

*leading
the way*
2011
awda



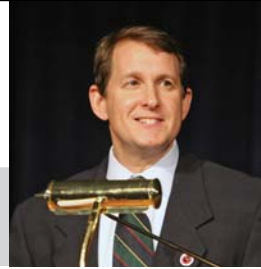
64TH ANNUAL AWDA
Business & Education Conference

OCTOBER 30 - NOVEMBER 3, 2011

awda
for the pursuit of excellence®

AAIA® Automotive Aftermarket
Industry Association

AWDA Leading the Way!



I said at last year's conference that my goal for the coming year would be to build upon the foundation established by my predecessors; to further strengthen our association benefits, enhance our networking opportunities and help AWDA fully develop the leadership potential that exists in so many of our members.

Central to this goal was the continued refinement of AWDA's increasingly popular annual conference. Our 2010 attendance was up over 15 percent from 2009 with more than 1,800 one-on-one meetings scheduled in a two-day period. That kind of growth is virtually unheard of in any other association, representing any other industry.

We intend to beat that record this fall because since the 2010 conference, your association has taken steps to make your conference experience even more

productive and profitable. In response to many member requests, we've pushed the one-on-one selection process more than two months closer to the conference. This will allow all participants to better focus on issues that are relevant in October, rather than seven or eight months prior.

Industry Week is an incredibly busy time for everyone. There is simply no time to waste on unproductive or unwanted meetings. Therefore, AWDA's Conference Task Force has put in place a feature that allows both WDs and manufacturers to "opt out" of a limited number of meetings. Let's face it: there are some meetings that we really would rather avoid. This year, it will be possible to "opt out" of those meetings so we can fill our time slots with meetings that we really want to have.

Members have told us that our conference features are already terrific, and we have tweaked them as appropriate to make them even better: the Sunday night events and Executive Briefing come to mind.

Put it all together and we have two intense days of business: intimate, confidential, high-level business. Then, there's AAPEX; our chance to view this fabulous industry in its entirety. We can see new products, visit with old friends and scope out potential business partners. AAPEX is also a great place to showcase AWDA and traditional distribution. Using our Warehousing Pavilion as a home base, members can fan out across the show floor promoting their businesses and their industry. And yes, I expect the "Battle of the Shirts" to rage again on the show floor, signaling to the entire aftermarket just how numerous and potent we in traditional distribution really are.

Today's WDs are totally different from the companies we knew 20 or even 10 years ago. Our suppliers have changed and evolved, program groups have consolidated and their preferred lines have been adjusted many times over. Still, the need to engage face-to-face remains unchanged.

Join me and hundreds of your peers, customers and vendors in Las Vegas this fall. Together, we will meet, communicate and *Lead the Way for the aftermarket industry!*

David T. Segal, Chairman
AWDA 2010-2011 Board of Governors



conference highlights

Welcome to Industry Week

The 64th annual Automotive Warehouse Distributors Association (AWDA) Business & Education Conference is a key feature of Automotive Aftermarket Industry Week (AAIW). Industry Week forms a perfect backdrop for the year's strongest and most diverse gathering of aftermarket warehouse distributors and their suppliers. Distributors who attend the AWDA Conference will be automatically registered to attend the major trade shows underway in Las Vegas at that time: the Automotive Aftermarket Products Expo (AAPEX) at the Sands Expo Center and the Specialty Equipment Market Association (SEMA) Show at the Las Vegas Convention Center.

One-on-One Business Meetings

Central to AWDA's Conference are the unique one-on-one business meetings between distributors and their vendor partners. AWDA pioneered these pre-scheduled sessions to facilitate high-level business discussions in a personal and confidential setting. Participants are top decision-makers with member companies; both distributors and vendors. They have the clout to solve problems, explore opportunities and forge new partnerships. AWDA's one-on-ones are simply the most efficient way to conduct serious business during Industry Week.

All one-on-one meetings are held in private vendor suites in the Venetian Hotel. This venue ensures confidentiality and ease of movement between sessions, and provides an environment that is conducive to the serious nature of discussions held at these meetings.

Please note: In order to conform to a long-standing Industry Week policy, AWDA manufacturers and business service companies are required to reserve at least one exhibit booth at AAPEX in order to participate in the AWDA one-on-one meetings.

