
READING THE GREEN: THE SCORECARD FOR BUSINESS

— PONTE VEDRA BEACH, FLORIDA —



PTRA
ANNUAL CONFERENCE

MAY 1 - 4, 2019



POWER-MOTION TECHNOLOGY REPRESENTATIVES ASSOCIATION 2019 ANNUAL CONFERENCE

SAWGRASS MARRIOTT

Discover the ultimate getaway at Sawgrass Marriott Golf Resort & Spa. Located in Ponte Vedra Beach, midway between St. Augustine and Jacksonville Florida, this resort offers something for everyone. From a pristine and private beach to world class golf and spa, Sawgrass Marriott Golf Resort and Spa is the perfect getaway for both business and pleasure. Associates, families, and couples can take advantage of the multiple pools, SurfStream wave pool, beach activities, spa, fitness center and 7 restaurants and lounges. If you jump on the complimentary shuttle for a quick ride over to their private beach club, you'll find stunning Ponte Vedra Beach. We look forward to you joining us!

HOTEL INFORMATION

Discounted hotel room rates have been negotiated exclusively for conference attendees and their guests, at the rate of \$200 per night for single and double occupancy, plus a \$10 resort fee and tax. This rate is available 3 days prior and 3 days after the conference, based on availability.

To take advantage of this special rate, please make your hotel reservations by calling (800) 457-4653 and indicate you are with the PTRA conference, or book online by visiting book.passkey.com/go/PMTR2019.

Reservation deadline: April 8, 2019

AIR TRANSPORTATION

Located in Ponte Vedra Beach, midway between St. Augustine and Jacksonville Florida, Sawgrass Marriott Golf Resort & Spa offers something for everyone; from a pristine and private beach to world class golf and spa. The resort is located 45 minutes from Jacksonville International Airport. Delta Air Lines is pleased to offer special discounts for PTRA conference attendees. Reservation and ticketing are available via www.delta.com/meeting. Select "Book" from the toolbar at the top of the webpage. Enter the code NY2KH in the "Meeting Event Code" field. You may also call Delta at (800) 328-1111 and refer to Meeting Event Code NY2KH.

GROUND TRANSPORTATION

In order to ensure our members safety and convenience in going to and from the resort, we have partnered with a local company who would be happy to help transport you between the airport and the resort.

Hourly Shuttle:

\$48.00 per initial reservation, and \$24.00 per additional guest within that reservation booking. The Hourly shuttle leaves on top of the hour, every hour between the below listed times:

- Airport Arrival Shuttle Times: 10:00am – 7:00pm
- Resort Departure Shuttle Times: 5:00am – 5:00pm

Attendees may also select their own private car for

service if they like. These options are also made available to any attendees scheduled to arrive / depart outside of the listed hourly shuttle times:

- Private Sedan \$99.00 (Seats 1-2 guests w/ luggage)
- Private SUV \$165.00 (Seats 3-5 guests w/ luggage)

To make your reservation, please visit www.ectjax.com/marriott_reservations/.

WHAT TO WEAR

Casual and comfortable clothing is the rule at PTRA conferences. No ties and jackets are required for the sessions. You are encouraged to wear business casual to the business sessions.

May is a reliably warm and sunny month to visit the Jacksonville area, with average highs in the low 80s and lows in the low 60s.

GUEST PROGRAMS

The guest registration fee includes the Guest Brunch, Welcome Reception, and the Closing Reception. If this is your first time attending, you are invited to attend the First-Timers Reception on Wednesday evening before the Welcome Reception. For an additional fee, Guests are also invited to join the Charity Walk on Thursday morning and the Guest Excursion on Friday.

REGISTRATION FEES

Register before March 30, 2019, to avoid late fees.

Cancellation Policy: Cancellations received on or before February 1, 2019, will receive a full refund, minus a \$100 administration fee. Cancellations received between February 2, 2019, and March 29, 2019, will receive a 50% refund minus a \$100 administration fee. No refunds will be issued after March 30, 2019. Cancellations must be in writing and emailed to ptrahq@ptra.org.

