"SOCIAL NETWORKING YOUR BRAND"

For 2012 we explore strengthening your business and maximizing your profits by utilizing Social Networking.

We’ve Made It Even Easier
You can renew your membership, register for the convention, book your hotel, car, airline and make additional tee times by simply using ABMA.org/AC2012quicklinks or use your smart phone to read this QR code.

March 7 - 10, 2012
Register Online at ABMA.org/AC2012quicklinks or use your smart phone to read the QR code.

The 95th Annual Convention
"SOCIAL NETWORKING YOUR BRAND"

March 7 - 10, 2012
Register Online at ABMA.org/AC2012quicklinks or use your smart phone to read the QR code on this brochure!
**Wednesday, March 7, 2012**

**TECHNICAL PRESENTATIONS**

2:00 PM – 2:50 PM Technical Presentation
Presented by Broco Manufacturing
Paradigm International - "The Magic of Brocoem"

3:00 PM – 3:50 PM Technical Presentation
Presented by Industrial Maintenance Division
ZahnerUSA "Current Developments in Inpection Mold Technology"

4:00 PM – 4:50 PM Technical Presentation
Presented by Paint Applicator Division
Purdy Corporation - "Zero to Landfill"

**Thursday, March 8, 2012**

**ALL ATTENDEE GENERAL SESSION**

8:00 AM – 8:50 AM
Opening Business Session
ABMA Welcome Reception

9:00 AM – 10:45 AM
ABMA Educational Institute
Alan McLaren - "Using Social Networking to Build Your Brand"

PGA SCRAMBLE GOLF TOURNAMENT

1:00 PM – 6:00 PM
PGA National Palmer Course

**Friday, March 9, 2012**

**ABMA COMMISSION PROGRAM**

9:00 AM – 10:30 AM
Social Networking Do's and Don'ts

SUPPLIERS RECEPTION

7:00 PM – 10:00 PM
Theme Celebration of the Importance of Brushes to the Paint Artist featuring Michael Israel.

**Saturday, March 10, 2012**

**ALL-ATTENDEE CLOSING SESSION**

8:00 AM – 9:30 AM
ABMA Committee Reports
President's Comments

INNOVATION AWARD PRESENTER

9:20 AM
Mr. Carlos Petzold, Public Relations Chair

ABMA EDUCATIONAL INSTITUTE

9:30 AM – 10:30 AM
David Carson - "Product Development from Birth to Shell"

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**Program Highlights**

**ALAN McLAREN**

"Using Social Networking to Build Your Brand"

Albert’s experience includes working with companies that range from startup entrepreneurial companies to Fortune 500 public companies. He has developed sales teams and strategies that have consistently exceeded expectations, created innovative efficient training programs and spearheaded wildly successful PR campaigns. Alan has over twenty-five years of dynamic leadership experience in all key aspects of business management.

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**Smith Helovers by Reconciliation and Ascension**

David has more than 25 years of professional advanced design and hands-on development experience in a number of disciplines, with his degree in mechanical design technology. He is tasked with the new product designs produced at his direction for the Shell palm product, and exceeded expectations, created innovative efficient training programs and spearheaded wildly successful PR campaigns. Alan has over twenty-five years of dynamic leadership experience in all key aspects of business management.

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**Friday, March 9, 2012**

Visit the Finished Goods Static Display to learn about the vast array of products manufactured by our brushmaking members. This new exhibit is a great showcase of ABMA member talent.

**ABMA SCRAMBLE GOLF TOURNAMENT**

Thursday, March 8, 2012 - 1:00 PM Shotgun
PGA National Golf Club - Palmer Course

ABMA members and associates network with each other to network, meet old friends, make new friends and have some fun. The PGA National Golf Club features 5 courses of world-class golf and is home to the PGA Classic on the PGA Tour. The ABMA Scramble event format includes 18 holes and tournament fees, golf cart fee, range balls and prizes.

*Please make your own club rental arrangements directly through the Pro Shop. For other tee times call (954) 863-2319 to go to ABMA on @2012@gmail.com or use your smartphone to read the QR code on the back of this brochure.*

**Special Events**

**Hertz Meeting Discount Number: CV 03320006**
Reservations may be placed online through or Hertz Meeting Sales Desk within the U.S. or Canada at 1-800-654-2240. In international locations, call your nearest Hertz reservation center or 1-840-749-4484. When booking reservations through Hertz, please reference the Meeting Number (CV) as shown above or identify our group by name (ABMA) to our reservations. Or simply go to www.hertz.com/ACI2quickly or use your smartphone to read the QR code on the back of this brochure.

**Hotel Registration Information**

The hotel reservation deadline is February 1, 2012. Reservations made after the deadline will not be guaranteed. Empty rooms may be deleted.

**Palm Beach Gardens**

**Destination Information**

**Dining and entertainment**

Seven onsite restaurants and lounges.

**Sports, Activities and Special Events**

Free Tournament ready golf courses, 19 tennis courts, 9 swimming pools to name just a few.

**Spa**

Smooths the day away in one of the 32 private treatment rooms in the state-of-the-art Spa, or Mediterranean sanctuary that also houses a full-service hair saloon and the Water's Edge Café.

**Destination Information**

**Discounts for travel**

American Airlines: Book online at www.aa.com and receive the lowest applicable published fare, or special zone fare and renew your 2012 dues online! Simply go to www.abma.org/ABMA and your smartphone to read the QR code on the back of this brochure.

