

SUPPLIER INFORMATION KIT

For Advertisers, Sponsors, Exhibitors, and Attendees



CONFERENCE SCHEDULE OF EVENTS

Monday, February 9

- 7:30am Conference Registration opens
- 12:00pm WELCOMING LUNCHEON
Welcome from the KIAWA Chairman
Bob Holderfield, Holderfield Battery Co., Bowling Green, KY
Beyond the Goal Line
Jack Park, CSP, Team Gridiron, Columbus, OH
- 2:00pm **How to Develop an Effective Business/Marketing Plan**
Jack Park, MBA, CPA, CSP, Financial Insights, Columbus, Ohio
- 4:00pm **Is There an Employment Lawsuit in Your Future?**
Richard A. Millisor, Partner, Millisor & Nobil, LPA, Broadview Hts., OH
- 5:00pm Visit the Exhibits
- 6:30pm GRAND RECEPTION — "Sock Hop – 50's Style"
featuring *Joey and the Cruisers*

Tuesday, February 10

- 8:00am Registration opens
- 9:15am **If Disaster Strikes, Will You Be Open for Business?**
Scott Warren, Regional Mgr, Federated Insurance, Indianapolis, IN
- 8:30am **LADIES TOUR!**
"Paint Your Own Pottery Party", lunch at La Tea Da, and shopping!
- 10:15am **Profitable Parts Marketing**
Anne Salemo, President, Charter Software, Littleton, CO
- 11:30am LUNCHEON
- 1:00pm **Annual Meeting**
President Bob Holderfield presiding
The Future of the Automotive Aftermarket
James John, Chair Automotive Aftermarket Management,
Northwood University, Midland, MI
- 2:30pm **How to Command Top Price from Your Customer**
Marc Slutsky, Street Fighter Marketing, Columbus, OH
- 4:00pm Door Prize Drawing
Adjournment

ADVERTISING: SPECIAL CONFERENCE ISSUE

The January *KIAWA Newsletter* provides a very cost-effective medium to get your message out to members just prior to the Conference.

Your ad in this issue alerts **every member** to your participation in the Conference and the products and/or services that you will have on display.

Details are listed on page 3.

SPONSORSHIPS AT THE CONFERENCE

Sponsorships at the Conference abound. And they are a good investment.

Not only do the dealers attending the Conference know that you help defray the cost of Conference activities, but **every member** knows, too. That's because the Association makes your valuable contribution known in the *KIAWA Newsletter* newsletters as well – before *and* after the Conference.

Some options include such perks as free registration, complimentary exhibit booth, and a free advertisement in the *KIAWA Newsletter*.

To help you weigh the benefits and features of various sponsorship levels, a convenient chart is listed on page 3.

EXHIBITS AT THE CONFERENCE

Introducing a new product or service? Looking to add retail distribution locations through jobbers? Want to keep your organization name at the top of their list of vendors?

Then, the table-top exhibits at the Conference are a cost-effective method to convey your specific message to dealers in face-to-face contact. Special "exhibit only" time is provided; exhibitors receive discounted registration, and jobbers who visit exhibits will be eligible company to win door prizes.

Details about exhibiting at the Conference are listed on page 3. The exhibit booth application/contract is on part 2.

Shouldn't you consider participating in the
2009 KIAWA Annual Conference?

2009 KIAWA CONFERENCE REGISTRATION, SPONSOR, EXHIBITOR APPLICATION & CONTRACT

Monday, February 9 • Tuesday, February 10 • Executive West (Crowne Plaza), Louisville, Kentucky

Firm Name _____ Address _____

City _____ State _____ Zip _____ Phone: _____ Fax: _____

Contact person: _____ Email: _____

ADVERTISING: THE KIAWA NEWSLETTER CONFERENCE ISSUE

We would like to place an advertisement in the January 2009 *KIAWA Newsletter*: Conference issue. \$ _____

Full Page, 7-1/2" x 10" \$250

Catalog sheet insert, 8-1/2" x 11" - printed one or two sides (300 sets) \$375

One-half Page, horizontal: 7-1/2" wide x 4-7/8" \$165

One-half Page, vertical: 3-1/2" wide x 10" \$165

One-fourth Page, 3-1/2" wide x 4-7/8" \$110

Color (red, blue, green, yellow) in place of or in addition to black \$100 each

Closing Date: December 3, 2008

Copy Due Date: December 10, 2008

Publication Date: January 2, 2009

CONFERENCE SPONSORSHIP

We would like to provide sponsorship toward Conference activities and costs. **Due by December 10** for inclusion in January newsletter.

