For 2014 we explore corporate branding. Yep, you need it even if you think you don’t. Yep, you have it even if you think you don’t. Now, how will you use it to drive your business forward? Please join us for three days of networking, fellowship and important information sharing.

Register online at http://www.abma.org/ac2014quicklinks. Use your smartphone to download the ABMA 2014 Convention App with this years QR code

MARCH 26 - 29, 2014
WESTIN MISSION HILLS RESORT & SPA
RANCHO MIRAGE, CA
**Program Highlights**

**Wednesday, March 26, 2014**

**TECHNICAL PRESENTATIONS**

- 2:00 PM – 2:50 PM
  - TECHNICAL PRESENTATION
    - Presented by Paint Applicator Division
    - Marcus Roth - UPS Logistics
    - “Recent Changes in Logistics and the Effects on Your Business”

- 3:00 PM – 3:50 PM
  - TECHNICAL PRESENTATION
    - Presented by Broom & Mop Division
    - Division Roundtable - All Welcome
    - “How has the ACA (ObamaCare) affected Your Business?”

- 4:00 PM – 4:50 PM
  - TECHNICAL PRESENTATION
    - Presented by Industrial Maintenance Division
    - Robert Dous - Zahoransky AG
    - “Staple Strip and the European Market”
    - Matthias Peveling - Woehler Brush Tech
    - “Strip Brush 101”

**Thursday, March 27, 2014**

**WELCOME RECEPTION**

- 7:00 PM – 9:00 PM

**ALL-ATTENDEE GENERAL SESSION**

- 8:00 AM – 8:50 AM
  - OPENING BUSINESS SESSION
  - PRESIDENTS WELCOME

- 9:00 AM – 11:00 AM
  - ABMA EDUCATIONAL INSTITUTE

**Friday, March 28, 2014**

**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**

- 9:00 AM – 10:30 AM
  - William Squire and Your Signature Style

**TOUR - SAN ANDREAS FAULT JEEP TOUR**

- 2:00 PM – 5:30 PM
  - Join in on the fun with a professional’s clinic and round robin tournament.

**SUPPLIERS RECEPTION**

- Easy Rider Biker Night

- 7:00 PM – 10:00 PM
  - Put on your leathers and join in the fun as we have a rocking and rolling good time. California motorcycle lore is rich in these parts and we celebrate that history with an evening dedicated to motorcycles, dancing and fun, with a few surprises along the way.

**Saturday, March 29, 2014**

**ALL-ATTENDEE CLOSING SESSION**

- 8:30 AM – 9:20 AM
  - ABMA Committee Reports
  - ABMA Division Reports

**INNOVATION AWARD WINNER PRESENTATION**

- 9:20 AM
  - Mr. Greg Miller, Public Relations Chair

**ABMA EDUCATIONAL INSTITUTE**

- 9:30 AM – 10:30 AM
  - Ira Blumenthal - "Corporate Branding II"

This is Part II of Corporate Branding, plan ahead to stay for this important Saturday Session during this expanded session we delve into more specific areas of improvement and take-away value items relative to your company’s corporate brand. This session is filled with up to the minute strategic information that you will use to separate yourself from the competition.

**NEW FOR 2014**

**Tennis is back!**

See the Tennis information under Special Events

**ABMA Educational Institute**

Looking for more content? We got your content right here!

**IRA BLUMENTHAL - "Corporate Branding"**

Double **BONUS** Mt. Blumenthal will be delivering Thursday’s keynote on Corporate Branding and will return Saturday for an important corporate branding workshop.

