

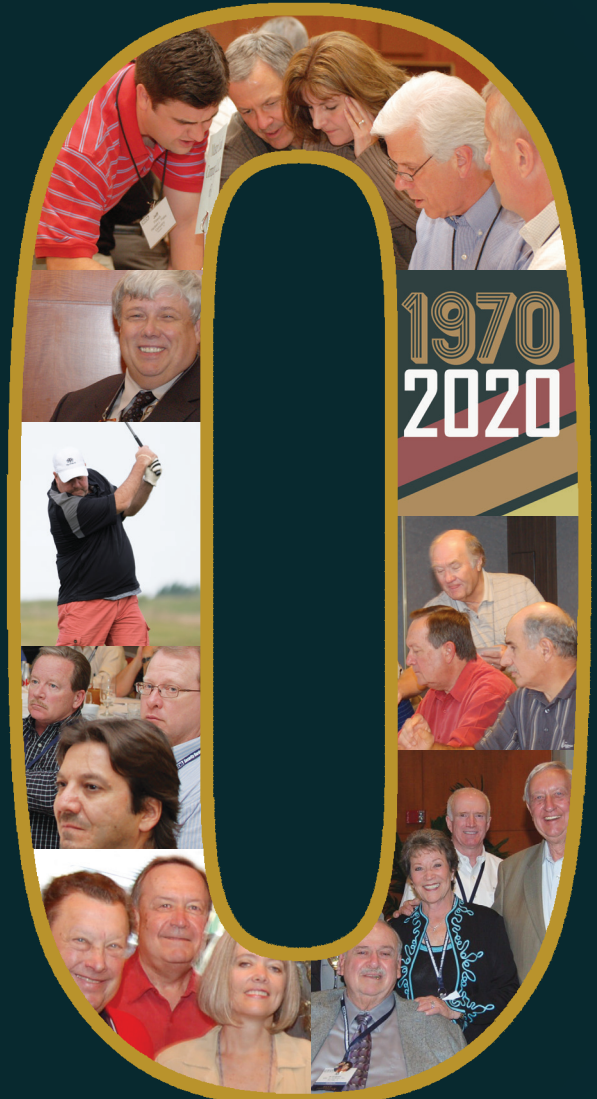
REGISTRATION BROCHURE

SHDA 50
YEARS

JOIN US AS WE CELEBRATE THE
HISTORY AND FUTURE OF SHDA



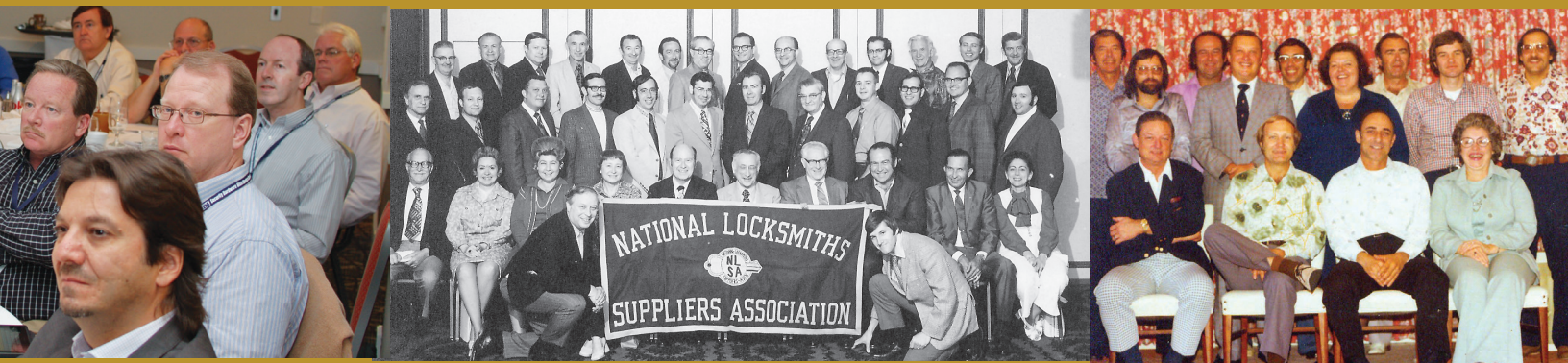
REGISTER EARLY AND **SAVE!**



50th Annual Industry Advancement Summit **MAY 4-8, 2020** Embassy Suites Dallas-Frisco

50 YEARS OF NETWORKING

SHDA's 50th Annual Industry Advancement Summit returns to the Embassy Suites Dallas-Frisco to celebrate 50 years of networking, education and the exchange of ideas – the core of what makes this meeting so iconic.