One-on-One Meeting Suites

One-on-ones will be held on Sunday, Oct. 30 and Monday, Oct. 31 in suites located on adjacent floors of the Venetian Hotel. Suite assignments are based on several factors, including number of meetings scheduled, seniority in AWDA and the date when registrations are received at headquarters.

Actual suite location is based upon availability, but the Venetian will attempt to assign suites for multiple vendor teams as close together as possible.

AWDA One-on-One Information/Hospitality Suite

AWDA will again reserve an Information and Hospitality Suite all day on Sunday, Oct. 30 and Monday, Oct. 31, on a one-on-one floor at the Venetian. Attendees are encouraged to visit this suite to relax with refreshments, and seek information on one-on-ones or the conference in general.

Educational Opportunities

AWDA's Executive Briefing is scheduled for Sunday, Oct. 30, at 3:45 p.m., following the day's one-on-one meetings and prior to the Opening General Session. Hosted by the University of the Aftermarket, this year's briefing will focus on an issue that is central to the distribution channel.



This is an executive-level presentation with limited seating available. Seminar attendees receive continuing education units (CEUs) that can be applied toward their AAP or MAAP certifications. Be sure to indicate your plans to attend this session on the conference registration form.

AWDA-Sponsored Distributor Education at AAPEX consists of a series of high-level education sessions during AAPEX that are designed specifically for participants in the distribution channel. Seminar attendees receive continuing education units (CEUs) for each session to be applied toward their AAP or MAAP certifications. There is no cost to attend these sessions for AWDA members.

AAIA also offers its AWDA members a number of other educational opportunities in conjunction with AAPEX. Topics will include technology, global trade, legislation and regulation, management and marketing. For updated information, visit www.aapexshow.com regularly and click on the Learning Forum for the educational calendar.

conference highlights



Networking Opportunities

In addition to the one-on-one meetings, the AWDA Business & Education Conference offers many other opportunities for attendees to connect and build relationships with key industry leaders.

AWDA OPENING GENERAL SESSION on Sunday night, Oct. 30, will highlight the year's accomplishments and provide a look to the future. An awards ceremony will recognize the contributions of key industry executives, including the recipient of the prestigious 2011 Automotive Leader of the Year Award.



AWDA'S MANUFACTURERS' RECEPTION, immediately following the General Session on Sunday night, Oct. 30 provides time to renew acquaintances, meet new business partners and thank manufacturers for their major contributions to our industry's success. The attendee list for this event is a who's who of aftermarket distribution and manufacturing. A large turnout is expected and attendees are urged to schedule dinner appointments and other obligations so as to allow plenty of time for this special event.

AWDA BREAKFAST AND LUNCH on Sunday, Oct. 30 and Monday, Oct. 31, provide additional opportunities to visit with fellow AWDA members and to plan for the coming week. Monday's luncheon traditionally features an update on the University of the Aftermarket, as well as a special presentation by Babcox Media, Inc. honoring the Counter Professional of the Year Award winner.



AAIA/AASA CHAIRMEN'S RECEPTION on Monday night, Oct. 31, kicks off AAPEX. All AWDA members are invited to attend at no cost.

AWDA WAREHOUSING ESSENTIALS PAVILION serves as a convenient gathering place on the AAPEX Show floor for warehouse distributor members of AWDA. The pavilion includes a lounge area with private meeting rooms. Surrounding the lounge are vendors that supply goods and services specifically related to the operation of distribution centers and warehouse facilities.

LEADERSHIP DEVELOPMENT NETWORK AND CAR CARE COUNCIL WOMEN'S BOARD RECEPTIONS are open to all AWDA members on Tuesday evening, Nov. 1. These receptions recognize the efforts of fellow members and offer great opportunities to network with top aftermarket executives.

AAIA TOWN HALL has become an institution at AAPEX and a highlight of Industry Week. Held on Wednesday morning, Nov. 2, Town Hall features top industry leaders sharing their views on the most timely and critical issues facing the aftermarket. Tickets will be available later in the summer. For more information, visit www.aftermarket.org.