**Schedule of Events**

**TUESDAY, MARCH 25**

- 5:00 PM – 6:00 PM
  - Directors’ Finance Meeting

- 7:00 PM – 9:00 PM
  - 100th Anniversary Task Force Meeting

**WEDNESDAY, MARCH 26**

- 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 – 11:45 AM
  - Registration / “Gathering Place”

- 12:00 PM – 12:50 PM
  - Statistical Committee Lunch Meeting

- 1:00 PM – 1:50 PM
  - Safety & Standards Committee Meeting

- 2:00 PM – 2:50 PM
  - Paint Applicator Division Meeting

- 3:00 PM – 3:50 PM
  - Broom & Mop Division Meeting

- 4:00 PM – 4:50 PM
  - Industrial Maintenance Division Meeting

- 5:00 PM – 5:30 PM
  - Suppliers Division Meeting

- 6:00 PM – 7:00 PM
  - New Members & First-Time Attendees Welcome Reception

**Dress: Business Casual**

**Welcome Reception**

**Dress: Business Casual**

**THURSDAY, MARCH 27**

- 7:00 AM – 8:30 AM
  - Continental Breakfast

- 7:30 AM – 2:00 PM
  - Registration / “Gathering Place”

- 8:00 AM – 8:50 AM
  - Opening Business Session - President’s Welcome

- 9:00 AM – 11:00 AM
  - ABMA All-Attendee Educational Institute

**FRIDAY, MARCH 28**

- 7:00 AM – 8:30 AM
  - Continental Breakfast

- 7:00 AM – 7:45 AM
  - Supplier Display Setup

- 7:30 AM – 12:00 PM
  - Registration / “Gathering Place”

- 8:00 AM – 12:00 PM
  - ABMA Suppliers Display

- 9:00 AM – 10:30 AM
  - Companion Program

- 12:00 PM – 1:00 PM
  - Buffet Lunch

- 2:00 PM – 5:30 PM
  - Tour - San Andreas Fault Line Jeep Tour

- 2:00 PM – 5:30 PM
  - Tennis Clinic and Round Robin Tournament

- 7:00 PM – 10:00 PM
  - Suppliers’ Reception

**Dress: Business Casual**

**Theme: Easy Rider Biker Night**

Put on your leathers and join in the fun as we have a rocking and rolling good time. California motorcycle lore is rich in these parts and we celebrate that history with an evening dedicated to motorcycles, dancing and fun, with a few surprises along the way. **Dress: Business Casual.** Jackets optional. Better yet, come dressed in theme garb! Who doesn’t like leather? This event includes an area for dancing so please consider appropriate footwear.

**SATURDAY, MARCH 29**

- 7:30 AM – 9:00 AM
  - Continental Breakfast

- 8:30 AM – 9:20 AM
  - Closing Business Session and Election of Officers

- 9:20 AM – 9:30 AM
  - Innovation Award Presentation

- 9:30 AM – 10:30 AM
  - ABMA All-Attendee Educational Institute

- 11:00 AM – 2:30 PM
  - Board of Directors Luncheon & Meeting

- 6:30 PM – 9:30 PM
  - Board of Directors Dinner

**Dress: Business Casual**

**TENNIS CLINIC AND ROUND ROBIN**

- 2:00 PM – 5:30 PM
  - Join in on the fun with a professional’s clinic and round robin tournament.

**NEW FOR 2014**

**Tennis is back!**

See the Tennis information under Special Events

**ABMA Educational Institute**

Looking for more content? We got your content right here!

**IRA BLUMENTHAL - "Corporate Branding"**

Double **BONUS** Mt. Blumenthal will be delivering Thursday’s keynote on Corporate Branding and will return Saturday for an important corporate branding workshop.

**SCRAMBLE GOLF EVENT**

- 1:00 PM – 6:00 PM
  - Mission Hills, Pete Dye Course
ating a tranquil Palm Springs spa environment. Upon entry, waterslide or enjoy a delectable meal at one of our Palm lounge at any of our three pools, splash down our 60-foot AA.com for American Airlines and American Eagle flights at the airport. [Image]

*Please make your club rental arrangements or other tee times directly through the Pro

