoffman Break Room and several Networking Luncheons, there will be plenty of chances to enhance your business relationships.



## SHDA NETWORKING RECEPTIONS

**Monday, May 6 » 5:30 PM - 7:00 PM**

SHDA Welcome Reception

**Tuesday, May 7 » 5:30 PM - 7:00 PM**

Reception, Wild West Games, and Live Music

**Wednesday, May 8 » 5:30 PM - 7:00 PM**

SHDA Networking Reception

## SHDA NETWORKING LUNCHEONS

**Tuesday, May 7 » 12:00 PM - 1:15 PM**

SHDA Business Update & Members' Luncheon

**Wednesday, May 8 » 12:00 PM - 12:50 PM**

SHDA Members' Luncheon

**Thursday, May 9 » 12:00 PM - 12:50 PM**

SHDA Luncheon

## SHDA HOSPITALITY SUITE

**Monday, May 6 - Wednesday, May 8 » 9:00 PM - 11:00 PM**

## SHDA AL HOFFMAN BREAKROOM

**Tuesday, May 7 - Thursday, May 9 » 10:15 AM - 5:25 PM**

Need a quick refresh between your appointments? Stop by the Al Hoffman Memorial Breakroom for healthy snacks, a drink, and to peruse SHDA member benefit information. The Al Hoffman Memorial Breakroom Suite will be open during One-on-One Appointments if you need a quick break.



*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.*

## WILD WEST NETWORKING EVENT **NEW THIS YEAR**

**Tuesday, May 7 » 5:30 PM - 7:30 PM**

All attendees are encouraged to join us for a Wild West Night at Tombstone Western Town located on site at the Pointe Hilton Squaw Peak Resort! The casual event will offer outdoor games, live music, themed food, networking, and fun.

## SHDA GOLF OUTING

**Monday, May 6**

**Bus departs hotel at 7:00 AM**

**Shotgun Start at 8:00 AM » \$135**

SHDA returns to the Raven Golf Club. Raven Golf Club Phoenix's spectacular championship golf course, array of world-class amenities and unparalleled guest service have earned it recognition among the nation's top daily fee golf properties — including 4.5 stars by *Golf Digest*, "#5 Golf Course in the State" by *Arizona Magazine*, and "#1 Guest Service in North America." The rate includes transportation to and from the course, greens fee and cart, tournament services, lunch and prizes. Golf club rentals will be available for an additional \$70.



## TENNIS TOURNAMENT: THE BALL IS IN YOUR COURT!

**Monday, May 6 » Round Robin Start at 8:00 AM » \$50**

The SHDA Tennis Tournament returns in 2019. Join your fellow SHDA members for a singles tournament on the Pointe Hilton Squaw Peak Resort property. Bring your own racquet or rent one from the resort for a minimal fee. Water will be available courtside.

## 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 is close to the airport and features a waterpark. Contemporary studios and one-bedroom suites offer custom-designed beds, flat-screen TVs and WiFi.

## 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 1-602-997-2626 to make

your sleeping room reservation directly with Pointe Hilton Squaw Peak Resort or reserve your room online at [www.SHDA.org/conference](http://www.SHDA.org/conference). Be sure to mention that you will be attending the SHDA conference to receive the special SHDA room rate: **\$199, plus state and local taxes.**

Sleeping rooms at the SHDA rate will be available until **April 5, 2019**. After this date, rooms may be available on a space available/rate available basis. *It*

# REGISTRATION SUMMARY/DEADLINES

REGISTER ON » SHDA.ORG/CONFERENCE

KNOW THESE  
IMPORTANT  
DATES



**MARCH 4:**  
Early Bird  
Deadline

**MARCH 18:**  
Regular Registration  
Deadline

**MARCH 18:**  
Register by this date to have  
your name and company  
appear in printed directory

**APRIL 5:**  
Hotel Reservations  
Deadline

## MEETING REGISTRATION

We encourage all SHDA attendees to register at [SHDA.org/conference](http://SHDA.org/conference).