CLOSING BANQUET

The Closing Banquet will be Saturday night from 6:30 - 10:00 p.m. Join us for an evening complete with live music, great food and networking!

GUEST PROGRAM: EXCURSION TO ST. AUGUSTINE

FRIDAY, MAY 3

9:30 AM – 3:30 PM

9:30 am	Guests depart the hotel
10:30 - 11:30 am	Guests enjoy the Old Town Trolley Tour of Historic St. Augustine
11:30 am - 1:00 pm	Lunch at the Columbia Restaurant
1:00 - 2:30 pm	Guests enjoy free time to explore St. George Street and St. Augustine
2:30 pm	Depart St. Augustine to return to the hotel

St. Augustine is full of sights and attractions that will entertain and delight. With nearly 500 years of history, including rule by Spain, Britain, and the U.S., you will have a chance to experience the best of the city by hopping on board the Old Town Trolley Tours.

Their friendly conductors narrate the St. Augustine tours with a fascinating and fun mix of trivia and humorous stories. Relive the story of the first settlement in North America as you visit Castillo de San Marcos, the Spanish fort built in the 17th century. Learn more about the world famous spring that Ponce de Leon deemed the Fountain of Youth. Explore the site of the first Mass in America at the Mission of Nombre de Dios. Experience early St. Augustine as you tour old St. Augustine Village, featuring houses from the 18th and 19th centuries.

After the Trolley Tour, guests will gather at Columbia Restaurant. Located in the heart of St. Augustine's historic district, the Columbia Restaurant is the perfect venue for your party or special event. This historic location features courtyards, fountains and hundreds of hand-painted Spanish tiles.

Fourth and fifth generation family members work hard to preserve the family legacy that Casimiro Hernandez, Sr. created more than 110 years ago when he opened the Columbia as a corner cafe frequented by local cigar workers. Join the celebrities, tourists and locals who flock to the Columbia and make your next meal an experience to remember.

Guests can enjoy many of the same century-old family recipes that have made the Columbia world famous. Their store also offers unique gifts such as hand-painted Spanish ceramics plus "1905" salad dressing, Cuban and American roast coffee, hot sauce and Columbia seasoning.