FOR 50 YEARS, the annual SHDA Summit has served the security hardware industry by featuring invaluable One-on-One business appointments where leading Distributors can meet with the more than 60 SHDA member Manufacturer partners in one convenient location. This year, we will honor 50 years of industry prosperity, explore ways to increase employee engagement and maximize performance, and build and strengthen manufacturer-distributor partnerships for 2020 and beyond. We'll welcome SHDA Past Presidents and other industry "Legends" to this year's special summit, as we celebrate the past and secure the future of Security Hardware Distributors.

The 50th Anniversary Summit will once again feature three full days of One-on-One appointments at the Embassy Suites beginning Tuesday, May 5 at 9:45 AM

and ending on Thursday, May 7 at 5:25 PM. The One-on-One sign up session (fondly referred to as "The Running of the Bulls") will be held Monday, May 4 from 4:30 PM - 5:30 PM.

All appointments will be twenty-five (25) minutes in length, allowing distributors to make up to 48 appointments! SHDA encourages distributor companies to bring more than one principal to enhance their capacity and increase their exposure to all manufacturer participants. *Any company that purchases a Manufacturer Suite and stops taking appointments before 5:25 PM on Thursday, May 7 could forfeit its privilege to participate in future Industry Advancement Summits.*

MAXIMIZE YOUR ROI



1

DISTRIBUTORS SHOULD:

- ✓ Prepare market data for each vendor
- ✓ Check with field personnel for details on products and servicing
- ✓ Gather necessary input to maximize your vendor relationship

2

MANUFACTURERS MAY WISH TO BRING:

- ✓ New product / program information
- ✓ Advertising plans
- ✓ Individual distributor sales figures
- ✓ Vendor sales trends

3

REMEMBER

The purpose of the One-on-One Sessions is to provide Distributors and Manufacturers a cost-effective opportunity to meet with many of their market partners in one location. Per SHDA policy, manufacturers are not permitted to provide alcoholic beverages or food in their suites during the appointments.

SPECIAL EVENTS THIS YEAR

SHDA 50TH ANNIVERSARY CELEBRATION

MONDAY, MAY 4

6:00 PM – 10:00 PM

Join us after the Running of the Bulls for dinner, drinks and entertainment in celebration of SHDA's 50th Anniversary.

BEN SILVER SEMINAR & BREAKFAST

TUESDAY, MAY 5

7:30 AM – 9:30 AM

A special 50th Anniversary benefit: attend this breakfast and education session for no additional cost!

(Pre-registration still required)

ROUGH RIDERS HAPPY HOUR & BASEBALL GAME

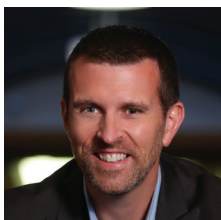
TUESDAY, MAY 5

6:00 PM – 8:30 PM

\$50 per person

Includes entry to the game, all-inclusive buffet, beer & wine for duration of event.

(Pre-registration required)



BEN SILVER SEMINAR

JASON LAURITSEN
UNLOCKING HIGH PERFORMANCE

SHDA is proud to offer free participation in the Ben Silver Seminar to all attendees as a special 50th Anniversary benefit. Join us on Tuesday, May 5 from 7:30 AM - 9:30 AM to hear from Jason Lauritsen, who will address workplace dysfunction, employee disconnect, and recruitment/retention challenges.

Jason Lauritsen is an employee engagement and workplace culture expert who will challenge you to think differently. A former corporate Human Resources executive, Jason has dedicated his career to helping leaders build organizations that are good for both people and profits.

You're struggling with the disconnect between an outdated model of management and a new world of work. The time of top down, compliance-based management is over. To attract, retain and unleash great talent for your organization, a new approach is required. In this powerful keynote, you will learn how successful organizations are unleashing the full potential of their employees by creating a more "human-friendly" work experience.

Learning Objectives:

- Why traditional management practices have failed us
- How work as a contract is being replaced by work as a relationship
- Why managing performance is really about creating the right kind of employee experience
- To manage human performance through experience requires planning, cultivation, and accountability

SCHEDULE OF EVENTS

MONDAY

04

7:00 AM

Transport to Golf Tournament**

8:00 AM

Annual SHDA Golf Tournament**



8:00 AM

SHDA Tennis Tournament **

12:00 PM – 6:00 PM

Registration

3:45 PM – 4:10 PM

VIP Attendee Orientation

4:30 PM – 5:30 PM

One-on-One Scheduling Session

See you at the
"Running of the Bulls!"

