



American Brush  
Manufacturers  
Association

# CHANGE THE WORLD

101<sup>ST</sup> ANNUAL CONVENTION

**MARCH 21-24**

**The Magnificent Westin Kierland Resort & Spa • Scottsdale, AZ**

Register online at [ABMA.org/AC2018quicklinks](http://ABMA.org/AC2018quicklinks)

or use your smart phone to read the QR code located on this brochure or enclosed insert.

# Program Highlights and What's New

Wednesday March 21, 2018



## SPECIAL PRESENTATION

3:00 PM - 5:00 PM

Presented by ABMA Educational Institute

**Tamara McCleary** - "Thingalytics: Challenges and opportunities of IoT, Big Data and data driven marketing"

With sensors in everything, we now have an Identity of Things as much as we have an Internet of Things (IoT). Winning in digital business is a team sport. The effect of digital technology is the blurring of distinction between creating value in the tangible world of the physical and creating value out of the data that comes from sensing and controlling the tangible world. Products and services will be transformed, as will marketing. Learn the opportunities of IoT, Big Data, and data driven marketing in social media as Tamara delivers actionable outcomes using B2B marketing strategies to stand out in the channel through personalization and customization of messaging to prospects and customers.

Thursday March 22, 2018

## SUNRISE YOGA

6:30 AM - 7:30 AM

Join ABMA's yoga instructor Rachel Hack from Epic Resins for a wonderful early morning yoga wake up session.

## ALL-ATTENDEE GENERAL SESSION

8:00 AM - 8:50 AM

OPENING BUSINESS SESSION  
PRESIDENTS WELCOME

9:00 AM - 11:00 AM

ABMA EDUCATIONAL INSTITUTE



**Ken Gronbach** - "Demographics, Big Data and Millennials Change Everything"

Kenneth W. Gronbach is a gifted keynote speaker and nationally recognized author, expert and futurist in the field of Demography and Generational Marketing. He makes the science of shifting demography come alive with real life examples which make it relevant to today's culture, business climate and economy. With nearly three decades experience in retail advertising and marketing, Ken saw the direct results of shifting demographics in his clients' profits

## SCRAMBLE GOLF EVENT

Westin Kierland Golf Club

1:00 PM - 6:00 PM

Friday March 23, 2018

## SUNRISE YOGA

6:30 AM - 7:30 AM

Join ABMA's yoga instructor Rachel Hack from Epic Resins for a wonderful early morning yoga wake up session.

## SUPPLIERS DISPLAY

8:00 AM - 12:00 PM

Visit the Suppliers Display to see the latest products, ideas and components. Visit with old friends and make new ones in this exhibitor showcase that is a hallmark of every ABMA Convention.

## ABMA COMPANION PROGRAM

### BROWN BAG IRON CHEF

9:00 AM - 11:00 AM

Let us turn you into an Iron chef! This activity is free to participants and is LIMITED to the first 30 who arrive.

## TOUR RIVER FLOAT

2:00 PM - 5:45 PM

Join us for a scenic and enjoyable river float trip to see the majestic Arizona scenery.

## SUPPLIERS RECEPTION - SPRING TRAINING PARTY

7:00 PM - 10:00 PM

For 2018 we celebrate the return of America's favorite pastime: baseball spring training. Dress: Business casual. Better yet come dressed in your favorite team jersey from any sport. Root, root, root for the home team!

Saturday March 24, 2018

## CLOSING BUSINESS SESSION

8:30 AM - 9:30 AM

## INNOVATION AWARD WINNER PRESENTATION

Mr. Greg Miller Public Relations Chair

## ABMA EDUCATIONAL INSTITUTE

9:30 AM - 11:00 AM

**Ryan Jenkins** - "Hiring, Retaining and Managing Millennials"



Ryan began work after graduating from Miami University (OH) with a degree in Marketing and Entrepreneurship. As a Millennial himself, it didn't take long for him to notice and experience first-hand the friction between generations in the workplace. To better understand this workplace issue, Ryan began extensively researching, collaborating with industry experts, and interviewing hundreds of Millennials to better understand their behavior, strengths, employer expectations, and career desires.