CONFERENCE SCHEDULE

AS OF 11/30/2018 - SUBJECT TO CHANGE

TUESDAY, APRIL 30

6:00 pm – 9:00 pm

Board of Directors Reception and Dinner

WEDNESDAY, MAY 1

7:00 am – 7:30 am

Board of Directors Breakfast

7:30 am – 12:00 pm

Board of Directors Meeting

1:00 pm – 2:00 pm

Vendor Set Up

1:00 pm – 2:30 pm

Workshop: Golf & Sales Intertwined: It Takes Practice & Discipline

2:30 pm – 3:00 pm

Break

3:00 pm – 4:30 pm

Workshop: Using Sales Rep Agreements to Grow the Value of Your Business

12:00 pm – 5:00 pm

Registration

5:30 pm – 6:30 pm

New Members/First Timers Reception

5:30 pm – 6:30 pm

Next Gen Reception – Open to members 40 and younger

6:30 pm – 8:30 pm

Welcome Reception

THURSDAY, MAY 2

7:00 am – 1:00 pm

Registration

7:00 am – 9:00 am

Continental Breakfast

7:15 am – 8:15 am

Task Force Meetings

8:15 am – 8:30 am

General Session – Opening Remarks and Announcements

8:30 am – 9:30 am

Guest Program: Charity Walk

8:30 am – 10:00 am

Keynote: Creating a Strategic Partnership Between Manufacturers and Reps

10:00 am – 12:00 pm

Guest Program: Welcome Brunch

10:00 am – 10:15 am

Break

10:15 am – 11:45 am

Keynote: The 5 Proven Steps To Birdie Every Hole...and Make Every Sale

1:30 pm – 6:30 pm

Annual Golf Tournament

Evening Dinner on Own

FRIDAY, MAY 3

7:00 am – 12:00 pm

Registration

7:00 am – 9:00 am

Continental Breakfast

7:30 am – 8:30 am

Task Force Meetings

7:30 am – 8:30 am

Past President's Breakfast

8:30 am – 9:00 am

Annual Business Meeting – Reps

9:00 am – 10:00 am

Concurrent Breakout Sessions

9:30 am – 3:30 pm

Guest Program: Excursion to St. Augustine

10:00 am – 10:10 am

Break

10:10 am – 11:10 am

Concurrent Breakout Sessions

11:10 am – 11:20 am

Break

11:20 am – 12:20 pm

Concurrent Breakout Sessions

12:20 pm – 1:30 pm

Lunch on Own

1:30 pm – 5:30 pm

RepMIX

Evening Dinner on Own

SATURDAY, MAY 4

7:30 am – 1:00 pm

Registration

7:00 am – 9:00 am

Continental Breakfast

7:30 am – 8:30 am

Task Force Meetings

8:30 am – 9:30 am

Annual Business Meeting - Principals

9:30 am – 9:45 am

Daily Announcements, Reminders and Updates

9:45 am – 10:00 am

Induction of New Officers – Gavel Transfer

10:00 am – 11:30 am

Keynote: Winds of Change

11:30 am – 11:45 am

Closing Remarks & Reminders

12:30 pm – 4:00 pm

Board Meeting and Training

6:30 pm – 10:00 pm

Closing Banquet

WEDNESDAY MAY 1ST

1:00 – 2:30 PM

WORKSHOP: GOLF & SALES INTERTWINED: IT TAKES PRACTICE & DISCIPLINE

To get better at anything in life, you either have to learn more, practice more and be disciplined. This applies to the game of golf as well as sales. There is a relationship between honing the craft and excelling. The successful sales person in today's world is continuing to hone their sales skills.

This session will explore the “game of sales”, including the relationship between PTR and MRERF. We'll review the history of sales, “art vs. sales”, and specific skills to improve your game in our ever-changing world.



Kate Rhoten, CSP

Kate Rhoten, CSP, is the Executive Director of the Manufacturers' Representatives Educational Research Foundation (MRERF). MRERF partners with associations within the manufacturing representative business model in a variety of industries to provide educational materials and professional development through certification.

Prior to joining MRERF, Kate worked in various fields ranging from computer video peripheral equipment to financial services to consulting in software for the public education sector. Throughout her career, Kate's passion for relationship building and consultative selling were refined equaling more than 20 years' experience.

Kate has also been involved with nonprofit organizations such as Habitat for Humanity and the Center Grove Education Foundation.

With Habitat for Humanity, she was a Family Services Volunteer and financial trainer providing a financial foundation for new home owners. Kate was also a part of the first ever all-women build in Johnson County, Indiana.

As part of the Center Grove Education Foundation, Kate was the chair of the Executive Committee for the largest fundraising event of the year, Gala for the Grove. In this role, Kate partnered with many community leaders and business owners to raise funds to provide grant funding for various student enrichment programs.

Kate earned two bachelor's degrees, one in Journalism, the other in Speech Communication. Kate lives in the Denver foothills with her husband, Ryan, and sons, Noah and Seth, where she enjoys hiking and exploring the Rocky Mountains.

3:00 – 4:30 PM

WORKSHOP: USING SALES REP AGREEMENTS TO GROW THE VALUE OF YOUR BUSINESS

Is your business' most valuable asset shoved in the back of a drawer? Sales representative agencies are all about relationships -- relationships with manufacturers, customers, and the people hired to sell products. In this JUST FOR REPS workshop, we will discuss how the contracts you sign directly impact those relationships and the value of your business. Contracts are the most important asset your business has -- learn why and how to maximize their value.



Barbara Kramer

Barbara Kramer is a partner at the law firm of Kramer & Kramer, LLP where she maintains a wide-ranging litigation, transactional, and counseling practice. For more than two decades, she has counseled both sales representatives and manufacturers on legal and business

matters including negotiating and drafting sales representative agreements, termination and commission disputes, and the purchase and sale of businesses. As a trial attorney, she has handled significant cases throughout the United States, which have resulted in the recovery of millions of dollars of unpaid commissions and established important legal precedent for sales representatives. Barbara teaches and has authored numerous articles about business and legal issues impacting independent sales representatives.