6:00 PM – 10:00 PM

SHDA 50th Anniversary Dinner (No Hospitality Suite this night)



TUESDAY

05

7:00 AM – 10:30 AM

Registration

7:30 AM – 9:30 AM

Ben Silver Seminar & Breakfast*



Seminar included in registration cost*

9:45 AM – 12:10 PM

One-on-One Sessions

9:45 AM – 12:10 PM

Al Hoffman Memorial Break Room

12:15 PM – 1:15 PM

Members' Luncheon & Business Update

1:30 PM – 5:25 PM

One-on-One Sessions

1:30 PM – 5:00 PM

Al Hoffman Memorial Break Room

5:30 PM – 6:30 PM

SHDA Networking Reception

6:00 PM – 8:30 PM

Frisco Rough Riders Happy Hour and Baseball Game**

9:00 PM – 11:00 PM

SHDA Hospitality Suite

WEDNESDAY

06

8:00 AM – 11:55 AM

One-on-One Sessions

8:00 AM – 11:30 AM

Al Hoffman Memorial Break Room

12:00 PM – 12:50 PM

Members' Luncheon

1:00 PM – 5:25 PM

One-on-One Sessions

1:00 PM – 5:00 PM

Al Hoffman Memorial Break Room

5:30 PM – 7:00 PM

SHDA Networking Reception



SHDA NETWORKING RECEPTION

9:00 PM – 11:00 PM

SHDA Hospitality Suite



Take me out to the ball game!

THURSDAY

07

8:00 AM – 11:55 AM

One-on-One Sessions



8:00 AM – 11:30 AM

Al Hoffman Memorial Break Room

12:00 PM – 12:50 PM

Members' Luncheon

1:00 PM – 5:00 PM

Al Hoffman Memorial Break Room

1:00 PM – 5:25 PM

One-on-One Sessions

FRIDAY

08

8:00 AM – 10:00 AM

Committee Meetings

10:15 AM – 12:00 PM

Board of Directors Meeting

* Requires pre-registration, no additional fee in 2020

**Requires pre-registration, additional fee, space limited: first-come, first-served

Transportation leaves the hotel at 7:30 am. Transportation space is limited, reserved on a first-come, first-served basis.

SHDA TENNIS TOURNAMENT

**MONDAY, MAY 4
START 8:00 AM
PRICE: \$35**

Members will play in a friendly tournament, style dependent on how many players register. Bring your own racquet or rent one from the facility for a nominal fee.



SHDA GOLF OUTING MONDAY, MAY 4 SHOTGUN START 8:00 AM PRICE: \$140

Rate includes transportation to and from course, greens fee and cart, tournament services, lunch, and prizes. Golf club rentals are available for \$50 and must be reserved upon registration. A casual lunch will be served at the end of the tournament. Pre-registration is required.

The Tribute at the Colony
1000 Lebanon Road
The Colony, TX 75056
Phone: (972) 370-5465
www.thetributegc.com

Transportation leaves the hotel at 7:00 am. Transportation space is limited, reserved on a first-come, first-served basis.

FRISCO ROUGH RIDERS HAPPY HOUR & BALL GAME

**TUESDAY, MAY 5
6:00 PM – 8:30 PM
PRICE: \$50**

Includes entry to the game, all-inclusive buffet, beer & wine until 8:30 PM.



THE TRIBUTE AT THE COLONY GOLF COURSE



Check-in - 3:00 pm
Check-out - 12:00 pm

HOTEL INFORMATION

EMBASSY SUITES DALLAS-FRISCO
7600 John Q. Hammons Drive
Frisco, TX 75034

Reservations: 1-972-712-7200

HOW TO RESERVE SLEEPING ACCOMMODATIONS:

To reserve a sleeping room only (**not a company One-on-One Suite**), please visit SHDA.org/Conference to make your reservation directly with the Embassy Suites Dallas-Frisco using the posted link. SHDA Standard room rate: \$184, plus state and local taxes.

The SHDA sleeping room block will be available until March 30, 2020 or until the block sells out, whichever comes first. After this date, room availability and rates will be determined by the hotel. It is vitally important that you reserve your accommodations at the Embassy Suites Dallas-Frisco. SHDA is contractually obligated to fill our hotel room block and may be exposed to significant financial liability should our members fail to support this room block.





