



36th Annual KNOWLEDGE/EXCHANGE

MAY 2-5, 2009 / NEWPORT BEACH MARRIOTT / NEWPORT BEACH, CALIF.



A Note from Chris Nierintz, NCMA President

"Associating with the Best" has been a tagline for the National Catalog Managers Association (NCMA) for several years now. In 2009 it is more important than ever to participate in events and conferences that can develop new opportunities and deliver value for your business. I am pleased to invite you to participate in the 2009 NCMA Knowledge Exchange at the Marriott Resort Hotel in Newport Beach, Calif., May 2-5.

This year the NCMA conference is where you will find the largest gathering of catalog and product data management professionals in the automotive industry. More than 125 individuals will gather for continuing education and the chance to meet with the leading print and electronic data solution vendors in the industry.

I encourage you to mark your calendar today and start making your plans to exhibit and support the 36th annual NCMA Knowledge Exchange, May 2-5 in Newport Beach, Calif. There you will find informative keynote speakers, fascinating panel discussions and the opportunity to demonstrate your technology and solutions to scores of qualified attendees. NCMA members prefer to do business with companies and people they know. Don't miss this opportunity to build your business in a segment of the economy that is still growing – the automotive aftermarket.

In addition to exhibiting at the Trade Show, don't forget to increase your visibility and support of the NCMA membership with one or more of the limited sponsorship opportunities. If you are a golfer you will notice that we had to increase the fee this year (only) to cover the higher expense of playing in southern California, but it will be beautiful. Finally, you will notice that the program will end with the President's Awards Banquet Luncheon on Tuesday.

I encourage you to make your plans to exhibit and support the NCMA Knowledge Exchange today. You won't regret investing in this high-value event and "Associating with the Best."

Conference Agenda and Speakers Scheduled to Appear

SATURDAY, MAY 2

7:30 a.m. – 2 p.m. Golf Outing/Tustin Ranch Golf Club

5 p.m. – 5:30 p.m. New Member Orientation

5:30 p.m. – 7 p.m. Welcome Reception

SUNDAY, MAY 3

8 a.m. – 11:45 a.m.

General Session

Scott Luckett, AAIA

Dennis Huibregtse, Power Systems Research

Ryan Vernon, Direct Communications, Inc

Tom Aliotti, Activant Solutions

1:30 p.m. – 4:30 p.m.

General Session

Adrian Klingel, Illumaware

Tim Martin, K&N Engineering

Brian Cruickshank, University of the Aftermarket

6 p.m. – 9 p.m.

President's Dinner/Aftermarket

FoundationAuction

MONDAY, MAY 4

8 a.m. – 11:45 a.m.

General Session

Mark Richardson, Falcon Steering Systems

Tony Molla, ASE

Mark Finestone, AutoZone

1:30 p.m. – 4:30 p.m.

Vendor Trade Show

TUESDAY, MAY 5

8 a.m. -11:30 a.m.

General Session

Bart Noyes, Interamerican Motor Corp

Chris Nierintz, Dorman

Scott Luckett, AAIA

11:45 a.m. – 1:30 p.m.

President's Awards Banquet Luncheon



EXHIBITOR REGISTRATION FORM



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PLEASE NOTE: Online registration is available at www.aftermarket.org. Each person registering must fill out a separate registration form. If additional copies are needed, reproduce this form. Please print or type.

EXHIBITOR BOOTHS

- 8'x10' (includes two representatives) \$1,250
- Additional booth space X \$995
- Additional representatives X \$195

Exhibitor fees include the Saturday night Welcome Reception, Sunday night President's Dinner and Aftermarket Foundation Charity Auction, Trade Show Exposition, Monday Industry Luncheon, nightly hospitality suites, daily continental breakfasts and all general session meetings for two representatives.

EXHIBITOR BOOTH TOTAL \$ _____

Please print clearly. Each organization will be provided an 8'X10' pipe and drape booth space, signage, a draped 6 foot table, two chairs and a wastebasket. Additional requirements such as extra chairs, electric, phone lines, etc. are to be made with the exposition company.

CONFERENCE REGISTRATION

FIRST REPRESENTATIVE _____

NICKNAME FOR BADGE _____

SECONDARY REPRESENTATIVE _____

NICKNAME FOR BADGE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

FIRST E-MAIL _____

SECOND REPRESENTATIVE E-MAIL _____

AWARDS LUNCHEON / Tuesday, May 5

- Yes, I will be attending this event.
- NUMBER OF ATTENDEES _____

HOTEL INFORMATION

Newport Beach Marriott Hotel & Spa

900 Newport Center Drive
Newport Beach, California 92660 USA
Phone. 1-949-640-4000 / Toll-free. 1-800-228-9290
Group rate \$189 through April 3, 2009. Be sure to mention NCMA when making your reservation to guarantee rate.

GOLF REGISTRATION

Tustin Ranch Golf Club / www.tustinranchgolf.com
Saturday, May 2, 2009 / 7:30 a.m. - 2 p.m.
\$175 golf registration includes transportation, cart with GPS, range balls, greens fee and lunch. Please use the Golf Pairing Sheet to indicate which customers you'd like in your group(s).