THURSDAY MAY 2ND

GUEST PROGRAM: CHARITY WALK

8:30 – 9:30 AM

This year's fundraising activity will be a leisurely walk around the resort grounds, benefiting Shriners Hospitals for Children. The cost to register is \$30 and each participant will receive a t-shirt.

Shriners Hospitals for Children® is a unique health care system with a reputation for finding answers, and giving families hope. At our 22 locations in the U.S., Canada and Mexico, children receive expert care for orthopaedic conditions, burns, spinal cord injuries and cleft lip and palate, regardless of the families' ability to pay for services. Since opening our first hospital in 1922, we have provided care to more than 1.3 million children, regardless of the families' ability to pay. To learn more, please visit www.shrinershospitalsforchildren.org.

100% of the proceeds raised will go directly to Shriners Hospitals for Children. (*The direct cost of t-shirts will be deducted from the proceeds)*



Shriners Hospitals
for Children®

8:30 – 10:00 AM

KEYNOTE: CREATING A STRATEGIC PARTNERSHIP BETWEEN MANUFACTURERS AND REPS

Do you have a "Strategic Partnership" that successfully grows sales? Come learn the best practices on both sides of the relationship and take home key tools that really work to move your partnership up to being truly 'strategic' for the ultimate goal of sales growth.



Bryan C. Shirley, CPMR

Inspiring people with creative collaboration, Bryan excels at bringing teams to significantly higher levels of efficiency, productivity and success. A must see on stage, Bryan has been presenting since 1992 to various associations, sales organizations, manufacturers, and manufacturers' trade associations. His high energy and open approach causes all participants to engage with solid candor. He continues to

explore new and fascinating methods for the ultimate goal—to boost sales.

Bryan is a graduate of Virginia Tech, a visiting professor at the University of Texas-Austin teaching courses for CPMR - the Certified Professional Manufacturers' Representatives program, and teaches the Manufacturers' Best Practices course for MRERF. He is published in various industries' sales and trade journals. In addition to serving on many Board of Directors and Executive Committees, including the National ERA Ex-Com, he is the former President/CEO of MANA, the former Executive Director of AIM/R and was the President/CEO of COLRUD Corporation, a premier manufacturers' representative organization in the Philadelphia area.

THURSDAY MAY 2ND

10:15 – 11:45 AM

KEYNOTE: THE 5 PROVEN STEPS TO BIRDIE EVERY HOLE... AND MAKE EVERY SALE

Golf is simple. Hit down on the ball with a square club face while accelerating through impact as you take dead aim and manage the course. It just isn't easy. Selling is simple and can be easy, predictable, profitable—and even fun, but don't tell your co-workers!—when you master these proven, transferrable principles that have been successfully applied by over 5,400 professional salespeople, sales managers, business owners, and entrepreneurs in 29 countries and dozens of industries since before Google existed...and is working even better today.



Wes Schaeffer

Wes Schaeffer is unemployable. (Nine years in Corporate America navigating the dot-com implosion does that to a man.) So he started The Sales Whisperer® in 2006 to train passionate but confused sales managers, rehabilitate hungry but abused salespeople, and wakeup dreaming entrepreneurs to finally master what their real #1 jobs are. (Each one is different and each one is a surprise to most.) Since then he has helped over 5,431 executives, entrepreneurs, and sales professionals in at least 29 countries achieve predictable, repeatable sales growth by implementing his

transferrable, proven processes. Wes combines un-common sense, pig-headed determination, and attention-to-detail to help his clients dig deep to do what needs to be done to grow. By “eating his own dog food” Wes has applied the right mix of CRM, sales, and marketing automation to his own business to have generated at least \$12,000,000 in revenue for the companies he represents while also creating a multi-tiered passive income stream that enables him to provide for his family of nine while working from home, which gives him time to train six days a week in Brazilian Jiu-Jitsu. He is a prolific writer with over 800 blog posts, two books in print, his third set for release in the spring, and nearly 400 episodes of The Sales Podcast. Wes is a sought-after international speaker who calls Southern California home with his wife of 23+ years and their 7 children.