AAIA'S MEMBER BUSINESS CENTER is reserved for the exclusive use of AAIA members, including all AWDA members, and is located on the lower level of the Sands Expo Center in rooms 204-206. AAIA's Business Center is open throughout Industry Week to serve as your satellite office with phone/Internet service, a copier, refreshments and assistance with many other AAIA and AAPEX activities. Complimentary meeting rooms are available to members by appointment. Hours of operation are Monday, Oct. 31, 9 a.m. – 3 p.m. and Tuesday, Nov. 1 through Thursday, Nov. 3, 7:30 a.m. – 5 p.m.

attendee registration

Who Should Attend the AWDA Conference?

All delegates to the 64th Annual AWDA Business & Education Conference should hold decision-making positions for their respective companies. Since this conference is focused on distribution, manufacturer delegates should be directly involved in that aspect of their business.

Distributors

Distributors of automotive parts and supplies form the core of attendees. Collectively, these firms move billions of dollars in product annually. Distributor attendees must be qualified, dues-paying distributor members of AWDA or invited guests whose participation is specifically approved by the association.

Manufacturers and Business Services Vendors

Participating manufacturers and business service vendors must be current, dues-paying members of AWDA that sell to or through traditional distribution channels. In addition, since the goal of this event is primarily to facilitate communication between existing business partners, vendors must already sell direct to *seven* or more individual AWDA distributor members or *one* program group member. **Manufacturers and business services who participate in the conference must also reserve at least one 10'x10' exhibit booth at AAPEX.**

Manufacturers' Reps

Manufacturers' representatives are welcome to attend the one-on-one meetings as agents for, and at the specific invitation of, participating manufacturers. Participating reps must be dues-paying members of AWDA.



All participating reps must register to attend the conference and must wear their AWDA Conference badge. Unregistered reps may not participate in one-on-one meetings and will be asked to leave the suites.

Spouse/Guest Attendance

Delegates' spouses are welcome at the conference and encouraged to participate in most AWDA/AAIA events including Sunday's Executive Briefing, the Opening General Session and Manufacturers' Reception, breakfast and lunch on Sunday and Monday. There is no registration fee for spouses, but they must register in order to attend conference events.

Please note: Spouse/guest registration does not include admittance to one-on-one meetings or the AAPEX/SEMA shows.



registration fees

Registration fees may be paid by check or credit card.
AAIA/AWDA will accept Visa, MasterCard and American Express.

WD/Program Group Delegate Fee - \$365/person

Includes participation in the one-on-one meetings on Sunday and Monday; Executive Briefing on Sunday afternoon; Sunday night Opening General Session and Manufacturers' Reception; breakfast and lunch on Sunday and Monday; and admission to the AAPEX and SEMA shows. Contact AWDA for information on first-timer and extra team discounts.

Manufacturer/Business Service Company Fee - \$1,100

Fee covers participation in the one-on-one meetings on Sunday and Monday; and the first four pre-scheduled one-on-one meetings. It also covers all AWDA meals, and social and educational functions for the primary delegate of the registered company.

Manufacturer/Business Service One-on-One Per-Meeting Fee (in excess of four) - \$100/meeting

Any scheduled one-on-one meetings - beyond the first four - are charged to the participating vendor at a rate of \$100 each. Invoices for these meetings are sent immediately following the conference. **In order to avoid being charged, cancellations or no-shows must be reported to Barbara St. Aubin on-site at the conference or earlier. NO EXCEPTIONS.**

Manufacturers/Business Service Additional Delegate Fee - \$450

Additional (more than one) participating manufacturers/business service delegates must pay this fee (the fee for the first — primary — delegate is included in the company fee). Additional delegate fee covers participation in the one-on-one meetings; Executive Briefing; Opening General Session and Manufacturers' Reception; breakfast and lunch on Sunday and Monday.

Manufacturers' Rep Delegate Fee - \$450

Manufacturers' Rep Agency Fee for up to three delegates - \$700 New for 2011

All participating Manufacturers' Reps must register for the conference. Single delegates should pay the \$450 Delegate Fee. Rep firms that register multiple delegates can take advantage of the "Agency Fee" that entitles a rep company to register up to three delegates for one flat \$700 fee. Both types of registrations cover participation in the one-on-one meetings; Executive Briefing; Opening General Session and Manufacturers' Reception; breakfast and lunch on Sunday and Monday.