Please sign me up for the following sponsorship level: Diamond Platinum Gold Silver Bronze General \$ _____

I would like to sponsor a particular function. Please give me a call to discuss this option.

CONFERENCE EXHIBIT SPACE

The Kentucky-Indiana Automotive Wholesalers Association is pleased to rent one (1) 96" x30" table-top space for the purpose of display during the 2009 KIAWA Conference to be held at the Executive West (Crowne Plaza) in Louisville, Kentucky. This form will become an official exhibit space rental contract once space assignment is made and it is signed by show management. This application/contract is subject to the accompanying Rules of the Show.

BOOTH FEE: \$425.00, due by December 10, 2008 \$ _____

Set-up privileges will *not* be granted unless full payment is received. Applications not signed or not accompanied by a payment will be returned.

This application/contract entered by and between the Kentucky-Indiana Automotive Wholesalers Association, hereinafter designated as the Party of the First Part, and the exhibitor, hereinafter designated as the Party of the Second Part, is fully consummated with the signing of the application/contract by both parties and receipt of full payment. With the signing of this application/contract, the Party of the Second Part is also in full understanding and agreement of the Rules of the Show as stated on the following page, and which are incorporated herein by reference.

X _____ *Authorized signature of exhibitor* _____ *Date* _____ *Kentucky-Indiana Automotive Wholesalers Association*

CONFERENCE REGISTRATION

All suppliers attending the Conference must register and wear badge for admittance to the educational and social activities. List names below for badges. Badges and tickets will be waiting for you at the Conference registration desk. Substitutions accepted, but no refunds, if canceled after January 31.

List names to be printed on badges	Company Reg. Fee (\$50 for Conference Exhibitors)	Monday Welcoming Luncheon \$20	Monday Reception (Included) \$0	Tuesday Luncheon \$20	Tuesday Ladies Tour "Paint Your Pottery" \$130	
Name _____ \$135 / \$50 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$ _____
Name _____ 0 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$ _____
Name _____ 0 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$ _____
Name _____ 0 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$ _____
Name _____ 0 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$ _____
Name _____ 0 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$ _____

PAYMENT METHOD (Except for Advertising and Sponsorships, prepayment is required.) **Total** \$ _____

Check enclosed, payable to "KIAWA".

Please charge to: MasterCard Visa Amer. Exp. Acct # _____ Exp. Date ____ / ____

Cardholder (printed) _____ Cardholder Signature _____

ADVERTISING DATA: CONFERENCE YEARBOOK

EXHIBITOR INFORMATION -- "Rules of the Show"

Newsletter Specifications

Format: 8½" x 11" overall page size; No edge-bleeds are permitted.
 Color: Standard colors: red, blue, green, and yellow for spot color in addition to or in place of black. Custom colors are also available (specify PMS number.)
 Discounts: No agency commissions are allowed.

Material Requirements: Offset printing is used in production.

PREFERRED: Digital files, saved as PDF, TIFF, or in native applications InDesign, PageMaker, or Freehand. Include all screen and printer fonts, and all linked files (.eps., tif). Pantone color must be CMYK mode.

ALSO ACCEPTED (for black-and-white only): Photo-ready copy. Mats not accepted. Halftone values up to 133 lines are acceptable.

Preprinted catalog sheet inserts (front and/or back) will be included, unbound, with newsletter mailing. Inserts must be the same format as newsletter specifications (8½" x 11") and submitted unfolded. Supply 300 copies by the closing date.