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GOLF TOURNAMENT: JAX BEACH GOLF CLUB

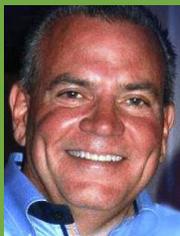
1:30 – 6:30 PM

READING THE GREEN: THE SCORECARD FOR BUSINESS

FRIDAY MAY 3RD

We are offering the same four breakouts at three different times to allow you the opportunity to attend the sessions of your liking. All four breakouts will be presented concurrently, during the following times.

9:00 – 10:00 AM | 10:10 – 11:10 AM | 11:20 AM – 12:20 PM



***BREAKOUT:* REP SUCCESSION PLANS: BUY-SELL-MERGE REP COMPANIES** **Bryan C. Shirley, CPMR**

See page 6 for bio.

Do you have a solid transition plan for your Rep firm? We will uncover real life strategies and provide details and steps on “how to” successfully transition your Rep firm. Whether it is an internal succession (to employees or relatives in your company) or an external succession of selling to another Rep company. We will dive into the three areas that make a succession plan successful!

1. Valuation of the Rep firm
2. Structure of the Deal—how to pay and
3. Making It Work—communicating the plan to all your business partners.



***BREAKOUT:* THE #1 REASON YOUR SALES ARE DOWN, YOUR STRESS IS UP, AND YOU'RE RUNNING ON EMPTY** **Wes Schaeffer**

See page 7 for bio.

Did you go into business to be busy or to be effective? To be pressed for time or for freedom? To own your business or have your business own you? It has been said that the truth doesn't matter if you're asking the wrong questions. In this raw, gritty, interactive session we'll move fast while digging deep into the assumptions you're making about your business and how to move beyond them to make every sale.

FRIDAY MAY 3RD

We are offering the same four breakouts at three different times to allow you the opportunity to attend the sessions of your liking. All four breakouts will be presented concurrently, during the following times.

9:00 – 10:00 AM | 10:10 – 11:10 AM | 11:20 AM – 12:20 PM



BREAKOUT: WHAT WILL THE SALESPERSON OF THE FUTURE LOOK LIKE?

John Mitchell

John Mitchell owned a 10-man manufacturer's rep firm for 12 years thriving off commissions only. After living the pain of ineffective tools, he created the solution the industry sought. With Big 5 Consulting experience in supply chain and sales operations, ERP and CRM system implementations, as well as broad technical experience in hardware, software,

and firmware development and sales, John speaks C-suite lingo. His expertise in managing companies makes him a highly sought after advisor to help others grow their companies with advanced technology.

He is a recognized resource by, and has spoken at local chapters and annual conferences of the Electronics Representatives Association, the Manufacturers Representatives of America Association, the 2017 Artificial Intelligence Summit and is a regular lecturer at the University of South Florida School of Engineering.

Four game changers impact sales. Notice how engineers and buyers spend increasing amounts of time on their computers? Notice that your secret customer contacts can be found by anyone online? Do you spend too much time on tasks that don't drive revenue? Do you struggle to meet your buyers' expectations that you have all the answers at any moment? Using new technologies, such as artificial intelligence and the ability to see business trends instantly, how will you compete and thrive as these industry challenges intensify? This session explores how to lessen threats and reveals practical tactics to take advantage of the new era. Jump into this breakout today and be the game changer.



BREAKOUT: THE QUICK AND THE DEAD

Charles Cohon

Charles Cohon is CEO and President of the Manufacturers' Agents National Association (MANA, www.manaonline.org). He has been an invited speaker at Harvard Business School on sales force outsourcing, is a frequent speaker at industry trade events and conferences, and has been a long-time friend of AIM/R.

MANA is a PTR A partner and a not-for-profit 401(c)6 trade association dedicated to advancing the professionalism and utilization of independent manufacturers'

representatives through carefully curated educational material and a matchmaking database.