REGISTRATION SUMMARY & DEADLINES

MEETING REGISTRATION

We encourage all SHDA attendees to register on SHDA.org/Conference. If you are unable to register online, a printable PDF of the registration forms are available on the SHDA Summit webpage.

To have your company listed in the Official Program, register by March 18

EARLY REGISTRATION

DISCOUNT: \$395 | DEADLINE: MARCH 4, 2020

Register by March 4, 2020 to take advantage of the discounted delegate registration fee and to guarantee your company's listing in the Official Conference Program. Delegate attendee lists will be uploaded to the SHDA Summit webpage beginning on March 10, 2020 and will be updated weekly.

REGULAR REGISTRATION & MAIL-IN REGISTRATION

COST: \$465 | DEADLINE: MARCH 18, 2020

Register by March 18, 2020 to secure the regular delegate registration fee and to guarantee your company's listing in the Official Conference Program.

LATE REGISTRATION

COST: \$495 | DEADLINE: APRIL 27, 2020

Mail all Meeting Registrations and payment to: SHDA, 180 Admiral Cochrane Dr., Ste. 370, Annapolis, MD 21401. Make all checks payable to SHDA. Registrations received after March 18 may not appear in the official conference program.

GUEST REGISTRATION

COST: \$275

SHDA's Guest Registration Fee is an economical way for your guest or companion who is over the age of 18 to attend all conference activities. Add-on events with additional costs must be selected and paid for separately from this registration fee.

REGISTRATION AND CANCELLATION POLICIES

In order to obtain a refund for Summit registration or Manufacturer Suite fees, email or written notice of cancellation is required, to be received at the SHDA office, by the dates noted below:

By March 13, 2020 – for Full Refund

By April 3, 2020 – for 50% Refund

After April 3, 2020 – No Refund, except for a medical emergency.

If you cancel your meeting registration, it is also your responsibility to cancel hotel room reservations with the Embassy Suites directly.





MANUFACTURER SUITE INFORMATION

We encourage all SHDA manufacturers to reserve their One-On-One Suites online at SHDA.org/Conference. If you are unable to register online, a printable PDF of the registration forms are available on the SHDA Summit webpage. Suite reservations will be accepted on a first come, first-served basis.

Associate Members must register online to secure their One-on-One suite. Suite assignments will be made by SHDA staff, considering your requests and preferences. **Manufacturers' Suites must be reserved as a four-night stay as a minimum so that you can maintain your room through 5:25 pm on Thursday for appointments.** Additional nights may be added to accommodate individual travel plans. All delegates must register separately online.

Larger suites are being offered on a first-come, first-served basis. Standard King or Queen/Queen suites will be assigned as requested and based on availability, or when larger suites are sold out. There are **eight** King Balcony suites and **four** Corner King Balcony suites available on a limited, first-come, first-served basis. It is recommended that you **register online ASAP** if your company requires a large suite.

4

NIGHTS

4 nights, Standard King or Queen/Queen @ \$1,040.00

4 nights, King Balcony (8 AVAILABLE) @ \$1,200.00

4 nights, Corner King Balcony (4 AVAILABLE) @ \$1,250.00

5

NIGHTS

5 nights, Standard King or Queen/Queen @ \$1,300.00

5 nights, King Balcony (8 AVAILABLE) @ \$1,500.00

5 nights, Corner King Balcony (4 AVAILABLE) @ \$1,600.00

6

NIGHTS

6 nights, Standard King or Queen/Queen @ \$1,560.00

6 nights, King Balcony (8 AVAILABLE) @ \$1,800.00

6 nights, Corner King Balcony (4 AVAILABLE) @ \$1,900.00

CANCELLATIONS

Suite cancellations with full refunds will be honored until Tuesday, March 4. Refunds will not be awarded after this date unless cancellation is due to a medical emergency, noted in an email or in writing to SHDA Headquarters.

Your package price includes room rates and tax only - incidentals will be the member's responsibility.

KNOW THESE IMPORTANT DATES

04

MARCH 4

Early Bird Deadline

18

MARCH 18

Regular Registration Deadline and Print Deadline (for your name and company to appear in printed materials)

30

MARCH 30

Hotel Reservations Deadline



180 Admiral Cochrane Dr.
Suite 370
Annapolis, MD 21401
www.shda.org
410.940.6346

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HISTORY AND FUTURE OF SHDA



SAVE THE DATE!

**2021 SHDA INDUSTRY
ADVANCEMENT SUMMIT**

Pointe Hilton Squaw Peak Resort
Phoenix, Arizona | May 3 - 7, 2021

REGISTER EARLY AND **SAVE!**



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