This led Ryan to launch a blog in 2012 and a podcast in 2013. In 2015, Ryan became a columnist for Inc.com. His column, **Next Generation Insights**, reaches 100,000s of people every month. In 2016, Ryan and his business partners launched **21Mill**, the first ever micro-learning platform designed specifically to develop Millennials. **21Mill** offers a proven and effective way to develop any company's Millennial workforce.



# Schedule of Events

March 20 - 24, 2018

Westin Kierland Resort and Spa  
Scottsdale, AZ

TUESDAY, MARCH 20

5:00pm - 5:30pm

Directors' Finance Meeting

5:30pm - 6:00pm

ABMA Foundation Board of Directors Meeting

WEDNESDAY, MARCH 21

8:00am - 9:20am

Convention Committee Breakfast Meeting

9:30am - 10:20am

Public Relations Committee Meeting

10:30am - 11:50am

Membership Committee Meeting

11:00am - 6:00pm

Registration / "Gathering Place"

12:00pm - 12:50pm

Statistical Committee Lunch Meeting

1:00pm - 1:50pm

Safety & Standards Committee

2:30pm - 3:00pm

All Division Meeting

3:00pm - 4:30pm

ABMA All-Attendee Educational Institute

4:30pm - 6:00pm

Bonus Networking Time

6:00pm - 7:00pm

New Members & First-Time Attendees Welcome Reception

**Dress: Business Casual**

7:00pm - 9:00pm

Welcoming Reception

**Dress: Business Casual**

THURSDAY, MARCH 22

6:30am - 7:30am

Sunrise Yoga with Epic Resin's Rachel Hack

7:00am - 8:30am

Continental Breakfast

7:30am - 2:00pm

Registration / "Gathering Place"

8:00am - 8:50am

Opening Business Session - President's Welcome

9:00am - 11:00am

ABMA All-Attendee Educational Institute

11:00am - 5:00pm

Supplier Display Setup

11:00am - 12:30pm

Lunch on own

1:00pm - 6:00pm

Golf Scramble Tournament

6:30pm - 7:30pm

Mid-Convention Reception

7:30pm

Dinner on own

FRIDAY, MARCH 23

6:30am - 7:30am

Sunrise Yoga with Epic Resin's Rachel Hack

7:00am - 8:30am

Continental Breakfast

7:00am - 7:45am

Supplier Display Setup

7:30am - 12:00pm

Registration / "Gathering Place"

8:00am - 12:00pm

ABMA Suppliers Display

9:00am - 11:00am

Companion Program

12:00pm - 1:00pm

Buffet Lunch

2:00pm - 5:45pm

Tour: River Float Trip

7:00pm - 10:00pm

Suppliers' Reception

**Theme:** Spring Training. We celebrate the home of America's favorite pastime baseball spring training. Come out for an evening of great food, music, dancing, fun, and with a few surprises along the way.

**Dress:** Business casual. Better yet come dressed in your favorite team jersey from any sport. Root, root, root for the home team!

SATURDAY, MARCH 24

7:00am - 9:00am

Continental Breakfast

8:30am - 9:30am

Closing Business Session

9:30am - 11:00am

ABMA All-Attendee Educational Institute

11:00am - 2:30pm

ABMA Board of Directors Meeting

6:30pm - 7:00pm

Board Reception

7:00pm - 9:30pm

Board Dinner



# Special Events

**Thursday March 22, 2018**

## SCRAMBLE GOLF EVENT

**Thursday March 22, 2018 Westin Kierland Golf Club 1:00PM - 6:00PM**

ABMA's annual scramble tourney is a great way to network, meet old friends, make new friends and have some fun. The Westin Kierland Golf Club provides three 18-hole combinations. Named after indigenous plant life found on the course, Acacia, Ironwood and Mesquite offer three championship-style nines - each with its own flavor and strategy. Emerald green fairways are etched into golden-colored desert grasses, sweeping over constantly changing elevations to flawless greens. More than three hundred bunkers guard the way, along with lakes, dry desert washes and strands of desert trees. The signature TifEagle greens offer up subtle contours that challenge even the best players. \*Please make your club rental arrangements directly through the Pro Shop at the Westin Kierland Golf Club +1 480 922-9283. Please be sure to specify men's or ladies left or right. The ABMA Scramble Tournament fee includes greens and tournament fees, golf cart, range balls and prizes.