Cohon earned an MBA with honors and with concentrations in strategic management and entrepreneurship from the University of Chicago Booth School of Business, and was founder and owner of a very successful Illinois manufacturers' representative firm for nearly 30 years before joining MANA.

If you are a rep, there is a fork in the road up ahead. And it's coming up fast. Pick the right fork, and the best manufacturers will be lined up outside your door waiting to give you their lines. Pick the wrong fork, and you're dead. And all the manufacturers lined up to give their lines to the industry's best reps will be principals that used to be on your line card. No succession plan? No heir apparent? You're dead. No communication plan for your principals? You're dead. No website? Still using an AOL email address? You're dead. Is it too late to pick the right fork? Not if you're motivated and ready to embrace the needed changes. In this seminar, the discussion will focus on how to plan and execute those changes for your firm ... unless you'd rather just be dead.

READING THE GREEN: THE SCORECARD FOR BUSINESS

SATURDAY MAY 4TH

10:00 – 11:30 AM

KEYNOTE: WINDS OF CHANGE

There have been a lot of changes in the US, and the rest of the world, over the last year. Changes that we will be discussing include:

- Analysis and outlook for markets served by the PTRA
- Tariffs and the impact on the US economy
- Tax Cut and Jobs Act of 2017
- Potential immigration reform
- Commodity price trends
- Changes in consumer behavior

We will look at numerous leading indicators that will clearly tell us what to expect, and when to expect it. Attendees will be prepared for the remainder of 2019 and for 2020, allowing for realistic market-driven expectations.



Dr. Alan Beaulieu

Alan has been providing workshops and economic analysis seminars to countries and literally thousands of business owners and executives for the last 25 years. He is considered one of the country's most informed economists.

As the chief economist for numerous US and European trade associations, it has been remarked that Alan's

"insight into our business, a track record of accurate forecasting, and unparalleled knowledge of global markets has earned him the respect and appreciation of key business leaders in our industry."

Pronouncements from ITR Economics™ and/or Alan have appeared in/on: the Wall Street Journal, New York Times, USA Today, Knight Ridder News Services, Business Week, Associated Press, The Washington Times, CBS Radio, CNN Radio, Sirius talk radio, KABC, NPR affiliate WLRN and numerous other outlets.





PTRA

ANNUAL CONFERENCE

READING THE GREEN: THE SCORECARD FOR BUSINESS

2019 PTRA CONFERENCE SPONSORSHIP OPPORTUNITIES

PTRA has established a variety of sponsorship opportunities for our 2019 Annual Conference! Our sponsorship program helps ensure the quality of our annual conference remains high so that we can continue to provide an incredible experience for all. In addition to our thanks, Annual Conference sponsors receive an array of unique benefits and promotional opportunities.

REASONS TO SPONSOR

1. Sponsorship **maximizes your exposure** to some of the best representatives and manufacturers the industry has to offer.
2. Increase your **brand visibility** by being a sponsor. Let them know who you are!
3. It **shows your support** of the industry, PTRA and the conference.

IN ADDITION TO THE BENEFITS LISTED, ALL SPONSORS WILL RECEIVE THE FOLLOWING RECOGNITION:

- Logo recognition in the July 2019 Focus newsletter
- Logo recognition on signage at conference registration
- Logo recognition on conference website
- Logo recognition on PTRA mobile app
- Verbal recognition during welcome on Thursday morning

PAYMENT INFORMATION

Register & pay online via credit card at PTRA.org, or mail a check with completed registration form to the address listed below. If paying by check, make checks payable to PTRA in U.S. dollars drawn on a U.S. bank, or by international money order payable in U.S. dollars. \$25 fee for all returned checks.