Note: Reps must be invited by manufacturers to participate in the one-on-one meetings. Prospecting or freelancing by unregistered reps will not be allowed.

Spouse Registration – Complimentary

There is no registration fee for spouses, but they must register. Spouses are welcome to the Executive Briefing; Opening General Session and Manufacturers' Reception; breakfast and lunch on Sunday and Monday. Spouse/guest registration does not include admittance to one-on-one meetings, or the AAPEX/SEMA shows.

Registration Cancellation/Refund Policy

Refunds for cancellations will be granted, less a processing fee of \$25 per delegate, provided AWDA/AAIA staff is notified in writing by Friday, Oct. 14, 2011. Any company that cancels its participation after the One-on-One meeting schedules are mailed, will also be assessed a \$150 company cancellation fee. No refunds will be issued on cancellations after Friday, Oct. 14. Substitutions are accepted at any time and at no additional cost.

hotel & travel information

AWDA Conference Host Hotel

Once again, AWDA is pleased to offer conference attendees accommodations at one of Las Vegas' finest resort hotels, the all-suite Venetian. The 2011 AWDA Conference rate for a suite in the Venetian is \$189 for single/one bed or double/two beds.

AWDA Conference registrants are given top priority when reserving rooms at the Venetian. Therefore, **AWDA will reserve sleeping rooms at the Venetian for registered AWDA Conference attendees only.** Conference attendees should use the enclosed form to reserve their rooms at the Venetian. Individuals who are not registered to attend the AWDA Conference should book their Industry Week hotel rooms through www.aapexshow.com.

Please note: Manufacturer and business services companies that host one-on-one meetings on Sunday and Monday must book at least one suite in the Venetian for each one-on-one team.

Hotel Reservations, Cancellations and Changes

Complete the hotel reservation form and return it to AAIA. A one-night deposit with a credit card is required. Only one room reservation is allowed per form. Duplicate the form as necessary for additional conference attendees.

Any cancellations or changes to room reservations or arrival/departure dates must be submitted in writing to Leah de los Reyes in AAIA's meetings department via fax to 301-654-3299 or e-mail leah.delosreyes@aftermarket.org. To avoid forfeiture of the first night's deposit, cancellations must be made at least 14 days prior to the scheduled arrival date.

Notes about one-on-one meeting suites: All suites being used for one-on-one meetings must be checked in **no later than Saturday, Oct. 29, 2011**, to ensure availability for meetings on Sunday morning. Also, in order for WDs to locate the correct meeting room, it is imperative that manufacturers indicate on the conference registration form and hotel reservation form who the primary contact will be for each of their one-on-one meeting teams.

Reserve your rooms early! All room reservations will be made on a first-come, first-served basis. With more than 100,000 people attending Industry Week, it is imperative that you submit your hotel reservation form quickly. Our room block is limited, room availability cannot be guaranteed after July 29, 2011.

conference schedule

Saturday, Oct. 29

12 p.m. - 6 p.m.

AWDA Conference Registration

Sunday, Oct. 30

6 a.m. - 7:30 a.m.

AWDA Breakfast

6 a.m. - 6 p.m.

AWDA Conference Registration

8 a.m. - 12:25 p.m.

AWDA One-on-One Meetings
in Venetian suites

12:45 p.m. - 1:35 p.m.

AWDA Luncheon

2 p.m. - 3:30 p.m.

AWDA One-on-One Meetings
in Venetian suites

3:45 p.m. - 5:10 p.m.

AWDA Executive Briefings

6 p.m. - 6:45 p.m.

AWDA Opening General Session with
Presentation of Awards

6:45 p.m. - 8:15 p.m.

AWDA Manufacturers' Reception

Monday, Oct. 31

6 a.m. - 7:30 a.m.

AWDA Breakfast

7:15 a.m. - 7:45 a.m.

AWDA Optional Self-Scheduled
One-on-One Time Slot

8 a.m. - 12:25 p.m.

AWDA One-on-One Meetings
in Venetian suites

12:45 p.m. - 1:45 p.m.

