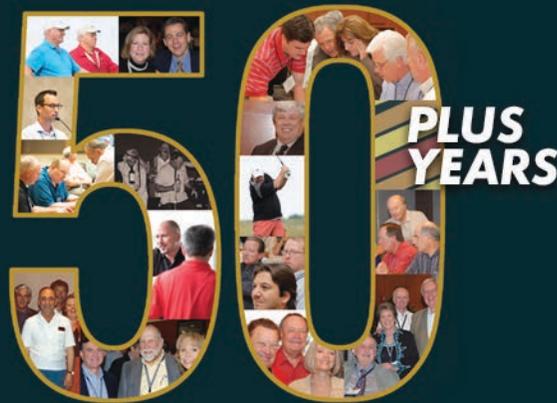




CELEBRATING **MORE THAN 50 YEARS** OF DISTRIBUTION EXCELLENCE

2022 SHDA INDUSTRY ADVANCEMENT SUMMIT

APRIL 25-29, 2022
EMBASSY SUITES BY HILTON DALLAS FRISCO
FRISCO, TEXAS



REGISTER ONLINE AT [SHDA.ORG](https://shda.org)



CELEBRATING
MORE THAN 50 YEARS
OF DISTRIBUTION EXCELLENCE



ACTIVITIES

April 25, 2022 • 8:00 AM–3:00 PM

SHDA AND TOUR 18

SHDA has partnered with Tour 18 to bring you a unique and memorable experience. Soak in the beauty of the Texas landscape and get ready for this shotgun-style tournament with friends.

Registration Fee: \$175 per person (includes shuttle bus and lunch)

Club Rental: \$55 per person

Visit [SHDA.org/Conference_Receptions](https://shda.org/Conference_Receptions) to donate towards the purchase of golf supplies.

April 25, 2022 • 6:00 PM–10:00 PM

ANNIVERSARY CELEBRATION

This is a commemorative year for SHDA as we celebrate 50-plus years of growth and industry prosperity. Join us after the Running of the Bulls for dinner, drinks, and some fun rounds of Texas Hold'em along with other casino-themed games.

April 26, 2022 • 12:15 PM–1:15 PM

LUNCHEON & ANNUAL BUSINESS UPDATE

SHDA will host its annual Business Update during the 2022 Industry Advancement Summit. Hear from Leadership concerning the state of the association, including committee reports and the election of officers.

April 26, 2022 • 6:00 PM–9:00 PM

PLAY BALL WITH SHDA AT RIDERS FIELD

Are you up for a friendly game of softball with your SHDA colleagues? Participants will be divided into two teams going head-to-head. It's sure to be a fun and enjoyable time.

Registration Fee to Watch or Play: \$75 per person

April 26, 2022 • 5:30 PM–6:30 PM

April 27, 2022 • 5:30 PM–7:00 PM

NETWORKING RECEPTIONS

SHDA's Networking Reception is another opportunity to break the ice and meet with potential customers.

April 26, 2022 • 9:00 PM–11:00 PM

April 27, 2022 • 9:00 PM–11:00 PM

HOSPITALITY SUITES

Unwind in a comfortable atmosphere after a full day of one-on-one appointments or meet and entertain potential customers while you enjoy a drink or two.

MAXIMIZE YOUR ROI

Getting the most out of your Summit attendance is as easy as 1, 2, 3.

1. 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.

2. MANUFACTURERS MAY WISH TO BRING

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

3. REMEMBER

The purpose of the One-on-One Sessions is to provide distributors and manufacturers a cost-effective opportunity to meet with many of their market partners in one location. Per SHDA policy, manufacturers are not permitted to provide alcoholic beverages or food in their suites during the appointments.

