Succeeding in Difficult Times

For 2010 we delve into important education for success in this tough economy. Please join us for three days of networking, fellowship and important information sharing.

Omni Champions Gate Resort & Spa - New Lower $229 Rate!!

Surrounded by 36 holes of championship Orlando golf, the David Leadbetter Golf Academy, and 15 acres of recreation, this four-diamond resort is one of the nation’s premier golf, meeting and leisure retreats.

- 720 guest rooms and suites
- Two and three bedroom Villas available
- 36 holes of championship golf
- European-style spa
- Formal pool with private cabanas
- High-speed wireless Internet access

March 17 - 20, 2010
Omni Champions Gate Resort & Spa
Orlando, FL

For 2010 we delve into important education for success in this tough economy. Please join us for three days of networking, fellowship and important information sharing.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 AM</td>
<td>Opening Business Session President’s Welcome</td>
</tr>
</tbody>
</table>
| 9:00 AM – 10:45 AM | ABMA Educational Institute  
Sam Richter – “Know More”  
Sales intelligence secrets to win in any business climate |
| 10:45 AM     | Executive Finance Committee Meeting                                  |
| 11:00 AM     | ABMA Committee Reports                                                |
| 11:30 AM     | Public Relations Committee                                            |
| 12:00 PM     | Convention Committee Breakfast                                         |
| 1:00 PM      | National Course at ChampionGate                                        |
| 2:00 PM      | Innovation Award Presentation                                          |
| 3:00 PM      | Suppliers Display                                                     |
| 4:00 PM      | ABMA Executive Institute                                              |
| 4:30 PM      | Board of Directors Dinner                                             |
| 6:30 PM      | Board of Directors Dinner                                             |
| 7:00 PM – 10:00 PM | ABMA Scramble Tournament  
Enjoy the remainder of the day to network with colleagues!  
The 36 holes of world-class golf at the International Golf Club offers an authentic link style golf experience, truly unique golf course in Orlando. The International Course offers an authentic links-style golf experience, reminiscent of the great golf courses of the British Isles. The National Course provides golfers with a challenging muddle of golf with its traditional American style design.

ABMA Scramble Tournament fee includes greens and tournament fees, golf cart, range balls and prizes.

**NEW FOR 2010**

- **Technical Presentations Move to Division Meetings**
- **Business Climate**
- **Sales Intelligence Secrets to Win in any Business Climate**
- **ABMA Educational Institute**
- **Board of Directors Dinner**
- **Board of Directors Luncheon & Meeting**
- **ABMA Educational Institute**
- **ABMA Scramble Tournament**

**NEW FOR 2010**

- **Technical Presentations Move to Division Meetings**
- **Business Climate**
- **Sales Intelligence Secrets to Win in any Business Climate**
- **ABMA Educational Institute**
- **Board of Directors Dinner**
- **Board of Directors Luncheon & Meeting**
- **ABMA Educational Institute**
- **ABMA Scramble Tournament**

**NEW FOR 2010**

- **Technical Presentations Move to Division Meetings**
- **Business Climate**
- **Sales Intelligence Secrets to Win in any Business Climate**
- **ABMA Educational Institute**
- **Board of Directors Dinner**
- **Board of Directors Luncheon & Meeting**
- **ABMA Educational Institute**
- **ABMA Scramble Tournament**

**NEW FOR 2010**

- **Technical Presentations Move to Division Meetings**
- **Business Climate**
- **Sales Intelligence Secrets to Win in any Business Climate**
- **ABMA Educational Institute**
- **Board of Directors Dinner**
- **Board of Directors Luncheon & Meeting**
- **ABMA Educational Institute**
- **ABMA Scramble Tournament**

**NEW FOR 2010**

- **Technical Presentations Move to Division Meetings**
- **Business Climate**
- **Sales Intelligence Secrets to Win in any Business Climate**
- **ABMA Educational Institute**
- **Board of Directors Dinner**
- **Board of Directors Luncheon & Meeting**
- **ABMA Educational Institute**
- **ABMA Scramble Tournament**