**Friday March 23, 2018**

## SUPPLIERS DISPLAY

**8:00AM - 12:00PM** Visit the Suppliers Display to see the latest products, ideas and components. Visit with old friends and make new ones in this exhibitor showcase that is a hallmark of every ABMA Convention.



# General Information, Travel, Activities & Registration

## DESTINATION INFORMATION

### Westin Kierland Resort and Spa

Enjoy the essence of Arizona. This inspiring retreat, located in the heart of "new" Scottsdale, will fill you with a sense of old Arizona and delight you with a fresh, modern destination. In keeping with the Resort's "Essence of Arizona" theme, the Scottish traditions at The Westin Kierland Resort & Spa serve to pay homage to the contributions made by Scottish immigrants to the development of Arizona's railroads, mines and towns. The Resort pays tribute to the state's Scottish immigrants each evening with its "Scottish Pipes at Sunset" series. Guests are encouraged to gather around the fire pit at the Dreamweavers Canyon to enjoy the Scottish bagpipes played by Master Bagpiper Michael McClanathan. **All guests of the Resort receive complimentary use of the WestinWORKOUT fitness studio, located at Agave, The Arizona Spa. The WestinWORKOUT fitness studio is open 24 hours with room card access.**

### SPA

Agave, The Arizona Spa. Our popular Scottsdale spa takes inspiration from its namesake, the indigenous Agave plant, which is used in many of the spa's treatments to provide guests with its moisturizing benefits. Situated along a citrus-tree lined pathway within its own courtyard, the Spa's amenities include:

- 20 treatment rooms, movement studio, WestinWORKOUT® fitness studio featuring state-of-the-art cardio and strength-training equipment
- men's and ladies' locker rooms, each with a whirlpool, sauna and steam room. juice bar and full-service salon

**Plus**, guests can enjoy the Spa's relaxing courtyard garden and quiet lap pool. Cabanas surround the pool garden, providing guests with private areas for outdoor relaxation and spa therapies.

- All guests of the Resort receive complimentary use of the WestinWORKOUT fitness studio, located at Agave, The Arizona Spa. The WestinWORKOUT fitness studio is open 24 hours with room card access.

- Resort guests participating in the daily Resort Services Charge or those receiving a 50-minute spa service will receive complimentary access to the spa facility and fitness studio on the day the service is rendered. Spa facilities include sauna, steam room, whirlpool, relaxation area and locker use.

- Guests who do not participate in the daily Resort Services Charge or who do not receive a 50-minute spa service will be charged \$20 per day for unlimited access to spa facilities and fitness studio.

## FLOW RIDER

### SAFETY FIRST Information for Board Riders SAFETY FIRST

Kierland FlowRider™ is only accessible to guests of The Westin Kierland Resort & Spa and The Westin Kierland Villas

- Riders must be at least 42" tall to bodyboard (safety standard)
- Riders must be at least 52" tall to flowboard (safety standard)

## ABMA COMPANION PROGRAM BROWN BAG IRON CHEF

**Kirkland 9:00 AM - 11:00 AM**

Let us turn you into an Iron chef! As you arrive you will be escorted to their team tables. Once everyone is ready we will begin the culinary experience. Each team will be given all the pots, pans, kitchen tools, and ingredients to create their masterpiece. During the culinary experience, our panel of judges will walk from team to team and give suggestions while our "Iron Chef" gives a play-by-play. Our judges will be scoring their entree on taste, plate presentation, the creativity of the ingredients, and best all around. Remember a good chef is a clean chef so table presentation is also important. Judges will be looking for creativity, humor, originality, execution and how well they present their entree. Teams will have to work together to complete all tasks on time. A combined score of the tasting and entree presentation will give us our Iron chefs of the day, and will walk away with themed prizes. **This activity is free to participants and is limited to the first 30 who arrive.**