SCHEDULE OF EVENTS

MON April 25

6:30 AM

Transport to Golf Tournament

Shuttle Leaving Embassy Suites to Tour 18

8:00 AM–3:00 PM Golf Tournament*

Tour 18 Flower Mound, TX

12:00 PM–6:00 PM Registration

Frisco Foyer

3:45 PM–4:10 PM VIP Attendee Orientation

Frisco 3

4:30 PM–5:30 PM Running of the Bulls

Frisco 1/2

6:00 PM–10:00 PM Anniversary Celebration

Frisco 6

TUE April 26

7:00 AM–10:30 AM Registration

Frisco Foyer

7:30 AM–9:30 AM SHDA Ben Silver Seminar with Breakfast

Frisco 1/2

9:45 AM–5:25 PM

Al Hoffman Memorial Break Room

TBD

9:45 AM–12:10 PM One-on-One Appointments

In Suites

12:15 PM–1:15 PM Luncheon & Annual Business Update

Frisco 1/2

1:30 PM–5:25 PM One-on-One Appointments

In Suites

5:30 PM–6:30 PM Networking Reception

Frisco 1/2

6:00 PM–9:00 PM SHDA Softball Game*

Rough Riders Stadium

9:00 PM–11:00 PM Hospitality Suite

Longhorn

WED April 27

7:00 AM–7:45 AM Continental Breakfast

Atrium Lobby

8:00 AM–5:25 PM Al Hoffman Memorial Break Room

TBD

8:00 AM–11:55 AM One-on-One Appointments

In Suites

12:00 PM–12:50 PM Lunch

Frisco 1/2

1:00 PM–5:25 PM One-on-One Appointments

In Suites

5:30 PM–7:00 PM Networking Reception

Frisco 1/2

9:00 PM–11:00 PM Hospitality Suite

Longhorn

THU April 28

7:00 AM–7:45 AM Continental Breakfast

Atrium Lobby

8:00 AM–5:25 PM Al Hoffman Memorial Break Room

TBD

8:00 AM–11:55 AM One-on-One Appointments

In Suites

12:00 PM–12:50 PM Lunch

Frisco 1/2

1:00 PM–5:25 PM One-on-One Appointments

In Suites

FRI April 29

7:30 AM–8:00 AM Board & Committee Breakfast

Indian Trail

8:00 AM–10:00 AM Membership & Advocacy Meeting

Comanche

8:00 AM–10:00 AM Education & Services Meeting

Gallant Fox

10:15 AM–12:00 PM Board of Directors Meeting

Comanche

***You must register for these events at an additional cost.**

Registering for the golf tournament includes transportation and lunch. Club rentals require an additional fee.

Registering for the SHDA softball game includes food, sodas, a t-shirt, field tour, and access to a cash bar.

BEN SILVER SEMINAR

Tuesday, April 26, 2022 • 7:30 AM–9:30 AM

The New Cyberthreat Landscape

Presenter: Rachel Wilson



Director of Cybersecurity, Morgan Stanley Wealth Management
Former Head of Counterterrorism Operations, National Security Agency

As the types of cyberattacks and nature of the attackers have changed in the last 18 months, how should businesses respond? Rachel Wilson brings her unique perspective as a former National Security Agency executive and current CISO for Morgan Stanley Wealth Management to bear on the question of how we can best defend ourselves against an increasingly hostile cyber environment.

EMBASSY SUITES BY HILTON DALLAS FRISCO

7600 JOHN Q. HAMMONS DRIVE
FRISCO, TEXAS 75034

Reservations: 972-712-7200

RESERVING SLEEPING ACCOMMODATIONS AT THE EMBASSY SUITES

To reserve a sleeping room (not a manufacturer suite), please make your reservation directly with the Embassy Suites by Hilton Dallas Frisco.

SHDA Standard Room Rate: \$184 + state and local taxes

Parking Information

Parking Fee: \$10 for overnight self-parking and \$5 per day up to 12 hours

Valet Parking: Available at \$23 per day

BOOKING DEADLINE TO REMEMBER

Room Block Deadline

April 4, 2022
(or until block sells out)

Room availability, after the deadline indicated above, will be determined by the hotel. Please reserve your accommodations at the Embassy Suites by Hilton Dallas Frisco. SHDA is contractually obligated to fill our hotel block and may be exposed to significant financial liability should our members fail to support this.

