

Your future is now.
Are you ready?

IFAI
**tent
conference**



2010

January 21-23, 2010
Scottsdale Plaza Resort Hotel
& Conference Center
Scottsdale, AZ

Your future is now.

Are you ready?



Why attend

Don't miss this opportunity to find needed solutions for your tent rental business in challenging times. IFAI Tent Conference is a chance to come together, share and learn for the future.

IFAI Tent Conference 2010

- Cost effective education
- Qualified buyers attend
- Networking activities



SPEAKERS



Mr. Gary Stansberry is an associate of Hageman, Stansberry & Associates. The firm is dedicated to the equipment and special events rental industry. Mr. Stansberry formerly served in executive positions within the mergers and acquisitions department of two of the largest rental industry consolidators. In addition to his acquisition duties, Mr. Stansberry performed in-depth surveys of numerous markets ranging from individual cities to entire states that had been identified for potential expansion.

Prior to his acquisition experience, Mr. Stansberry founded and sold two successful businesses including a rental operation. He has served as President, General Manager, Controller and Chief Financial Officer of several closely held firms. Gary is a Certified Public Accountant and spent two years with a national public accounting firm. Stansberry holds a Bachelor of Business Administration degree in Accounting from Texas Christian University in Fort Worth, Texas.



Jeff Korhan is an award winning entrepreneur, marketer and green industry expert. He applies over three decades of marketing experience to helping companies maximize marketing results by strategically building communities of loyal fans and customers, especially with social media and internet marketing.

After earning his MBA, Jeff began his career as a Fortune 50 Sales and Marketing Manager. He later started and operated a landscape company that was twice named Business of the Year in one of the fastest growing communities in the country. After 20 successful years he sold his business. He is a Licensed Landscape Architect, Certified Arborist, and Certified Landscape Professional.

Jeff is a thought leader. Today he maintains a busy schedule of speaking and consulting on the topics of social media marketing and social entrepreneurship. He is a faculty member of social entrepreneurship at North Central College in his hometown of Naperville, Illinois, a social media columnist for GIE Media, the largest publisher in the green industry, and a Leadership Consultant for the National Speakers Association. He is the author of Strategic Social Media Marketing for Entrepreneurs: Take Control of Your Business Growth Now!

SCHEDULE OF EVENTS (subject to change)

Thursday, January 21	
12-5 PM	Tent Rental Division Annual Golf Tournament SunRidge Canyon Golf Course, Fountain Hills, AZ sunridgegolf.com
4:30-5:30 PM	Talk to Us TRD Code Task Force invites attendees to share concerns and receive updated code information.
6:30-9 PM	The Magic of Tents—Reception, Dinner and Vendors Fare Scottsdale Plaza Hotel Program will highlight industry accomplishments and recognition of industry members.

Friday, January 22	
8:30-9:30 AM	Tent Rental Division Business Meeting All members of industry are welcome to attend. Meeting includes the State of the Industry.
9:30-10:45 AM	Keynote Presentation Jeff Korhan will present. Social Media Marketing for Entrepreneurs: How to Get New Customers Now! "What marketing method is low cost, wide reaching and gives fast results in today's economy." Attendees will learn how to create a stampede of new prospects and enhance communications with customers on a professional, social and personal level. jeffkorhan.com
11-12:15 PM	Financial Boot Camp Orientation Gary Stansberry, Hageman, Stansberry & Associates will present the fundamentals and formulas for running a successful business operation in a challenging economy. rentaladvisors.com
12:30-2:30 PM	Vendors Fare Tabletop exhibit space will provide opportunities for vendors to display industry products and services during a networking lunch. Cost for tabletop space and lunch sponsorship is \$100.
2:30-3:45 PM	Financial Boot Camp—Getting your Stripes Stansberry will return to lead roundtable discussions affording attendees the opportunity to build upon learned techniques from the morning session.
6:30-9:30 PM	TRD Night Out Join fellow members of tent industry for an evening "out on the town." Upon arrival make your restaurant selection at the registration desk and join a TRD Steering Committee representative for dinner on your dime.