Sign up by phone: 888-817-7872
Sign up by fax: 952-252-8096
Sign up by mail: PTRA, 5353 Wayzata Blvd, Ste 350
 Minneapolis, MN 55416

For questions on any of these sponsorship opportunities, please email Mary Pat Nielson (mn Nielson@ptra.org) or call 888.817.7872

Visa MasterCard American Express

UNIQUE SPONSORSHIP OPPORTUNITIES	COST	TOTAL
Hotel Key Card Sponsor (1 available) SOLD OUT • Logo recognition on hotel key cards distributed to PTRA attendees	\$2,500	
Name Badge Sponsor • Logo recognition on PTRA attendee name badges	\$1,500	
Welcome Reception (4 available) • Logo recognition on Reception cocktail napkins • Verbal recognition at Reception • Logo recognition on signage at Reception • Ability to display materials at Reception • Logo recognition at each dining table	\$500	
Closing Banquet (4 available) • Logo recognition on bar signage • Logo recognition on Banquet cocktail napkins • Verbal recognition at Banquet • Logo recognition on signage at Banquet • Logo recognition on PowerPoint • Logo recognition at each dining table • Ability to display material at Banquet	\$500	
New Members/First Timers Reception (4 available) • Logo recognition on Reception cocktail napkins • Verbal recognition at Reception • Logo recognition on signage at Reception • Ability to display materials at Reception	\$300	
Next Gen Reception (4 available) • Logo recognition on Reception cocktail napkins • Verbal recognition at Reception • Logo recognition on signage at Reception • Ability to display materials at Reception	\$300	
Guest Brunch (4 available) • Verbal recognition at brunch • Logo recognition on signage at brunch	\$300	
UNIQUE GOLF OPPORTUNITIES	COST	TOTAL
Boxed Lunch • Company logo included on lunch napkins or on boxed lunch • Company logo on signage in lunch buffet area	\$750	
Golf Cart • Company logo displayed on each golf cart • Opportunity to leave a promotional item in each golf cart for players. (Sponsor is responsible for purchasing promotional item(s) and sending to course prior to tournament)	\$500	
Beverage Cart • Company logo displayed on (2) beverage carts	\$500	
Hole Sponsor (18 available) • Company logo on cart GPS near sponsored hole	\$300	
Putting Green • Company logo signage near putting green	\$300	
Water Sponsor • Suggestion is to purchase water through the course and provide koozies with company logo for each bottle of water. (Sponsor responsible for purchasing water through the course and providing koozies to course prior to tournament)	\$200	

TOTAL OF ALL FEES: \$ _____

Credit Card Number

Exp. Date

Security Code (3 or 4 digits)

Cardholder's Name (as it appears on card)

Authorized Signature

Amt. to be charged

Conference Registration

Part 1 of 2

Register online at PTRA.org or complete the forms below

Registration Fees

Early Bird Discounts are available until Friday, February 1, 2019.

Discounted registration fees will be available from February 2 - March 29, 2019. Beginning March 30, 2019, full registration fees will apply.

Cancellation policy: Cancellations received on or before February 1, 2019, will receive a full refund, minus a \$100 administration fee. Cancellations received between February 2, 2019, and March 29, 2019, will receive a 50% refund minus a \$100 administration fee. No refunds will be issued after March 30, 2019. Cancellations must be in writing and emailed to ptrahq@ptra.org.

Prices listed below are per person/item/activity

	EARLY BIRD (through Feb 1)	DISCOUNTED (Feb 2 - March 29)	LATE/ON-SITE (beginning March 30)	TOTAL
PTRA Member First Registrant	\$550	\$600	\$650	
Additional PTRA Members (from the same company)	\$530	\$588	\$625	
Retired PTRA Member	\$360	\$405	\$450	
Guest	\$325	\$359	\$399	
Non-Member	\$630	\$650	\$700	
First Time Attendee (PTRA members only)	\$265	\$295	\$328	
Vendor Booth (non-Associate members)	\$750	\$750	\$750	
Vendor Booth (Associate members)	FREE	FREE	FREE	
RepMIX Interviewing Booth	\$250 (previous participants)	\$250 (previous participants)	\$250 (previous participants)	
	\$500 (1st time participants, includes 2019 & 2020)	\$500 (1st time participants, includes 2019 & 2020)	\$500 (1st time participants, includes 2019 & 2020)	
Golf (price includes golf, golf cart, tournament fees, lunch)	\$150	\$150	\$150	
Rental Clubs	\$75	\$75	\$75	
PTRA Golf Polo Shirts (indicate size on following page)	\$50	\$50	\$50	
PTRA ¼ Zip Pullover (indicate size on following page)	\$60	\$60	\$60	
Guest Program: Charity Walk (all donations accepted, \$30 minimum to receive shirt)	\$30 + donation	\$30 + donation	\$30 + donation	
Guest Program: Excursion to St. Augustine	\$155	\$155	\$155	
Lynn Mattis Scholarship Fund (recommended \$10 minimum to be entered into annual scholarship drawing)	\$10	\$10	\$10	
TOTAL OF ALL FEES				