Rates: **Cutoff dates:**

Full Page, 7-1/2" x 10" \$250 **Closing Date:** . . . **December 3, 2008**
 Half Page, horizontal: 7-1/2" x 4-7/8" \$165 **Copy Due Date:** **December 10, 2008**
 Half Page, vertical: 3-1/2" x 10" . . . \$165 **Publication Date:** **January 2, 2009**
 Quarter Page, 3-1/2" x 4-7/8" \$110
 Catalog sheet insert, 8-1/2" x 11" - printed one or two sides (1,100 sets) . . . \$375
 Color (red, blue, green, yellow) in place of or in addition to black . . . \$100 each

SPONSORSHIP LEVELS AND THEIR BENEFITS

Level	Amount	Benefits and Features
Diamond	\$5,000 and up	4 complimentary registrations (including meals) Complimentary exhibit booth Complimentary ad in the <i>KIAWA Newsletter</i> Personal recognition during the Conference Option of including pre-printed catalog sheet in registration packets Contact information in registration packets Recognition in the Conference program Recognition in the <i>KIAWA Newsletter</i>
Platinum	\$3,500 - \$4,999	3 complimentary registrations (including meals) Complimentary exhibit booth Personal recognition during the Conference Option of including pre-printed catalog sheet in registration packets Contact information in registration packets Recognition in the Conference program Recognition in the <i>KIAWA Newsletter</i>
Gold	\$2,500 - \$3,499	2 complimentary registrations (including meals) Verbal recognition during the Conference Contact information in registration packets Recognition in the Conference program Recognition in the <i>KIAWA Newsletter</i>
Silver	\$1,500 - \$2,499	2 complimentary registrations (including meals) Verbal recognition during the Conference Recognition in the Conference program Recognition in the <i>KIAWA Newsletter</i>
Bronze	\$1,000 - \$1,499	1 complimentary registration (including meals) Recognition in the Conference program Recognition in the <i>KIAWA Newsletter</i>
General	\$500 - \$999	Recognition in the Conference program Recognition in the <i>KIAWA Newsletter</i>

If you don't find something that fits your requirements, contact Bill Garling in the Association office, by calling toll-free at 800.606.6332, or by sending an email to bgarling@amgllcusa.com.

The exhibit area is in the Queen Room of the Executive West (Crowne Plaza). This room will serve as the "gateway" to the Conference registration, meetings, meal functions, and breaks.

REGISTRATION FOR EXHIBITORS:

Each person working the exhibit during the Conference must be registered for the Conference. The Monday Luncheon, Tuesday Luncheon, and Tuesday Banquet are optional, but provide an excellent way of networking with jobbers in attendance.

EXHIBIT VIEWING TIMES:

Suggested times for staffing your display:
 Monday: 11:00am - 12:00pm; 1:45pm - 5:30pm.
 Tuesday: 8:45am - 3:30pm.

A special exhibit time is scheduled for Monday afternoon.

The Conference Management reserves the right to decline and prohibit any exhibit or part of an exhibit which in its opinion is not proper, or in accord with the purpose of the Conference. No exhibitor will be permitted to allow anyone to solicit or take orders for goods other than those handled by their firm.

TERMS FOR SPACE - Cost: \$425.00. This includes one (1) 96" (wide)x30"(deep) covered table top display and access to 120V electric outlets. Extension cords and power strips may be necessary to reach your exhibit booth. Wired high-speed internet is available for \$190 per day. Payment in full for all fees is required with the contract. Set-up privileges will not be granted unless full payment is received by December 10, 2008. Booths not paid for in full by December 10, 2008 can be reassigned. There will be no refunds for exhibits after December 10, 2008, and no refunds for Conference registration and meals after January 10, 2009.