Saturday, January 23	
8:30 AM-4 PM	TRD Gives Back Buses depart from hotel for day trip to Sedona, Arizona Visit Montezuma Castle National Monument, tour Red Rock Canyon and visit Sedona's art community. Full conference registration and a two night stay at Scottsdale Resort Plaza will result in a discounted rate for the Arizona Outing—you select the level of adventure from touring Red Rock Country in a jeep, a helicopter or a biplane! Enjoy a casual lunch in the desert before the return trip. Arizona Outing includes bus transportation, tour guide, Montezuma Castle National Monument admission, lunch in Sedona and selected tour. \$25 Jeep Tour, \$50 Helicopter Tour or \$75 Bi-Plane Tour.



Hotel Information

Scottsdale Plaza Resort
7200 North Scottsdale Road
Scottsdale, Arizona 85253
Reservations: +1 800 832 2025
scottsdaleplaza.com

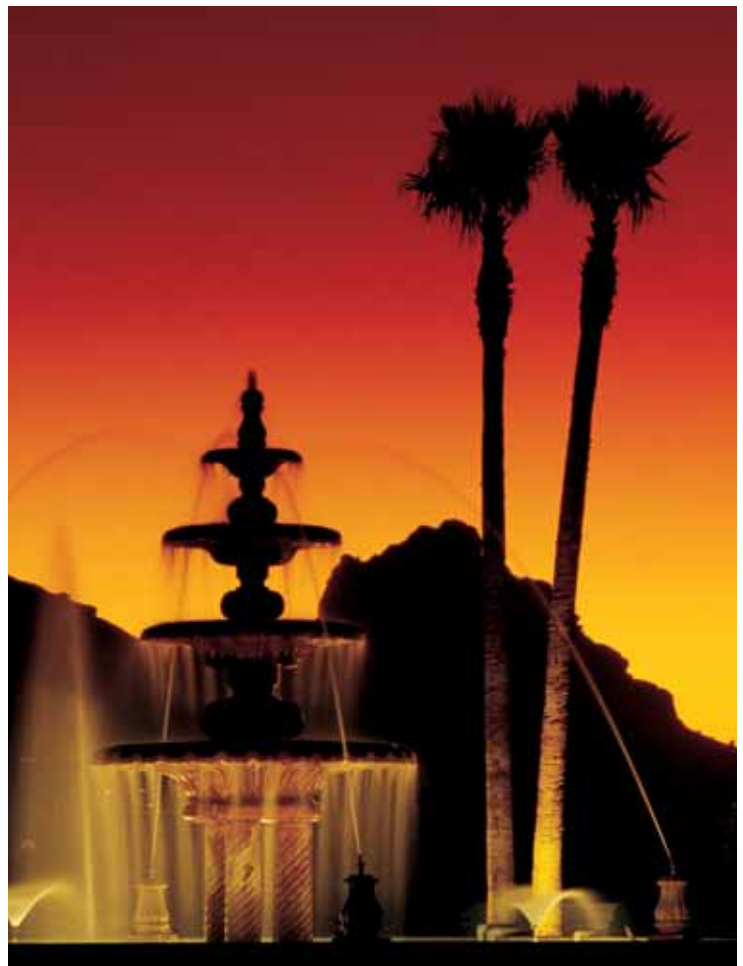
Room rate

Run of House Suite/\$179 plus tax

Reservation Deadline

December 23, 2009

The hotel will waive resort fees for Tent Conference attendees. Room rate is extended three days before and after conference dates. Room tax rate is 11.92%. Hotel Shuttle fee is \$15.



Scottsdale Plaza Resort Hotel & Conference Center • Scottsdale, AZ

IFAI TENT CONFERENCE 2010 REGISTRATION FORM

IFAI Tent Conference 2010 • January 21–23, 2010 • Scottsdale, AZ • tentexperts.org

Early registration Deadline is Wednesday December 23, 2009.