## TOUR-RIVER FLOAT

**2:00 PM - 5:45 PM**

Join us for a scenic and enjoyable river float trip to see the majestic Arizona scenery. Led by professional river guides, this trip includes all transportation, safety equipment, bottled water, multiple passenger rafts, dry bag, first aid kit, and life jackets. We suggest you bring soft soled shoes, sunglasses, shorts, t-shirt, hat and sunscreen. Not recommended for expectant mothers or individuals with serious health conditions. Weight restrictions apply. Price \$249 each

## SUPPLIERS RECEPTION - SPRING TRAINING PARTY

**7:00 PM - 10:00 PM**

For 2018 we celebrate the return of America's favorite pastime: baseball spring training. The Phoenix area is host to much of baseball spring training. Every start of the new season hope springs eternal. Come out for an evening of great food, music, dancing, fun, and with a few surprises along the way.

**Dress: Business casual. Better yet come dressed in your favorite team jersey from any sport. Root, root, root for the home team!**

- All riders 17 and younger must have liability waiver form (below) signed by a legal guardian
- All adult riders must sign a liability waiver form
- Reservations required
- Please arrive 20 minutes prior to scheduled time for waiver review and to receive a wristband
- Limit one rider per lane at a time (Four riders minimum to run; Eight riders maximum per lane)

## AREA TOURISM, RESTAURANT AND SIGHTSEEING LINKS

For local sightseeing, activity and additional information: See Trip Advisor, Yelp and the Scottsdale Visitors Guide

## GETTING THERE

From Phoenix Sky Harbor Int'l Airport (PHX) (approximately 19 miles): Take I-10 West to AZ 51 North. Take exit 12 to E Greenway Rd. Travel 4.5 miles to the resort.

Westin Kierland Resort and Spa

6902 E Greenway Pkwy

Scottsdale, AZ, 85254

Tel: +1 480 624 1000

## AIRPORT TRANSPORTATION TO THE Westin Kierland Resort and Spa

Transportation from the PHX Phoenix airport can easily be arranged via Super Shuttle. Download the Super Shuttle ABMA 2018 Flyer, click on the logo to receive \$2.00 off a shared ride or 10% off an ExecuCar Sedan or SUV Services. Use Discount Code: WDFPR. Shuttle / Taxi service is also available from the airport to the hotel.

## TRAVEL DISCOUNTS WITH HERTZ

Hertz Meeting Discount Number: CV#053300001. Reservations may be placed online by using the link provided or through Hertz Meeting Sales Desk within the U.S. or Canada at 1 800 654 2240 or 1 405 749 4434. In international locations, call your nearest Hertz reservation center. When booking reservations through Hertz reservations, please reference the Meeting Number (CV) as shown above or identify our group by name (ABMA) to the reservationist.

## DRESS

For ABMA events, comfortable and casual dress is appropriate. Daytime attire is casual, and sportswear is customary (golf shirts and slacks or shorts for men; slacks, shorts or skirts/dresses for ladies). Evening activities are "nice" informal or daytime business casual attire and may include sport coat for men; pantsuits, slacks, skirts/dresses for ladies.

**For 2018, the Suppliers Reception is a "Spring Training" party to celebrate baseball and your favorite sports team. Feel free to come dressed in the jersey of your favorite sports team.**

**This event includes a dance floor so please consider appropriate footwear.**

## CLIMATE

Phoenix average daytime temperatures in March are in the low 70's (F). Night time temperatures average in the high 50's. Rainfall averages 0.99" in March.

## CONVENTION REGISTRATION INFORMATION

Take advantage of the "Early Bird Discount." If you register by February 1, 2018, you and your company will be listed in the advance program available online to all attendees prior to the convention, as well as save money on your registration fees. Registrations received after the deadline will appear on the supplemental registration list, available only at the meeting. Please note: a companion is a spouse or significant other, and the One Day Fee must accompany a fully paid delegate.