**Early Registration Discount » \$395**  
**Deadline: March 4, 2019**

Register by March 4, 2019 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 Phoenix.

**Regular Registration » \$465**  
**Deadline: March 18, 2019**

Register by March 18, 2019 to secure the regular delegate registration fee of \$465 to guarantee your company's listing in the Official Conference Program.

**Late Registration » \$495**  
**Deadline: April 22, 2019**

**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. Optional and additional cost events must be selected and paid for separately from this registration fee.

*is vitally important that you reserve your accommodations at the Pointe Hilton Squaw Peak Resort. 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 7 or online at SHDA.org. **Do not contact the hotel** for the suite – it will be assigned by SHDA.

## TRANSPORTATION TO PHOENIX, AZ

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

For ground transportation options from PHX, please visit [SHDA.org/conference](http://SHDA.org/conference) or [skyharbor.com/ParkingTransportation](http://skyharbor.com/ParkingTransportation)

## REGISTRATION AND CANCELLATION POLICIES

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

**By March 18, 2019 »** for Full Refund  
**By April 15, 2019 »** for 50% Refund  
**After April 15, 2019 »** No Refund, except for a medical emergency.

**If you must cancel your meeting registration, it is also your responsibility to cancel hotel room reservations directly with the hotel.** Wearing of badges is required for admittance to convention activities.

## REGISTRATION INFO:

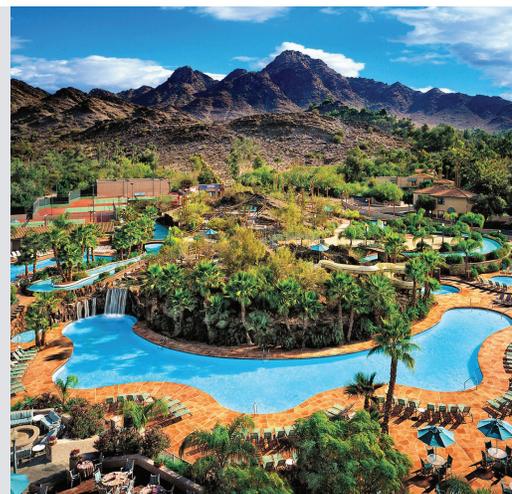
**Register Early to Receive Early Bird Registration Discount! Manufacturer Suite Reservation Form on Page 7**

Included in registration fee:

- All conference materials (program, badge, bag, etc.)
- Unparalleled networking opportunities
- Three luncheons
- Three networking cocktail receptions

**Early Bird Registration Deadline » March 4, 2019**  
**Hotel Reservation Deadline » April 5, 2019**

Register by March 18, 2019 for inclusion in the Official 49th Annual Industry Advancement Summit Program. Registrations received after this deadline will appear on the supplemental registration list available onsite at the Annual Summit.



# REGISTRATION FORM

You can also register online by visiting: [SHDA.org/conference](http://SHDA.org/conference)

**49TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT**  
**MONDAY, MAY 6, 2019 – FRIDAY, MAY 10, 2019 | POINT HILTON SQUAW PEAK RESORT – PHOENIX, AZ**  
**PRE-SUMMIT GOLF OUTING & TENNIS – MONDAY, MAY 6 – 8:00 AM**

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

**For immediate processing, please register at [www.SHDA.org/conference](http://www.SHDA.org/conference).** If you are not able to register online 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 for each individual attendee SHDA's 49<sup>th</sup> Annual Industry Advancement Summit.

**Payment must accompany your registration.** Register at [SHDA.org/conference](http://SHDA.org/conference) 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 March 4, 2019 will qualify for the \$395 early registration. The \$465 regular registration will apply to delegate registrations received between March 5, 2019 and March 18, 2019. All delegates registered by March 18, 2019 will appear in the Official Summit Program. Delegate registrations received after March 18, 2019 will pay \$495.