**NEW FOR 2010**

- **Technical Presentations Move to Division Meetings**
- **Business Climate**
- **Sales Intelligence Secrets to Win in any Business Climate**
- **ABMA Educational Institute**
- **Board of Directors Dinner**
- **Board of Directors Luncheon & Meeting**
- **ABMA Educational Institute**
- **ABMA Scramble Tournament**

**NEW FOR 2010**

- **Technical Presentations Move to Division Meetings**
- **Business Climate**
- **Sales Intelligence Secrets to Win in any Business Climate**
- **ABMA Educational Institute**
- **Board of Directors Dinner**
- **Board of Directors Luncheon & Meeting**
- **ABMA Educational Institute**
- **ABMA Scramble Tournament**
Schedule of Events

**Program Highlights**

**Tuesday, March 16**
- 5:00 PM – 6:00 PM: Off-Campus Finance Committee Meeting
- 7:00 PM – 9:00 PM: 100th Anniversary Task Force Meeting

**Wednesday, March 17**
- 8:00 AM – 9:20 AM: Convention Committee Breakfast Meeting
- 9:30 AM – 10:20 AM: Public Relations Committee Meeting
- 10:30 AM – 11:50 AM: Membership Committee Meeting
- 11:00 AM – 6:00 PM: National Course at ChampionsGate
- 8:00 AM – 12:00 PM: Registration / “Gathering Place”
- 1:00 PM – 4:50 PM: Technical Presentation 1, 2, and 3
- 5:00 PM – 5:30 PM: Suppliers Division Meeting
- 6:00 PM – 7:00 PM: New Members and First-Time Attendees Welcome Reception
- 7:00 PM – 9:00 PM: Welcoming Reception

**Thursday, March 18**
- 7:00 AM – 8:30 AM: Continental Breakfast
- 7:30 AM – 2:00 PM: General Session
- 9:00 AM – 9:30 AM: Opening Session – President’s Welcome
- 10:00 AM – 11:50 AM: Technical Presentation 1
- 12:00 PM – 12:50 PM: Convention Committee Meeting
- 1:30 PM – 6:30 PM: All-Attendee General Session
- 7:30 PM – 10:00 PM: Social Gathering

**Friday, March 19**
- 8:00 AM – 12:00 PM: Breakfast in the Ballroom
- 12:00 PM – 1:30 PM: All-Attendee General Session
- 2:00 PM – 2:50 PM: Technical Presentation 3
- 7:30 PM – 10:00 PM: Final Banquet

**Saturday, March 20**
- 7:30 AM – 9:00 AM: Continental Breakfast
- 9:30 AM – 10:30 AM: ABMA Educational Institute
- 11:00 AM – 12:00 PM: Board of Directors Luncheon & Meeting
- 6:30 PM – 9:00 PM: Board of Directors Dinner

Special Events

**New For 2010**

**NEW SPECIAL EVENT**
Please make sure your club rental arrangements directly through The Pho Shop.
For other free times call (407) 320-0564 or book on-line at ABMA.org/ac2010quicklinks

**Suppliers Display**
Friday, March 19, 2010
8:00 AM – 10:30 AM
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.

**Reception Program**
Friday, March 19, 2010
9:00 AM – 10:30 AM
INDUSTRY EVENTS:
- INNOVATION AWARD WINNER PRESENTATION
- ALL-ATTENDEE CLOSING SESSION
- SUPPLIERS RECEPTION
- ALL-ATTENDEE GENERAL SESSION
- TECHNICAL PRESENTATION 1
- TECHNICAL PRESENTATION 2
- TECHNICAL PRESENTATION 3

**General Information, Travel & Registration**

- For ABMA events, comfortable and casual dress is customary (golf shirts and slacks or shorts for men; shorts, skirts/dresses for ladies. Evening attire is “dinner” or semi-formal). Visit ABMA.org/ac2010quicklinks for more information.
- Receive an aromatherapy spritzer, body oil and one other supplemental registration list, available only at the convention.
- Also in the box will be free supplemental registration list, available only at the convention.
- For ABMA 2010 Annual Convention you can either register, then the enclosed insert or register, pay all of your fees, and renew your 2010 dues online!