## ONLINE STORE

For ABMA 2018 Annual Convention you may either register, using the enclosed insert or register, pay all of your fees, and renew your 2018 dues online! Dues Renewal and Attendee Registration (**Online Store Opens Jan 1**). Please remember only the company's key contact may renew dues, and must be shopping for the COMPANY to do so. You can pay your dues online and register yourself and others in your organization for the convention online using the ABMA Online Store. Once you have completed an online transaction for dues payment simply "continue shopping" and register for the upcoming ABMA Convention. If you are registering for yourself and or companion, then you may easily register through the regular portal. If you wish to register for yourself and other members of your organization, please use the "Group Registration" function. To register a group please register EACH kind of attendee separately (delegate, One-day, etc.). Spouses and guests are added later.

## HOTEL REGISTRATION INFORMATION

The Hotel reservation deadline is February 1, 2018.

Reservations made after the deadline will not be guaranteed at the group rate and space may not be available.

Westin Kierland Resort and Spa  
6902 E Greenway Pkwy  
Scottsdale, AZ 85254  
+1 480 624-1000

Reservations: +1 480 624-1000 Starwood Central  
Reservations +1 800 354-5892  
Event ID: ABMA2018. See below for online reservations.  
Room Rates (Single/Double): \$289 Resort Room  
Online Reservations

<https://www.starwoodmeeting.com/Book/ABMA2018>

There are upgraded rooms available. Please contact the hotel for pricing and availability. Rates will be extended three days prior and three days after the meeting, pending availability. Rates are subject to taxes (currently 12.27%). Portage and housekeeping fees are at the discretion of the individual. Check in time is 4:00 PM. Checkout time is 12 noon. You are responsible for making your own room reservations, and will be required to adhere to the resort's confirmation, deposit, guarantee and cancellation policies.



# “CHANGE THE WORLD”

## Who Can Attend?

*The American Brush Manufacturers Association is open to member companies and their representative delegates, companions (spouses or significant others) and their children. Attendees may register under one of the following categories:*

### Delegate

A delegate is a representative of a member organization. Any attending organization must send at least one delegate.

### One Day Attendee

A one day attendee is an additional delegate representing a member organization, already sending a delegate, who will only be at the convention for one day (usually the Suppliers Display day). This is to encourage member companies to bring additional purchasing and sales representatives for increased networking.

### Companion

A companion is the spouse or significant other of a registered delegate, and is not an employee of the attending organization.

### Child

Your children are welcome. Ages 0-4 are free. Ages 5-18 are at the child rate. Children 18+ should register at the companion rate. If your child is now in the business and working the convention, then they should be registered as a delegate.



ABMA continues to the use of QR codes in 2018, thanks to our QR code sponsors - who fully underwrote its development. The entire contents of this convention brochure and the soon to be published convention booklet are now directly accessible to your smartphone. You can get meeting information, exhibitor and attendee information, dining, recreation, etc. from your smartphone and even chat and tweet to other attendees in real time.



# MARCH 21-24, 2018

Register online at [ABMA.org/AC2018quicklinks](http://ABMA.org/AC2018quicklinks)

# Advance Registration

March 21-24, 2018

## ABMA'S 101ST ANNUAL CONVENTION 2018

March 21-24, 2018



Please return completed form and payment by  
**Registration deadline of January 31, 2018:**  
 American Brush Manufacturers Association  
 736 Main Ave Suite 7  
 Durango, CO 81301-5479  
 (720) 392-2262 ♦ FAX: (866) 837-8450  
 E-mail: [info@abma.org](mailto:info@abma.org) ♦ [www.abma.org](http://www.abma.org)