Full conference package includes Thursday and Friday events. Full registration qualifies attendee for discount on Saturday's Arizona Adventure. Golf tournament requires additional fees

Full Registration	Before December 23	After December 23
<input type="checkbox"/> TRD member 1.46200.555.5555	\$199	\$249
<input type="checkbox"/> IFAI member	\$299	\$349
<input type="checkbox"/> Non-member	\$399	\$449
<input type="checkbox"/> Thursday January 21 Badge Only The Magic of Tents, Opening Dinner Session	\$99	\$129
<input type="checkbox"/> Friday January 22 Badge Only Business meeting, keynote speaker, vendors fare, lunch, workshops, dining on your dime	\$109	\$139
Saturday January 23		
<input type="checkbox"/> Soldiers Pass Trail Jeep Tour a rugged and historic trail traveled by General George Crook during the final Apache campaign in 1871. Enjoy botanical life while observing geological formations including Apache's Seven Sacred Pools, Devil's Kitchen and the Enchantment Resort.	Qualified TRD Member \$25	Other \$125
<input type="checkbox"/> Helicopter Tour Journey westward in the 4 passenger helicopter into Secret Canyon to explore the beauty of Sedona. Climb up Rattlesnake Mesa and then descend to explore Sinaguan Indian cliff dwellings, explore Bear Mountain, soar past Fay's Arch to Doe Mesa and return to airport for lunch and souvenirs. Space is limited.	Qualified TRD Member \$50	Other \$250
<input type="checkbox"/> Biplane Tour 1.46200.555.5555 Experience a mystical journey over Sedona as you see Broken Arrow, Bear Wallow Canyon, Mount Wilson, The Fin, Submarine Rock and the famous Cathedral Rock. Space is limited.	Qualified TRD Member \$75	Other \$275
<input type="checkbox"/> TRD Golf Tournament 1.46870.555.5555 Thurs, Jan 21, Noon Fee includes green fees, cart, practice balls and box lunch. Rental clubs available. Call +1 651 225 6944 to reserve.	TRD Members \$125	Other \$150
<input type="checkbox"/> Vendors Fare Tabletop Exhibit 1.46000.555.5555 Companies will receive a 6 foot draped table and signage for exhibiting at the Vendor Sponsored Fare. Presentations will feature innovation and creativity in the industry. (One full registration per company is required to qualify for vendor space).	Before December 23 \$100	After December 23 \$120
Sponsorship 1.46000.555.5555 Gain additional recognition by sponsoring an event. Sponsorship opportunities are limited to companies who have paid for a full registration. A maximum of four companies may sponsor each event. Sponsorships will be assigned based on date of receipt of application and payment. If the event you wish to sponsor is already reserved, TRD will reassign your sponsorship to an event of equal value. Please check appropriate box		
<input type="checkbox"/> Golf Tournament Thursday, January 21, 2010	\$300	
<input type="checkbox"/> The Magic of Tents Thursday, January 21, 2010	\$300	
<input type="checkbox"/> Keynote Session Friday, January 22, 2010	\$300	
<input type="checkbox"/> Arizona Adventure Saturday, January 23, 2010	\$300	
For more information contact: Jan Schieffer Phone: +1 651 631 9334 E-mail: jmschieffer@ifai.com Website: tentexperts.org	TOTALS \$ _____	TOTALS \$ _____

Early registration Deadline is December 23, 2009.

BADGE INFORMATION

Attendee One

Attendee Two

Company

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Fax

E-mail

PAYMENT INFORMATION

Enclosed is my check for \$ _____

(US dollars drawn on a U.S. bank payable to IFAI.)

Please charge \$ _____ to my: (check one)

Visa Discover MasterCard American Express

Cardholder's signature

Cardholder's name (exactly as stated on credit card)

Cardholder's billing address

Address line 2

City

State/Province

Zip/Postal Code

Country

Credit card number

Expiration Date

Cardholder's ID#

Amex-4 digit number on front of card

Visa, MC, Discover-3 digit number on back of card

I understand that by providing the above information I consent to receive communications sent by or on behalf of the Industrial Fabrics Association International (IFAI) and its divisions and country sectors via facsimile, e-mail, telephone and regular mail.

PAYING BY CHECK? Mail to: Tent Rental Division, SDS-12-2108, PO Box 86, Minneapolis, MN 55486-2108, USA

Register by Fax: +1 651 631 9334



tentexperts.org