**Hotel Reservation Information**

- Rates will be extended three days prior and three days after the meeting, pending availability. Rates are subject to taxes (currently 13%) and a daily resort fee. Check in time is 3:00 PM. Check out 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.

**Hotel Reservation Services**

- The hotel reservation deadline is February 1, 2010. Reservations made after this date may not be guaranteed at the group rate and space may not be available.
- Omni Orlando Resort at ChampionsGate
- 1500 Masters Blvd.
- ChampionsGate, FL 32836
- (407) 320-0564
- FAX: (407) 320-0560

Reservations: (802) 843-0564
Group Code: T2011000191

**General Information, Travel & Registration**

- For ABMA events, comfortable and casual dress is customary (golf shirts and slacks or shorts for men; shorts, skirts/dresses for ladies. Evening attire is “dinner” or semi-formal). Visit ABMA.org/ac2010quicklinks for more information.
- Receive an aromatherapy spritzer, body oil and one other supplemental registration list, available only at the convention.
- Also in the box will be free supplemental registration list, available only at the convention.
Succeeding in Difficult Times

For 2010 we delve into important education for success in this tough economy. Please join us for three days of networking, fellowship and important information sharing.

Omni Champions Gate Resort & Spa - New Lower $229 Rate!!

Surrounded by 36 holes of championship Orlando golf, the David Leadbetter Golf Academy, and 15 acres of recreation, this four-diamond resort is one of the nation’s premier golf, meeting and leisure retreats.

- 720 guest rooms and suites
- Two and three bedroom Villas available
- 36 holes of championship golf
- European-style spa
- Formal pool with private cabanas
- High-speed wireless Internet access

March 17 - 20, 2010
Omni Champions Gate Resort & Spa
Orlando, FL

For 2010 we delve into important education for success in this tough economy. Please join us for three days of networking, fellowship and important information sharing.
# Advance Registration

## ABMA’S 93RD ANNUAL CONVENTION 2010

Please return completed form and payment by Registration deadline of January 31, 2010:

American Brush Manufacturers Association
2111 Plum St. Suite 274
Aurora, IL 60506-3268
(630) 631-5217  FAX: (866) 837-8450
E-mail: info@abma.org  ♦  www.abma.org

1. Please read all Registration 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 | Sub Total |
---|---|---|---|---|
Delegate | | | | $ |
Companion | | | | $ |
Child (5-18) | | | | $ |
Delegate | | | | $ |
Companion | | | | $ |
Child (5-18) | | | | $ |
Delegate | | | | $ |
Companion | | | | $ |
Child (5-18) | | | | $ |

---

Please check one  

☐ Manufacturer Member  
☐ Affiliate / Supplier Member  
☐ International Member  
☐ Prospective Member  
☐ Trade Press  
☐ Other ____________  

DO YOU HAVE ANY HEALTH / DIET SPECIAL NEEDS?  ☐ ____________

---

### Suppliers / Manufacturers 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 407-390-6664
Soft Spikes Required  Tournament Location: National Course
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.

- The ABMA Board assists members with an "Early Bird Discount" of $100 per delegate fee and $100 per companion fee, for payments received by January 31, 2010. 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, 2010.

- Forms and payment must be received by JANUARY 31, 2010 to be included in the printed program.

