



# CONNECT

ACROSS THE GLOBE

## NFDA 2010 EXECUTIVE SALES PLANNING SESSIONS AND FALL CITY MEETING

September 14 & 15, 2010  
Renaissance Chicago O'Hare Suites Hotel  
Chicago, Illinois

**Early Bird Registration Deadline:** Friday, August 20, 2010  
**Discounted Housing Deadline:** Monday, August 23, 2010

**NFDA**



# SCHEDULE OF EVENTS

## **Tuesday, September 14, 2010**

- 12:30 p.m. – 1:30 p.m. . . . . NFDA Registration Desk Open
- 1:30 p.m. – 3:00 p.m. . . . . Panel Discussion: Fastener Technology Best Practices
- 3:00 p.m. – 3:30 p.m. . . . . Networking Break  
(light refreshments served)
- 3:30 p.m. – 5:00 p.m. . . . . Keynote Presentation: Sam Geist
- 6:00 p.m. – 7:30 p.m. . . . . Welcome Reception

## **Wednesday, September 15, 2010**

- 7:15 a.m. – 8:45 a.m. . . . . Associate Presentation Breakfast
- 9:00 a.m. – 11:25 a.m. . . . . ESPS Sessions (by appointment)
- 11:30 a.m. – 1:00 p.m. . . . . Lunch
- 1:00 p.m. – 3:25 p.m. . . . . ESPS Sessions (by appointment)





# CONNECT

WITH VALUED PARTNERS

## The **NFDA 2010 Executive Sales Planning Sessions (ESPS) and Fall City Meeting**

bring you face-to-face with many of the most important partners in your business network. It's more than a fastener industry event. It's more than a sales meeting. It's a forum to secure your success today and tomorrow.

At the upcoming 2010 Fall City Meeting, join fastener industry distributors and manufacturers in Chicago at this critical forum for business planning and valuable industry information.

Held in private suites, ESPS bring you face-to-face with several of your current and future trading partners, providing you a unique opportunity to connect, network, and conduct business all in a single trip. Each attendee may schedule as many as ten, 25-minute appointments – five in the morning and five in the afternoon, with a 90-minute lunch. Open to NFDA members, this format is one of the most efficient ways to build and maintain key business relationships.

The Fall City Meeting gathers the industry's key players in one place, allowing you to make meaningful connections with new and existing colleagues, hear the latest news, and learn about what others are doing, all at one event.

Building on the success of last year's event, NFDA is bringing you more best practices and industry updates with the same number of planning sessions scheduled. The meeting's close proximity to Chicago's O'Hare International Airport provides you with the greatest ease, flexibility, and value for your travel budget and time.

Visit [www.nfda-fastener.org](http://www.nfda-fastener.org) for the latest details or to register today!

## Panel Discussion: “How to Generate More Sales Using Technology”

Given these tough times, companies need every angle possible to drive sales! Do you want to increase sales by implementing efficiencies across your company? Find out about the latest ideas, technologies, and software that are available in the current market.

Brought to you by popular demand, NFDA will be hosting a panel discussion highlighting various methods of technology efficiencies and how this can generate more sales for your company. Customer Relationship Management will be the primary focus of this exciting panel, from perspectives of both the supplier and the user.

## Keynote Speaker: Sam Geist



You'll soon see why Sam Geist is internationally recognized as an authority in the areas of business management and strategy, leadership and the changing marketplace. Sam's insights stem from years of front-line business experience. He grew his single sporting goods store into a 15-store \$40 million dollar a year national chain before selling it. Since then he has run a marketing and consulting agency, written a book and two business guides, and is a highly sought-after business speaker and advisor.

Both entertaining and enlightening, Sam provides tangible ideas and solutions designed to help you succeed in the volatile, ever-changing fastener marketplace. His experiences provide him with an invaluable dual perspective—both as client and marketer—a perspective he has been sharing with audiences across North & South America and Europe.

## ESPS Appointment Schedule

Wednesday, September 15

9:00 a.m. – 9:25 a.m.

**Appointment #1**

9:30 a.m. – 9:55 a.m.

**Appointment #2**

10:00 a.m. – 10:25 a.m.

**Appointment #3**

10:30 a.m. – 10:55 a.m.

**Appointment #4**

11:00 a.m. – 11:25 a.m.

**Appointment #5**

11:30 a.m. – 1:00 p.m.

**Lunch**

1:00 p.m. – 1:25 p.m.

**Appointment #6**

1:30 p.m. – 1:55 p.m.

**Appointment #7**

2:00 p.m. – 2:25 p.m.

**Appointment #8**

2:30 p.m. – 2:55 p.m.

**Appointment #9**

3:00 p.m. – 3:25 p.m.

**Appointment #10**

## Hotel Reservations

Meeting attendees are responsible for making their own hotel reservations, in addition to registering for the event. ***This includes reservations for ESPS suites.***

The 2010 Fall City Meeting will be held at the Renaissance Chicago O'Hare Suites Hotel, just outside of downtown Chicago, IL. A special discounted NFDA rate is available until **Monday, August 23, 2010** or until the group block is sold-out, whichever comes first. To reserve your suite(s), contact the Renaissance Chicago O'Hare at 773.380.9600. Be sure to mention you are with NFDA in order to receive the negotiated room rates. To reserve your suite(s) online, simply visit **[www.nfda-fastener.org](http://www.nfda-fastener.org)** to access the NFDA link to the Renaissance Chicago O'Hare reservation system.

Check-in at the Renaissance Chicago O'Hare Suites Hotel is at 4:00 p.m. and check out is at 12:00 p.m. Complimentary luggage storage will be available for all NFDA guests on Wednesday, September 15.

**Suite Rate:** \$165 per night single/double occupancy

**Wednesday Half-Day Rate:** For guests wishing to check-out after 12:00 p.m. on Wednesday, September 15, a late check-out fee of \$82 will be extended for 6:00 p.m. departure. Please indicate late check-out when making your reservation.

**Reservation Deposit & Cancellation Policy:** All suites require a deposit equal to one night's stay. If you wish to cancel your hotel room, please do so 24 hours prior to arrival or your deposit will not be refunded.

### Renaissance Chicago O'Hare Suites Hotel

8500 West Bryn Mawr Avenue  
Chicago, Illinois 60631  
Phone: 773.380.9600  
Fax: 773.380.9601

## Meeting Registration Options

Register online today at **[www.nfda-fastener.org](http://www.nfda-fastener.org)**.

To register via fax or mail, simply complete the enclosed Meeting Registration Form and return to NFDA. Mail your Meeting Registration Form with payment information to:

NFDA  
401 North Michigan Avenue  
Chicago, Illinois 60611-4267

Fax registration forms with credit card payment to 312.673.6740.

Payment is due upon registration. See the registration form to determine which fee applies to you. You may pay registration fees by check, MasterCard, Visa, or American Express. Checks should be made payable to NFDA. Your Registration Confirmation serves as your receipt. Although a separate registration form must be submitted for each individual attending, you may combine all registration costs from the same company into a single payment.

## Meeting Registration Deadlines

Although you may register for the meeting at any time before September 14, to take advantage of the early-bird registration fee you must **register on or before August 20, 2010**.

## Cancellation Policy

A \$95 cancellation fee is deducted for written cancellations received by August 23, 2010. No refunds are issued after August 23, 2010.



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FIRST CLASS  
U.S. POSTAGE  
**PAID**  
Chicago, IL  
Permit No. 4184

Register online at [www.nfda-fastener.org](http://www.nfda-fastener.org).