**TENNIS CLINIC AND ROUND ROBIN TOURNAMENT**

**SUPPLIERS RECEPTION**

**SUPPLIERS DISPLAY**

**ROOM RATES**

**TRAVEL DISCOUNTS WITH AMERICAN AIRLINES**

**DESTINATION INFORMATION**

**CLIMATE**

**ROOM RATES (Single/Double)**

**HOTEL REGISTRATION INFORMATION**

**DUES Renewal and Attendance Registration Register online at http://www.abma.org/ac2014quicklinks. Use your smartphone to download the ABMA 2014 Convention App with this years QR code. ABMA Online Store 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 yourself and/or companion then you may eas- ily 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.
For 2014 we explore corporate branding. Yep, you need it even if you think you don’t. Yep, you have it even if you think you don’t. Now, how will you use it to drive your business forward? Please join us for three days of networking, fellowship and important information sharing.

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 Registering online at http://www.abma.org/ac2014quicklinks.

Use your smartphone to download the ABMA 2014 Convention App with this years QR code.
Advance Registration  
ABMA’s 97TH ANNUAL CONVENTION 2014

Please return completed form and payment by Registration deadline of January 31, 2014:
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 ♦ www.abma.org

Register and Pay Online!
www.abma.org

Registered Member/Supplier (prior to Feb 1) $525
Companion (prior to Feb 1) $325
One Day Fee (prior to Feb 1) $230
Children ages 5-18 (prior to Feb 1) $125
Suppliers Display Booth (Prew Feb 1) $325ea
Late Attendee Surcharge (beg. Feb 1) $100ea
Late Exhibit Surcharge (beg. Feb 1) $100
Golf Tournament $1089
Tour – San Andreas Fault Jeep Tour $199
Tennis Clinic and Tournament $99

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  Hdcup
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? □ __________

Company Name  
Street Address  
City, State, Zip  
Phone  Fax

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. ___________________

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 760-328-3196
Soft Spikes Required
Tournament Location: Mission Hills Golf Pete Dye Course
ABMA 97th Annual Convention - 2014

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, 2014. 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, 2014**.

- Forms and payment must be received by **JANUARY 31, 2014** to be included in the printed program.

- All hotel reservations must be made by **FEBRUARY 14, 2014**. Call the Westin Mission Hills Resort directly at 877 253-0041 or 760 328-5955 to make your room reservation. Group Code: Am Brush Mfgrs Association

**REFUND POLICY**

- Full refunds will be made only when written cancellations reach our office by **JANUARY 31, 2014**. 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.
TO: All Key Contacts at Member Companies

2014 ABMA Suppliers’ Display

If you have not already received the appropriate service kit for the 2014 ABMA Suppliers’ Display you will shortly. ABMA has contracted with Steele Tradeshows to handle the various services and equipment required for a product event for all concerned.

The Suppliers Display will take place on March 28, 2014 from 8:00 AM to 12:00 PM in the Calusa Ballroom of the Westin Mission Hills 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 either the ABMA Suppliers’ Display is $325, if paid by January 31, 2014. 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. 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, 2014 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:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>Thursday, March 27</td>
<td>11:00 AM – 5:00 PM</td>
<td>Set Up Access</td>
</tr>
<tr>
<td>Friday, March 28</td>
<td>7:00 AM – 7:45 AM</td>
<td>Set Up Access</td>
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<td></td>
<td>8:00 AM – 12:00 PM</td>
<td>Suppliers’ Display</td>
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<td></td>
<td>12:00 PM – 1:00 PM</td>
<td>Exhibit Breakdown</td>
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**Note:** Any breakdown or preparation for move out prior to the designated closing time will result in a $250 fine.

Friday, March 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<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.

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 or Chris Monahan of Brush Fibers Inc. at (217) 268-3012.

Sincerely,

David C. Parr
Executive Director
ABMA Display Contract and Policies

1. Location and Dates. ABMA Suppliers' Display (March 28) will be held at the Westin Mission Hills Resort in Rancho Mirage, CA.

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 27, from 11:00 AM to 5:00 PM. OR Friday, March 28, 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 28 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.

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