- All hotel reservations must be made by JANUARY 31, 2010. Call the Omni Orlando Resort ChampionsGate directly at 800 843-6664 to make your room reservation. Group Code: 17200701991

REFUND POLICY

- Full refunds will be made only when written cancellations reach our office by JANUARY 31, 2010. It is your responsibility to cancel hotel room reservations. There will be a $35.00 processing fee for all refunds.

- 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

TO: All Key Contacts at Member Companies

2010 ABMA Suppliers’ Display

If you have not already received the appropriate paperwork for the 2010 ABMA Suppliers’ Display, you will shortly. ABMA has contracted with Champion Exposition Services to handle the various services and equipment required for a product event for all concerned.

The Suppliers Display will take place on March 19, 2010 from 8:00 AM to 12:00 PM in the International Ballroom of the Omni Orlando 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.

There is no Finished Goods Display for 2010. The next scheduled Finished Goods Display will take place in 2011.

Booth Registration:

The registration fee for a booth in either the ABMA Suppliers’ Display is $225, if paid by January 31, 2010, otherwise, the booth fee is $325. (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 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 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. 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, 2010 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: 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:** 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 Champion Exposition Services. Fees for electrical use and A/V equipment will be charged on an individual basis.

**Shipping & Set Up:** Champion Exposition Services will provide the materials for the tables and booths for the display. *Please do NOT forward materials to the Hotel.*

**SUPPLIERS DISPLAY Show Hours:**

<table>
<thead>
<tr>
<th>Date, Time</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, March 18</td>
<td>11:00 AM – 5:00 PM</td>
</tr>
<tr>
<td></td>
<td>Set Up Access</td>
</tr>
<tr>
<td>Friday, March 19</td>
<td>7:00 AM – 7:45 AM</td>
</tr>
<tr>
<td></td>
<td>Set Up Access</td>
</tr>
<tr>
<td></td>
<td>8:00 AM – 12:00 PM</td>
</tr>
<tr>
<td></td>
<td>Suppliers' Display</td>
</tr>
<tr>
<td></td>
<td>12:00 PM – 1:00 PM</td>
</tr>
<tr>
<td></td>
<td>Exhibit Breakdown</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Date, Time</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, March 19</td>
<td>7:00 PM – 10:00 PM</td>
</tr>
<tr>
<td></td>
<td>Suppliers Reception</td>
</tr>
</tbody>
</table>

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 the 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, (630) 631-5217 or David Kalisz of MFC Ltd at (956) 724-5191.

Sincerely,

David C. Parr  
Executive Director
ABMA Display Contract and Policies

1. **Location and Dates.** ABMA Suppliers Display will be held March 19, 2010 in the International Ballroom of the Omni Orlando Resort in ChampionsGate, FL.

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.** ABMA will provide, as part of the exhibit fee, the following:

   - 8’ (wide) 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 Suppliers Display Date or before - refund of 50% of exhibit fee.

c. Within 29 days or sooner to Suppliers 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.** Exhibitors may begin move in Thursday, March 18, from 11:00 AM to 5:00 PM. OR Friday, March 19, 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 may begin move out at 12:00 PM, Friday, March 19 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.*

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.

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.

______________________________ ______________________________
NAME SIGNATURE

______________________________ ______________________________
COMPANY DATE
NEW FOR 2010

Literature Drop-Off Table

ABMA is pleased to announce that a member's literature drop off table is to be added for the 2010 Annual Convention. The table will be set up at the registration area and is for the use of any ABMA member who wishes to display company literature for others to peruse. ABMA convention committee chair Ian Moss states: "The ABMA convention is adding the literature drop off table for 2010 as an extra member benefit, especially when one considers how much cross selling is done within the industry. The idea for the literature table was generated by an existing ABMA member as a comment on the 2009 evaluation form which also demonstrates ABMA's willingness to listen to its members."

Members may bring their literature to the registration area for placement or may send their literature ahead of time to ABMA Headquarters. Literature must be received at ABMA HQ before March 1, 2010 and ABMA reserves the right to determine which literature may be displayed.