**Register and Pay  
Online!**  
**[www.abma.org](http://www.abma.org)**

**THE WESTIN**  
**KIERLAND**  
RESORT & SPA  
PHOENIX-SCOTTSDALE

1. Please read all Instructions on the reverse side first.
2. Keep a copy for your records.
3. Return completed form to ABMA Headquarters.
4. Make copies of this form if there is not enough space.
5. Name \_\_\_\_\_ Phone \_\_\_\_\_  
Email \_\_\_\_\_

Your e-mail address will be printed in the Advance Registration Booklet

|           | Full Name | Nickname | Golf Hdcp |
|-----------|-----------|----------|-----------|
| Delegate  |           |          |           |
| Companion |           |          |           |
| Child     |           |          |           |
| Delegate  |           |          |           |
| Companion |           |          |           |
| Child     |           |          |           |
| Delegate  |           |          |           |
| Companion |           |          |           |
| Child     |           |          |           |

[illegible]

**Total \$**

**DO YOU HAVE ANY HEALTH / DIET SPECIAL NEEDS?**

**Suppliers Display Booth Information**  
Please print signage name exactly as it should appear:

Suppliers Only:

Please list your four major ABMA competitors. We cannot guarantee the distance between competitors.

1. \_\_\_\_\_ 2. \_\_\_\_\_  
3. \_\_\_\_\_ 4. \_\_\_\_\_

---

*Company Name*

---

*Street Address*

---

*City, State, Zip*

---

*Phone*

Fax

**Golfers:** Please enter your handicap or expected 18-hole score in the box above.  
**Rental Clubs Needed?** Please arrange directly with Pro Shop Golf Staff 480-922-9283  
**Soft Spikes Required**  
**Tournament Location: Westin Kierland Golf Club**

# ABMA 101st Annual Convention - 2018

## REGISTRATION INSTRUCTIONS

- Check all appropriate boxes. Print clearly directly on the registration form.
- A companion is not a colleague or partner in the business. The One Day Attendee may only attend the Suppliers' Display and must accompany a fully paid delegate.
- Completed registration forms can be mailed at any time. Payment covering the cost of the meeting is required to complete the registration.
- Please remit one check payable to ABMA when registering for all meeting functions. ***Do not include any fees for anything other than those relating to the meeting in your payment (including dues & assessments).***
- Dues must be paid in full prior to registering.
- Checks must be payable to ABMA, in US Dollars drawn on a US bank. If paying via wire, please add \$30 USD for the wire transfer service fee. Please contact HQ for wire instructions.
- The ABMA Board offers an ***"Early Bird Discount"*** of \$100 per attendee fee and \$100 per exhibit space fee, for payments received by January 31, 2018. Take advantage of this great savings and be sure to send your registration and payment in early.
- Badges will be available for pick-up at the ABMA Registration Desk at the convention site.

## IMPORTANT DATES

- Receipt of registration will be acknowledged to each individual when received by **JANUARY 31, 2018.**
- Forms and payment must be received by **JANUARY 31, 2018** to be included in the printed program.
- All hotel reservations must be made by **FEBRUARY 15, 2018.** Call the Westin Kierland Resort directly at 800 354-5892 to make your room reservation. Group Code: ABMA

## REFUND POLICY

- Full refunds will be made only when **written** cancellations reach our office by **JANUARY 31, 2018.** It is your responsibility to cancel hotel room reservations.
- Refunds after the cut-off date listed above will be considered on a case-by-case basis.
- Activity (Golf, Tennis, Tours) spots are guaranteed by ABMA; therefore, if you sign up and "no-show" you will be charged.

**REGISTER AND PAY ONLINE: [www.abma.org](http://www.abma.org)**

**TO: All Key Contacts at Member Companies**

## **2018 ABMA Suppliers' Display**

If you have not already received the appropriate service kit for the 2018 ABMA Suppliers' Display you will shortly. ABMA has contracted with GES to handle the various services and equipment required for the tradeshow event.

The **Suppliers Display** will take place on March 23, 2018 from 8:00 AM to 12:00 PM in the Herberger Ballroom of the Westin Kierland Resort. The **reservation deadline is January 31st**. Please remember that the display of completed brushes, rollers, brooms, and mops for resale is **prohibited** as are imports of finished paint applicator and accessories found for sale in retail stores.

