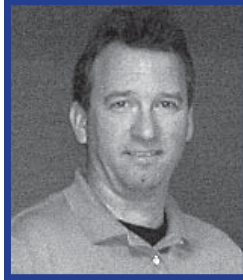




# 37th Annual KNOWLEDGE/EXCHANGE

APRIL 24-27, 2010 / HYATT REGENCY SAN ANTONIO / SAN ANTONIO, TX



## A Note from Mark Richardson, NCMA President

It is my pleasure to invite you to attend and participate in the 2010 NCMA Knowledge Exchange conference, April 24-27 along the Riverwalk in San Antonio, Texas. The conference theme is Content Without Borders and reflects the expanding and global nature of the information NCMA members and vendors are counted on to deliver to the vehicle aftermarket.

As a provider of products and services to automotive catalog and content professionals you don't want to miss the best opportunity of the year to reach your current customers and connect with new prospects. Last year, the NCMA conference was one of the most successful events in the automotive industry. The 2010 Knowledge Exchange promises to deliver the highest return in education and business value for the time and money you invest.

At the 37th annual NCMA conference you will find informative keynote speakers, fascinating panel discussions and the opportunity to demonstrate your technology and solutions to scores of qualified attendees at the Vendor Trade Show. NCMA members prefer to do business with companies and people they know. You can build your business in a top-performing segment of the economy – the automotive aftermarket.

We've brought back the golf outing and through a special arrangement with Hyatt, players will enjoy the beautiful Hill Country course on Saturday morning. Once again, the conference will end with the Catalog Awards Luncheon on Tuesday, offering most attendees a chance to be home for dinner.

Act now and make your plans to exhibit at the NCMA Knowledge Exchange, April 24-27 in San Antonio. Everything you need can be found online at [www.ncmacat.org](http://www.ncmacat.org). We look forward to seeing you there.

## Conference Agenda and Speakers Scheduled to Appear

### **SATURDAY, April 24**

6:30 a.m. – 3 p.m. Golf Outing/Hyatt Hill Country

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

5:30 p.m. – 7 p.m. Welcome Reception

### **SUNDAY, April 25**

8 a.m. – 11:45 a.m.

General Session

Scott Lockett, AAIA

Paul Magin, Activant

Aftermarket Suppliers Panel

Customer Spotlight, O'Reilly Auto Parts

1:30 p.m. – 4:30 p.m.

Breakout Sessions

ACES & PIES Implementation Training

6 p.m. – 9 p.m.

President's Dinner Benefitting the

Aftermarket Foundation

### **MONDAY, April 26**

8 a.m. – 11:45 a.m.

General Session

Mark Richardson, Falcon Steering Systems

Catalog Printers Panel

Evaristo Garcia, Mexican Market Overview

Bryan Murphy, WHI Solutions

1:30 p.m. – 4:30 p.m.

Vendor Trade Show

### **TUESDAY, April 27**

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

General Session

John Washbish, Aftermarket Parts Alliance

Brad Duncan, OptiCat

PIMs and Data Pools – panel discussion

NCMA Data Receivers Panel

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](http://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, 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, April 27

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

### HOTEL INFORMATION

#### Hyatt Regency San Antonio

123 LaSoya Street

San Antonio, TX 78205 USA

Phone. 210-222-1234 / Toll-free. 800-223-1234

Group rate \$198 through March 26, 2010. Be sure to mention NCMA when making your reservation to guarantee rate.

### GOLF REGISTRATION

Hyatt Hill Country Golf Club / [www.hyatthillcountrygolf.com](http://www.hyatthillcountrygolf.com)

Saturday, April 24, 2010 / 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 Hyatt hill Country Golf Club directly at 210-520-4040. Please make reservations by 4/10/10.

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**

P.O. Box 37167

Baltimore, MD 21297-3167

Phone. 301-654-6664 / Fax. 301-654-3299

[www.aftermarket.org](http://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.



# GOLF PAIRING SHEET

## 37th Annual

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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 HYATT HILL COUNTRY GOLF CLUB IS SHIRT WITH COLLAR. DENIM IS ALLOWED, NO CUTOFFS. [www.hyatthillcountrygolf.com](http://www.hyatthillcountrygolf.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 \$65 plus tax. Please contact Hyatt Hill Country Golf Club directly at 210-520-4040 to arrange for your club rental. Please make reservations by 4/10/10.

**Please mail or fax completed form to:**

Automotive Aftermarket Industry Association  
NCMA, Attn: Robert Morris  
7101 Wisconsin Ave., Suite 1300  
Bethesda, MD 20814  
Phone. 301-654-6664 / Fax. 301-654-3299  
[www.aftermarket.org](http://www.aftermarket.org)