AWDA Recognition Luncheon

2 p.m. - 5:40 p.m.

AWDA One-on-One Meetings
in Venetian suites

6 p.m. - 7:30 p.m.

AAIA/AASA Chairmen's Reception

Tuesday, Nov. 1

TBD

AWDA-Sponsored Distributor Education
Sessions at AAPEX

9 a.m. - 5 p.m.

AAPEX Show - Sands Expo Center
AWDA Warehouse Essentials Pavilion -
SEC 3464
SEMA Show - Las Vegas Convention Center

Wednesday, Nov. 2

7 a.m. - 8:50 a.m.

AAIA Town Hall Meeting
(separate tickets required)

TBD

AWDA-Sponsored Distributor Education
Sessions at AAPEX

9 a.m. - 5 p.m.

AAPEX Show - Sands Expo Center
SEMA Show - Las Vegas Convention Center

Thursday, Nov. 3

9 a.m. - 5 p.m.

AAPEX Show - Sands Expo Center
SEMA Show - Las Vegas Convention Center

DEADLINES

Early April

WD commitment forms sent, w/list of participating manufacturers.

Early May

WD commitment forms due.

Mid May

WD one-on-one selection forms to be sent.

Mid June

WD one-on-one selection forms due.

Mid June - mid July

Process WD selection forms.

Mid July

Manufacturer/business service one-on-one selection forms to be sent, with list of WD requests.

July 29

Final date for hotel reservations.

All conference registration forms and payments due from manufacturers, business services, reps, distributors and program groups.

Mid August

Manufacturer/business service one-on-one selection forms due.

Mid August

Final one-on-one schedule process to be completed.

September 19

Final one-on-one meeting schedules sent to participating companies via e-mail.

October 14

Last day to receive refunds for hotel cancellations and registration.

October 29

Vendor check-in form one-on-one meeting suites.

Mid November

Invoices will be sent to primary vendor one-on-one contacts via e-mail.

(All cancellations and no-shows must be reported on-site to Barbara St. Aubin in the AWDA Hospitality Suite, in order to receive credit.)

Note: To participate in the AWDA Conference, the following is required:

- Manufacturers, Reps and Business Service providers must be members in good standing of AAIA and the AWDA segment.
- WDs must be either members in good standing of AAIA and the AWDA segment or invited guests.
- Registration forms must be completed and all conference fees paid in full.
- Manufacturers and Business Services conducting one-on-one meetings must reserve at least one suite per meeting team in the Venetian hotel.
- Manufacturers and Business Services conducting one-on-one meetings must reserve at least one 10'x10' exhibit booth at the AAPEX Show.

64TH ANNUAL AWDA Business & Education Conference

OCTOBER 30 - NOVEMBER 3, 2011

Questions & More Information

Please refer to the following contact list for information concerning specific features of the 64th Annual AWDA Business & Education Conference.

CONFERENCE REGISTRATION:

Meghan Winch
AAIA Meetings Department
Tel: 301-654-6664
Fax: 301-654-3299
meghan.winch@aftermarket.org

AWDA HOTEL ACCOMMODATIONS:

Leah de los Reyes
AAIA Meetings Department
Tel: 301-654-6664
Fax: 301-654-3299
leah.delosreyes@aftermarket.org

ONE-ON-ONE MEETINGS:

Barbara St. Aubin
St. Aubin and Associates LLC
Tel: 913-345-2811
Fax: 913-345-8008
sainte@kc.rr.com
www.saintaubinandassociates.com

AAPEX SHOW:

Arlene Davis
AAIA Trade Shows Department
Tel: 301-654-6664
Fax: 301-654-3299
arlene.davis@aftermarket.org

AWDA PROGRAMS/GENERAL CONFERENCE INFORMATION:

Larry Northup or Rosemary Perry
Tel: 301-654-6664
Fax: 301-654-3299
larry.northup@aftermarket.org
rosemary.perry@aftermarket.org

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AAIA® **Automotive Aftermarket
Industry Association**

7101 Wisconsin Avenue, Suite 1300
Bethesda, MD 20814

Phone 301-654-6664

Fax 301-654-3299

Web Site www.aftermarket.org

E-mail aaia@aftermarket.org