Payment Information

Register & pay online via credit card at PTRA.org, or mail a check with completed registration form to the address listed below. If paying by check, make checks payable to PTRA in U.S. dollars drawn on a U.S. bank, or by international money order payable in U.S. dollars. \$25 fee for all returned checks.

Register by phone: 888-817-7872

Register by fax: 952-252-8096

Register by mail: PTRA, 5353 Wayzata Blvd., Suite 350, Minneapolis, MN 55416

Visa MasterCard American Express

Cardholder's Name (as it appears on card)

Amt. to be charged

Credit Card Number

Exp. Date

Security Code (3 or 4 digits)

Authorized Signature

Conference Registration

Part 2 of 2

Register online at PTRA.org or complete the form below for each of your attendees/guests

Registration Fees

Early Bird Discounts are available until Friday, February 1, 2019

Discounted registration fees will be available from February 2 - March 29, 2019. Beginning March 30, 2019, full registration fees will apply.

Cancellation Policy: Cancellations received on or before February 1, 2019, will receive a full refund, minus a \$100 administration fee. Cancellations received between February 2, 2019, and March 29, 2019, will receive a 50% refund minus a \$100 administration fee. No refunds will be issued after March 30, 2019. Cancellations must be in writing and emailed to ptrahq@ptra.org.

Attendee Information

Member Non-Member Rep Manufacturer Other _____

Attendee Name _____ CPMR CSP

Company _____

Address _____

City _____ State/Prov. _____ Zip/Postal Code _____

Phone _____ Email _____

Emergency Contact _____ Phone _____

Are you 40 or Under? Yes No

If yes, do you plan to attend the Next Gen Reception? Yes No

Will you attend Wednesday's Workshops? Yes No

Will you be participating in RepMIX? Yes No

If yes, how would you like to set appointments? Use online scheduler Schedule my own appointments offline

Will you attend the Welcome Reception? Yes No

Will you attend the Closing Banquet? Yes No

Will you attend the Golf Tournament? Yes No Handicap _____

Rental Clubs Mens Ladies & Right Hand Left Hand

Golf Polo Shirt Sizes Small Medium Large XL XXL XXXL

1/4 Zip Pullover Shirt Sizes Small Medium Large XL XXL XXXL

Guest Information

Name _____

Email _____ Phone _____

Are you attending the St. Augustine Excursion? Yes No

Are you participating in the Charity Walk? Yes No

Select Charity Walk t-shirt size Small Medium Large XL XXL XXXL

Will you attend Wednesday's Workshops? Yes No

Will you attend the Welcome Reception? Yes No

Will you attend the Closing Banquet? Yes No

Will you attend the Welcome Brunch? Yes No

Will you attend the Golf Tournament? Yes No Handicap _____

Rental Clubs Mens Ladies & Right Hand Left Hand

Golf Polo Shirt Sizes Small Medium Large XL XXL XXXL

1/4 Zip Pullover Shirt Sizes Small Medium Large XL XXL XXXL

2019 PTR A CONFERENCE SHIRTS

EMBROIDERED NIKE DRI-FIT PIQUE POLO SHIRTS

Cost:
\$50

Sizes:
S, M, L, XL,
XXL, XXXL



EMBROIDERED SPORT-TEK SPORT-WICK TEXTURED ¼ ZIP PULLOVER

Cost:
\$60

Sizes:
S, M, L, XL,
XXL, XXXL