Names of golfers for whom you are paying:

NOTE: Rental clubs are available for approximately \$55 plus tax. Please call Tustin Ranch Golf Club directly at 714-730-1611. Please make reservations by 4/18/09.

Total number of golfers: _____

Total \$ _____

GRAND TOTAL \$ _____

Please check here if you have any special requests, dietary restrictions or disabilities of which NCMA should be aware. An AAIA staff member will contact you to discuss your needs more thoroughly.

METHOD OF PAYMENT

(Payment must accompany registration form.)

Check enclosed # _____
(payable to AAIA)

Please charge my
 Visa MasterCard American Express

CREDIT CARD NUMBER _____

EXPIRATION DATE _____

NAME ON CARD _____

SIGNATURE _____

Please mail or fax completed form to:

Automotive Aftermarket Industry Association
NCMA, Attn: Meetings Department
Payment Section / Department 79385
Baltimore, MD 21279-0385
Phone. 301-654-6664 / Fax. 301-654-3299
www.aftermarket.org

Trade Show Exhibitor Agreement

By submitting this Exhibitor Registration Form to NCMA, you and all employees and associates of your company agree to support all events of the NCMA conference. In that spirit, you and all employees and associates of your company agree not to schedule or hold any events that might conflict with the events, meetings and social functions of the NCMA conference. This would include meetings, product demonstrations, hospitality suites, lunches, dinners, golf and/or entertainment. We appreciate your support in making the NCMA Knowledge Exchange Conference a success for all of our members, guests and vendor partners.



SPONSORSHIP FORM



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ONLINE REGISTRATION AVAILABLE AT WWW.AFTERMARKET.ORG.

COMPANY NAME _____

SPONSORSHIP CONTACT _____

PHONE _____ FAX _____

CITY _____ STATE _____ ZIP _____

E-MAIL _____

SPONSOR OPPORTUNITIES

ALL SPONSORS WILL RECEIVE THE FOLLOWING RECOGNITION:

- / Signage provided by NCMA
- / Mention in conference pocket agenda
- / Announcement during general sessions

The following levels of sponsorship also receive:

Bronze: *The opportunity to bring logo items as giveaways for your sponsored event; display of sponsor-provided signage.*

Silver: *Bronze benefits plus your company listed on NCMA Web site with link to your company's home page.*

Gold: *Bronze and silver benefits, plus space in the on-site program for your company's acknowledgement.*

Company name (to appear on sponsorship signage):

HOSPITALITY SUITE : *Bronze Level*

The NCMA hospitality suite gives members and trade show exhibitors a chance to network in a relaxed environment.

- Saturday, May 2, 2009 \$1,500
- Sunday, May 3, 2009 \$1,500
- Monday, May 4, 2009 \$1,500

TOTAL HOSPITALITY SUITE SPONSORSHIP _____

GOLF

- Single hole sponsorship ___ X \$150
- Golf outing sponsorship \$1,000

TOTAL GOLF SPONSORSHIP _____

CONTINENTAL BREAKFAST

- Sunday, May 3 Breakfast \$750
- Monday, May 4 Breakfast \$750
- Tuesday, May 5 Breakfast \$750

WELCOME RECEPTION : *Silver Level*

- Saturday, May 2 Welcome Reception \$2,000

PRESIDENT'S DINNER AND AFTERMARKET FOUNDATION CHARITY AUCTION : *Gold Level*

- Sunday, May 3 Dinner & Auction \$5,000

INDUSTRY LUNCHEON

- Monday, May 4 Luncheon \$1,000

AWARDS LUNCHEON

- Tuesday, May 5 Luncheon \$1,000

GRAND SPONSORSHIP TOTAL \$ _____

METHOD OF PAYMENT

(Payment must accompany registration form.)

Check enclosed # _____ or please charge my Visa MasterCard American Express
(payable to AAIA)

CREDIT CARD NUMBER _____ EXPIRATION DATE _____

NAME ON CARD _____ SIGNATURE _____

RETURN TO:

AAIA / Payment Section / Department 79385 / Baltimore, MD 21279-0385 / Phone. 301-654-6664 / Fax. 301-654-3299 / www.aftermarket.org



GOLF PAIRING SHEET



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Your Name _____ Company _____

Please use this form to tell us with whom you'd like to golf.

Please check here if you'd like us to select a foursome for you.

IMPORTANT NOTE: IF YOU ARE PAYING FOR MORE THAN ONE GOLFER, PLEASE CHECK THE BOX NEXT TO THEIR NAME. THE DRESS CODE FOR TUSTIN RANCH GOLF CLUB IS SHIRT WITH COLLAR, AND NO DENIM. www.tustinranchgolf.com

GROUP #1

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

GROUP #2

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

GROUP #3

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

GROUP #4

<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____
<input type="checkbox"/> Name _____	<input type="checkbox"/> Name _____
Company _____	Company _____

RENTAL CLUBS: Rental clubs are available from the golf course for approximately \$55 plus tax. Please contact Tustin Ranch Golf Club directly at 714-730-1611 to arrange for your club rental. Please make reservations by 4/18/09.

Please mail or fax completed form to:

Automotive Aftermarket Industry Association
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Bethesda, MD 20814
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