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**Supplier’s Display**

**Friday, March 9, 2012 - 8:00 AM – 12:00 PM**

**ABMA Educational Institute**

**9:00 AM – 10:30 AM**

David Carson - "Product Development from Birth to Shell"
Advance Registration
ABMA’S 95TH ANNUAL CONVENTION 2012

Please return completed form and payment by Registration deadline of January 31, 2012:
American Brush Manufacturers Association
2111 Plum St. Suite 274
Aurora, IL 60506-3268
(720) 392-2262 ♦ 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

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<tr>
<th>Full Name</th>
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Delegate
Companion
Child (5-18)
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Companion
Child (5-18)

Total $ ______________

Please check one □ Manufacturer Member □ Affiliate / Supplier Member

DO YOU HAVE ANY HEALTH / DIET SPECIAL NEEDS? □ ______________

□ International Member □ Prospective Member □ Trade Press □ Other ____________

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 800-863-2819
Soft Spikes Required
Tournament Location: Squire Course
ABMA 95th Annual Convention - 2012

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, 2012. 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, 2012.
- Forms and payment must be received by JANUARY 31, 2012 to be included in the printed program.
- All hotel reservations must be made by JANUARY 31, 2012. Call the PGA National Resort directly at 800-863-2819 to make your room reservation. Group Code: 626261 Am Brush Mfgrs Association

REFUND POLICY

- Full refunds will be made only when written cancellations reach our office by JANUARY 31, 2012. 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.
TO: All Key Contacts at Member Companies

2012 ABMA Suppliers’ Display

And Again for 2012...

2012 ABMA Finished Goods Static Display

If you have not already received the appropriate service kit for the 2012 ABMA Suppliers’ Display and the 2012 Finished Goods Static Display, you will shortly. ABMA has contracted with Gems to handle the various services and equipment required for a product event for all concerned.

The Suppliers Display will take place on March 9, 2012 from 8:00 AM to 12:00 PM in the PGA Ballroom of the PGA National 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.

The Finished Goods Static Display will take place from March 7, 2012 from 12:00 PM to until March 9, 2012 at 6:00 PM. This unmanned tabletop event will provide an exciting venue to showcase your products as you network with colleagues. The reservation deadline is January 31st. The purpose of this exhibit is to showcase our members’ unique manufacturing talents and capabilities. Please remember only your North American manufactured product (and labeled as such) may be exhibited. Finished products made by others and distributed by your company are not allowed.

Booth Registration:

The registration fee for a booth in either the ABMA Suppliers’ Display is $325; for the ABMA Finished Goods Display is $100, if paid by January 31, 2012. Otherwise, the booth fee is $425 and $200 respectively. (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

The Finished Goods fee includes a simple display table. To register, complete and return the Suppliers/Finished Goods Display Booth Space portion of the Convention Registration Form; sign and return the Suppliers/Finished Goods 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 either the Suppliers’ Display, the Finished Goods Display, or both, all members must be in compliance with the following:
**Who May Exhibit:** Exhibitors for the Suppliers Display must be Affiliate (supplier) members of ABMA. Exhibitors in the Finished Goods Display must be Active or Affiliate (supplier) members of ABMA who may exhibit finished goods which are manufactured in North America by the member company.

**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, 2012 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):** Gems will provide the materials for the tables and booths for the display. *Please do NOT forward materials to the Hotel.*

**SUPPLIERS DISPLAY Show Hours:**

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Thursday, March 8</td>
<td>11:00 AM – 5:00 PM</td>
<td>Set Up Access</td>
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<tr>
<td>Friday, March 9</td>
<td>7:00 AM – 7:45 AM</td>
<td>Set Up Access</td>
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<td>8:00 AM – 12:00 PM</td>
<td>Suppliers’ Display</td>
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<td>12:00 PM – 1:00 PM</td>
<td>Exhibit Breakdown</td>
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<td>Note:</td>
<td>Any breakdown or preparation for move out prior time will result in a $250 fine.</td>
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<tr>
<td>Friday, March 9</td>
<td>7:00 PM – 10:00 PM</td>
<td>Suppliers Reception</td>
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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.
FINISHED GOODS STATIC DISPLAY Show Hours:

Wednesday, March 7  12:00 PM  FG Display Opens
Friday, March 9    6:00 PM  FG Display Closes

Please keep in mind that the purpose of the ABMA Finished Goods show is to acquaint ABMA Manufacturers with the unique manufacturing capabilities of your business. The ABMA Finished Goods Display works to strengthen our members by increasing awareness and networking.

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 restricted to those products manufactured in North America by our members.

The ABMA Suppliers’ Display and Finished Goods Static Display are ideal forums 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 or Jill Shinners of Pioneer Packaging Inc. at (413) 378-6930.

Sincerely,

David C. Parr
Executive Director
ABMA Display Contract and Policies

1. **Location and Dates.** ABMA Suppliers' Display (March 9) and Finished Goods Display (March 7-9) will be held at the PGA National Resort in Palm Beach Gardens, 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 (Suppliers).** 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
   - Finished Goods Static Display is furnished with table only

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. Exhibit hours for the Finished Goods Display will be from 12:00 PM Wednesday to 6:00 PM Friday. Beverages may be served during exhibit hours, but not during setup.

8. Installation/Dismantle. Supplier Exhibitors may begin move in Thursday, March 8, from 11:00 AM to 5:00 PM. OR Friday, March 9, 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 9 and must be completed by 1:00 pm on that day. Exhibitors (Finished Goods Static Display) may begin move in at 12:00 PM, Wednesday, March 7 and must be completed by 7:00 PM on Friday, March 9. 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.

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
Special Performance and Live Auction

Michael Israel “Art in Concert”

Enjoy the Suppliers Reception and support the ABMA 100th Anniversary Fund by participating in our spectacular live auction event, immediately following this high energy, awe inspiring performance. This is your chance to collect a piece of world class art before it even dries!

Interested in Learning More?
www.michaelisrael.com