ARRANGEMENT OF EXHIBIT - Exhibit set-up may begin at 9:00am Monday, February 9, 2009, and completion of the exhibit set-up is required by 12:00pm. However, to fully maximize your exposure to jobbers arriving to register, exhibits should be completely set up no later than 11:00am. Set-up privileges will not be granted unless full payment has been received. All aisle space is strictly under control of Conference Management and must not be used for displays. No exhibit may be created which will cause congestion in the aisles. Any drapery set by the Exhibit Contractor must remain in place. Management reserves the right to reassign any space not occupied. Reassignment does not relieve the original exhibitor of obligation to pay rent as agreed.

REGISTRATION - Each company working the exhibit during the Conference **must be registered** for the Conference with payment in advance. Conference Exhibitors who will need lodging during the Conference should make reservations as soon as possible. A Conference Registration form is on page 2 and Hotel reservation information is on page 4.

REMOVAL OF EXHIBITS - Exhibits are to remain intact through closing time on Tuesday. Dismantlement may begin after 3:30 pm on Tuesday, February 10, 2009, and must be completed by 5:30 pm, Tuesday, February 10.

SAFETY & SECURITY- The Kentucky-Indiana Automotive Wholesalers Association, Association Management Group, LLC, and its Staff or the Executive West (Crowne Plaza) shall not be responsible for any loss, damage or bodily injury that may occur to the exhibitor or to the exhibitor's employees or exhibitor's property or exhibitor's employees' property from any cause whatsoever, prior to, during or subsequent to the period covered by the exhibit contract; and the exhibitor, on signing of contract, expressly releases the Kentucky-Indiana Automotive Wholesalers Association from and agrees to indemnify same against any and all claims for such loss, damage or injury. Any damage to the buildings or grounds due to the actions of the exhibitor must be paid for by exhibitor causing same.

OTHER POINTS - Kentucky-Indiana Automotive Wholesalers Association and Association Management Group, LLC, assume no responsibility for the clearance of copyrighted material. It is the responsibility of the Party of the Second Part for any and all licensing agreements for use of copyrighted material. Conference Management reserves the right to utilize a substitute location in case of disaster. All other points not specifically covered by these rules will be subject to the decision of the Conference Management, which is final.

ADMISSION - This is a jobber Conference. Only bonafide automotive aftermarket industry personnel will be in attendance.



PO Box 68
Dublin, Ohio 43017

Annual Conference Material Enclosed
Advertising placement order
Exhibit application
Sponsorship request
Registration form

HOTEL RESERVATION FORM • EXECUTIVE WEST HOTEL (CROWNE PLAZA)

SEND TO:
Reservations Office
EXECUTIVE WEST HOTEL (Crowne Plaza, Dec. 2008)
830 Phillips Lane
Louisville, KY 40209 – 1387
1-800-626-2708 Fax 502-585-9029

These special Conference ROOM RATES only available with this Reservation Form.
Room Rate 2-9-09 thru 2-10-09 is \$119 per night
Rate does not include tax of (15.01%)
Cancellations must be made 24 hours prior to arrival
Questions? Call: Kentucky-Indiana Automotive Wholesalers Association, 1.800.606.6332

Please send your reservation directly to the Executive West Hotel (Crowne Plaza, December '08) on this form

Hotel Reservation Cut Off Date 1-10-09 After this date rooms may not be available.

All no shows will be charged to method of payment on file following your 6:00 p.m. commitment line.

GUEST INFORMATION FOR Kentucky-Indiana Automotive Wholesalers Association (MUST BE COMPLETED)

Guest Name _____

Phone _____

Address _____

City _____ State _____ Zip Code _____

Credit Card to Guarantee Reservation for late arrival _____ Exp. Date ____ / ____

All reservations not guaranteed will be released to be sold after 6pm on date of arrival.



We will arrive: Date _____

We will depart: Date _____

Requested Room Type: Single Double
(Room type is just a request and cannot be guaranteed.)



Return combination registration/application form to:
Kentucky-Indiana Automotive Wholesalers Association
PO Box 68 Dublin, Ohio 43017-0068
614.889.1309 Fax: 614.889.0463
Send Hotel Registration form to Executive West Hotel