### **Booth Registration:**

The registration fee for a booth in the ABMA Suppliers' Display is \$325, if paid by January 31, 2018. Otherwise, the booth fee is \$425. (Checks should be made payable to ABMA in US funds drawn against a US bank. If making a wire transfer, add \$30 for the service fee.) The Suppliers fee includes:

- ◆ One 8' x 10' booth with draping
- ◆ Two chairs, Wastebasket
- ◆ One 6' draped table
- ◆ ID Sign with company name

To register, complete and return the Suppliers/Finished Goods Display Booth Space portion of the Convention Registration Form; sign and return the Suppliers' Display Contract and Policies sheet; and enclose your payment, or complete the entire process on-line at [www.abma.org](http://www.abma.org). Remember, only exhibiting suppliers and registered manufacturing delegates may participate in the Suppliers' Display; non-exhibiting Suppliers will NOT be allowed in the Suppliers' Display.

### **Exhibitor Requirements:**

In order to participate in the Suppliers' Display all members must be in compliance with the following:

**Who May Exhibit:** Exhibitors for the Suppliers Display must be Affiliate (supplier) members of ABMA.

**Dues Payments:** Exhibitors must be members in good standing in order to display. This means that all dues must be paid in full by March 1, 2018 at the latest, according to the ABMA Bylaws. However, no one will be assigned a booth until their dues are paid in full, so exhibitors are encouraged to pay their dues promptly.

**Booth Assignments (Suppliers Only):** The number of booths is limited. All assignments will be made on a first-come, first-serve basis. *One booth will be allowed per company with requests for all double booths, or any other multiple, handled on a space available basis.* Every effort will be made to position suppliers in locations removed from their competitors; to aid in that process, therefore, please list on the registration form, up to four member companies which you would rather not have adjacent to your booth.

**Electrical & Audio Visual Needs (Suppliers Only):** Audio-visual presentations are permitted. Exhibits of machinery and/or equipment are also acceptable, but must be contained within the designated booth space and fit on top of the table. All electrical and audio-visual requirements should be pre-ordered using the form from Freeman. Fees for electrical use and A/V equipment will be charged on an individual basis.

**Shipping & Set Up (Suppliers Only):** GES will provide the materials for the tables and booths for the display. ***Please do NOT forward materials to the Hotel.***

**SUPPLIERS DISPLAY Show Hours:**

Thursday, March 22                      11:00 AM – 5:00 PM    Set Up Access

Friday, March 23                      7:00 AM – 7:45 AM    Set Up Access  
   8:00 AM – 12:00 PM   Suppliers' Display  
   12:00 PM – 1:00 PM   Exhibit Breakdown

**Note:** Any breakdown or preparation for move out prior to the designated closing time will result in a \$250 fine.

Friday, March 23                      7:00 PM – 10:00 PM   Suppliers Reception

Please keep in mind that the purpose of the Suppliers Display show is to acquaint ABMA Manufacturers with the technical aspects of your business as opposed to distributing promotional and sales material. The ABMA Suppliers' Display works to strengthen the supplier / manufacturer relationship by increasing interaction.

The Display also promotes the domestic manufacturing of brushes and brush related products including mops, rollers, and brooms. Therefore, the display of *completed* brushes, rollers, brooms, and mops for resale is *prohibited* as are imports of finished paint applicator and accessories found for sale in retail stores.

The ABMA Suppliers' Display is an ideal forum for meeting with your industry peers. You might want to consider providing your customers with carry bags for brochures and samples. Nevertheless, be sure to participate by completing your registration form today!

If you have any questions, please contact ABMA headquarters, (720) 392-2262.