Attendee Name \_\_\_\_\_ Name on Badge \_\_\_\_\_  
 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 Name (if attending) \_\_\_\_\_ Name on Badge \_\_\_\_\_  
 Guest/Companion Name \_\_\_\_\_ Name on Badge \_\_\_\_\_  
 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		Attendee Name _____
Delegate Early Registration Fee (If paid by March 4, 2019)	\$395	\$
Delegate Regular Registration Fee (If paid between March 5, 2019 and March 18, 2019)	\$465	\$
Late-Email-In Registration Fee (If paid after March 18, 2019)	\$495	\$
Spouse/Companion/Guest Registration Fee	\$275	\$
Ben Silver Seminar & Breakfast (Tuesday, May 7, 2019)	\$99	\$
Golf Tournament (Monday, May 6, 2019)	\$135	\$
Golf Club Rental (Select one: <input type="checkbox"/> left <input type="checkbox"/> right)	\$70	\$
Tennis Tournament (Monday, May 6, 2019)	\$50	\$
Racquet Rental	\$5	\$
3 Tennis Balls	\$2.50	\$
I will attend Tuesday night's Wild West Networking Event (no charge) <input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>Total Fees Due for Each Attendee:</b>		<b>\$</b>
My company would also like to contribute to the Ben Silver Fund. I have enclosed a contribution of \$ _____		\$
<b>GRAND TOTAL DUE:</b>		<b>\$</b>



## PAYMENT OPTIONS

Enclosed is my check for \$ \_\_\_\_\_ (Please make checks payable in U.S. dollars, to SHDA)

**Mail to:** SHDA, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300.

**NOTE:** if you are paying by credit card, please register at [SHDA.org/conference](http://SHDA.org/conference)



# MANUFACTURER SUITE REGISTRATION FORM

49TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT

MONDAY, MAY 6, 2019 – FRIDAY, MAY 10, 2019 | POINT HILTON SQUAW PEAK RESORT – PHOENIX, AZ

**ALL RESERVATIONS MUST BE MADE BY: March 29, 2019**



*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 an attendee** to the conference on page 6.

Contact Last Name \_\_\_\_\_ Contact First 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 staying 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.

**SUITES:** This year, larger suites are being offered on a first-come, first-served basis. Standard King or Queen/Queen suites will be assigned as selected, or when larger suites are sold out. There are five (5) larger Ambassador suites available on a limited, first-come, first-served basis. It is recommended that you REGISTER ONLINE ASAP if your company requires a large suite.

4 nights lodging deposit, Standard King or Double/Double @ \$1,040.00

4 nights lodging deposit, Ambassador King (5 AVAILABLE) @ \$1,250.00

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

5 nights lodging deposit, Standard King or Double/Double @ \$1,300.00

5 nights lodging deposit, Ambassador King (5 AVAILABLE) @ \$1,600.00

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

6 nights lodging deposit, Standard King or Double/Double @ \$1,560.00

6 nights lodging deposit, Ambassador King (5 AVAILABLE) @ \$1,900.00

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 March 4, 2019. 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 9th.

## CHECK-IN: 4:00 PM – CHECK-OUT: 11:00 AM

Accommodations will be confirmed with a credit card guarantee.

**NOTE:** if you are paying by credit card, please pay at [www.SHDA.org/conference](http://www.SHDA.org/conference) for added security.





105 Eastern Avenue, Suite 104  
Annapolis, MD 21403-3300  
SHDA.org/conference

2019 REGISTRATION BROCHURE

# 49TH ANNUAL INDUSTRY ADVANCEMENT SUMMIT

PHOENIX, ARIZONA  
POINTE HILTON  
SQUAW PEAK  
RESORT  
SHDA.org

MONDAY  
MAY 06 2019 TO  
FRIDAY  
MAY 10 2019



**SAVE THE DATE!**

**2020 SHDA INDUSTRY  
ADVANCEMENT SUMMIT**

**Embassy Suites  
Dallas – Frisco**

**May 4 – 8, 2020**

*Help SHDA Celebrate  
Our 50th Anniversary!*