“Hands down, one of the best Summits that I have ever been involved with.”

Tom Hightman
Lockmasters

REGISTRATION INFORMATION & FEES

SHDA's Industry Advancement Summit provides distributors and manufacturers with a unique and one-of-a-kind experience. Security hardware professionals meet under one roof to conduct business in a format designed to build relationships and accelerate sales.

EARLY BIRD REGISTRATION

DISCOUNT: \$395 | **DEADLINE:** March 11, 2022

Register by March 11, 2022 to secure the early bird registration fee and guarantee your company listing in the Official Summit Program.

REGULAR REGISTRATION

COST: \$465 | **DEADLINE:** April 4, 2022

Register by April 4, 2022 to secure the regular rate before registration fees increase.

LATE REGISTRATION

COST: \$495 | **DEADLINE:** After April 4, 2022

Registrations received after April 4, 2022 may not appear in the Official Summit Program.

GUEST REGISTRATION

COST: \$200

SHDA's Guest Registration fee is an economical way for your guest or companion who is over the age of 18 to attend all conference activities. Add-on events with additional costs must be selected and paid for separately from this registration fee.

SAVE THE DATE

2023 INDUSTRY
ADVANCEMENT
SUMMIT

APRIL 23-29
ORLANDO, FLORIDA



[SHDA] offers not only a venue for connecting with our suppliers that is second to none, but also for the unique opportunity to network with many of the top professionals in the industry."

Sean Steinmann, VP of Sales and Marketing
IML Security Supply

REGISTRATION & CANCELLATION POLICIES

In the event you need to cancel your registration, it is your responsibility to cancel your hotel sleeping room reservations with the Embassy Suites. For registration cancellation questions, please contact AStewart@SHDA.org.

	Fee	Deadline
Early Bird Rate	\$395	March 11, 2022
Regular Rate	\$465	April 4, 2022
Late Registration	\$495	After April 4, 2022

SUMMIT REGISTRATION CANCELLATION DEADLINES

Cancellation with Full Refund: March 11, 2022

Cancellation with Partial Refund: March 12, 2022–April 4, 2022

Refunds will not be granted for cancellations received after April 4, 2022.

Register by March 11, 2022 to guarantee your company's listing in the Official Summit Program.

MUST-KNOW DEADLINES

Mar 11

Early Bird Rate Deadline

Mar 18

Manufacturer Suite
Deadline for Refunds

Apr 04

Regular Rate & Room
Block Deadline

MANUFACTURER SUITE INFORMATION

Don't miss this unique opportunity to meet with SHDA distributor members. Reserve your manufacturer suite and grow your network with three days of scheduled, one-on-one appointments.

	King & Queen/Queen	Balcony King	Corner King
4 Nights	\$1,030	\$1,130	\$1,200
5 Nights	\$1,290	\$1,420	\$1,490
6 Nights	\$1,550	\$1,670	\$1,780

Manufacturer suites must be reserved as a four-night stay minimum to **maintain your room through 5:25 PM on Thursday, April 28, 2022**, for appointments. Additional nights may be added to accommodate individual travel plans. All delegates must register separately online.

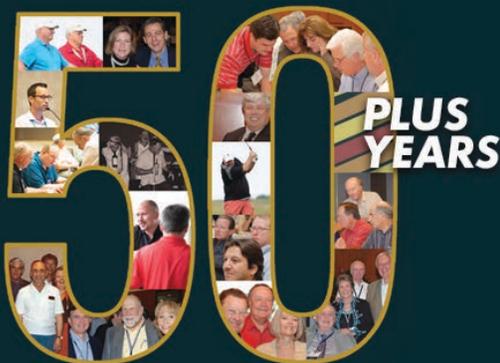
Note: Once hotel confirmations are sent, changes to manufacturer suite reservations cannot be accommodated at check-in.

Visit SHDA.org/Conference for frequently asked questions and manufacturer suite information. For registration or cancellation questions, please contact AStewart@SHDA.org.



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www.SHDA.org
410.940.6346

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