Sincerely,



David C. Parr  
Executive Director

# ABMA Display Contract and Policies

1. **Location and Dates.** ABMA Suppliers' Display (March 23) will be held at the Westin Kierland Resort in Scottsdale, AZ.
2. **Arrangement of Educational Displays.** All displays will be arranged in accordance with the master floor plan developed by ABMA Staff, the Suppliers Division Executive Committee, the ABMA Convention Committee and the designated contract supplier.
3. **Use of Space.** The purpose of the exhibits is to inform and educate ABMA members regarding the uses, characteristics, applications, technology, etc. of the exhibitor's products or services. Only those products and services of the company represented may be displayed and offered for sale. Subletting any portion of exhibit space is prohibited.
4. **Guidelines.** Pop-up, tabletop or similar portable displays are acceptable. Exhibits, displays or any devices, which in the opinion of management are not suitable or in keeping with management's policy, will be prohibited.

Conference management reserves the right, to restrict exhibits which, because of noise, method of operation or any other reason, become objectionable or otherwise detract from or are out of keeping with the character of the exhibition as a whole. Exhibit activities must be conducted so as not to infringe on the rights of other exhibitors or offend visitors.

The exhibitor agrees not to sponsor functions, such as tours, golf and recreational outings, speeches, or other activities, during exhibit hours or in conflict with any officially programmed ABMA Annual Conference event.

5. **Exhibit Set-up (Suppliers).** ABMA will provide, as part of the exhibit fee, the following:
  - 8' x 10' booth space with pipe and drape
  - draped 6' table, two chairs, electrical outlet (electricity use is an additional charge), wastebasket
  - identification signage
  - listing in the ABMA program
6. **Payment and Cancellation.** Full payment for exhibit space and registration fees must accompany exhibit space agreement. After space agreement is accepted, it shall be binding upon the applicant and subject to all terms and conditions of the agreement, rules and regulations, exhibitor manual and memos issued prior to the Conference.

In the event the Meeting is canceled, interrupted, or access of the premises is prohibited by reason of any strike, lockout, injunction, act of war, act of God or any other reasons, this contract will be terminated by ABMA. In the event of such termination, exhibitor waives any and all damages and claims for damages and agrees the sole liability of ABMA shall be to return to the exhibitor his prepaid fees, less his pro-rata share of all costs and expenses incurred by the ABMA.

In the event the Exhibitor cancels participation in the Conference, the following shall apply:

- a. Cancellation notice must be received by ABMA in writing (via mail, e-mail or fax).

- b. **Notice of cancellation received by ABMA 30 days prior to Display Date or before - refund of 50% of exhibit fee.**
  - c. **Within 29 days or sooner to Display Date, no refund will be made.**
7. **Exhibit Hours.** Exhibit hours for the Suppliers Display will be from 8:00 AM to 12:00 PM. Beverages may be served during exhibit hours, but not during setup.
8. **Installation/Dismantle.** Supplier Exhibitors may begin move in Thursday, March 22, from 11:00 AM to 5:00 PM. OR Friday, March 23, from 7:00 AM to 7:45 AM. No exhibit, or portion thereof, may be removed during the exhibition without written authorization of ABMA. Exhibitors (Suppliers Display) may begin move out at 12:00 PM, Friday, March 23 and must be completed by 1:00 pm on that day. *Any breakdown or preparation for move out prior to the designated closing time will result in a \$250 fine without the consent of ABMA management.*
9. **Care of Premises.** No part of an exhibit and no signs or other materials may be posted in any way that might mar or deface the premises. Exhibitors will be held responsible for any and all property damage incurred by their employees/representatives.
10. **Liability.** Exhibitor assumes full responsibility for losses, damages, and claims arising out of injury or damage to exhibitor's display, equipment, and other property brought upon by the Hotel and shall indemnify and hold harmless the Hotel agents, servants, service contractor, and all employees, and all ABMA members, officers, directors, agents and employees from any and all such losses, damages and claims.
11. **Agreement.** Exhibitor agrees to all of the above statements, contracts and policies by contracting for exhibit space as described and defined above in this Display Contract and Policies.

The ABMA reserves the right to render all interpretations and decisions, should any questions arise, and to establish further regulations as may be necessary for the success and general well being of ABMA Suppliers' Display.