

UID 2015 REGISTRATION

Association _____

Name: _____ Nickname: _____

Company: _____

Business Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

CHECK ONE: ☐ Distributor ☐ Manufacturer ☐ Other

HAVE YOU ATTENDED A PRIOR UID PROGRAM? ☐ Yes ☐ No

DO YOU PLAN TO ATTEND THE UID HAPPY HOUR ON SUNDAY EVENING? ☐ Yes ☐ No

TITLE: Check the one that most approximates your responsibilities:

☐ Sales/Sales Management ☐ Executive Management ☐ Finance
☐ Operations/Administration ☐ Manufacturer's District Manager ☐ Marketing
☐ All of the Above ☐ Other _____

AGE: ☐ Under 30 ☐ 30-40 ☐ 40-50 ☐ 50+

LENGTH OF INDUSTRY SERVICE: ☐ Less than 5 years ☐ 5-10 years ☐ 10-15 years
☐ 15-20 years ☐ 20+ years

TUITION: To take advantage of the Early Registration Discount, your registration must be postmarked, faxed or submitted online by January 14, 2015.

BY January 14, 2015: ☐ Association Member – US \$995 ☐ Non-Member – US \$1,995

AFTER January 14, 2015: ☐ Association Member – US \$1,195 ☐ Non-Member – US \$2,095
☐ Pacer's Game Networking Event – US \$42

PAYMENT (in US Dollars)

☐ Check enclosed (payable to Association Education Alliance) Total \$ _____

☐ Charge to my: ☐ VISA ☐ MC ☐ AMEX ☐ Discover

Account # _____ Exp. Date _____

Verification Code: (see code on back of credit card) _____

Name on Card _____

Signature _____

GENERAL RULES AND REGULATIONS:

1. A separate form must be completed for each registrant. Make additional copies if needed. Registrations will not be accepted by telephone.
2. Payment must accompany your registration. Make checks payable to AEA or Association Education Alliance, LLC.
3. Include credit card information and signature if you are registering by fax.
4. Registrants will receive confirmation of their course selections prior to the start of classes. Review your confirmation carefully and inform the UID office immediately of any errors. NO course changes will be honored on site!
5. Courses may be cancelled due to lack of enrollment. You will be notified of any changes.

CANCELLATION POLICY Cancellations must be received *in writing* by February 16, 2015. UID will refund the cost of tuition minus a processing fee of US \$100. No refunds will be given after this date. A substitute registrant may be sent.

MAIL COMPLETED REGISTRATION FORM TO:

105 Eastern Avenue, Suite 104 Annapolis, MD 21403 or Fax to 410-263-1659

Or, register online at www.univid.org. Due to the high volume of registrations, we are unable to acknowledge receipt of faxed forms – please do not call. Your confirmation will be emailed within one week of receipt of your registration form. Online registrations will automatically receive a confirmation.

SUNDAY, MARCH 8

- ___ 001 Marketing Strategies (Morning)
- ___ 002 Pricing Strategies (Afternoon)
- ___ 003 Decide: Work Smarter, Reduce Your Stress, and Lead by Example (Morning)
- ___ 004 Know More! Selling (Afternoon)
- ___ 005 SWAT Team Selling – Leading Your Team to a Competitive Advantage
- ___ ~~006 Creating a Competitive Distinction~~
- ___ 007 Channel Management As a Tool to Create Competitive Advantage (Morning)
- ___ 008 Managing in Turbulent Times (Afternoon) **NEW**
- ___ 009 Differentiating Your Distribution Company – A Winning Strategy
- ___ 010 Leadership Isn't For Cowards (Morning) **NEW**
- ___ 011 Online Marketing – Where's It Going? How to Win (Afternoon) **NEW**

MONDAY, MARCH 9

- ___ 012 Preparing for 2020: The Manager's Guide to Dealing with the New Workplace (Morning)
- ___ 013 Strategic Planning for Distributors (Afternoon)
- ___ 014 The Power of the Spoken Word (Morning)
- ___ 015 Branch & Operations Effectiveness for Distributors – Part 1 (Afternoon)
- ___ 016 Improving the Bottom Line
- ___ 017 Market Planning with Predictive Analysis (Morning) **NEW**
- ___ 018 Managing the Account Portfolio (Afternoon)
- ___ 019 Mergers & Acquisitions: How They Affect the Competitive Landscape (Morning)
- ___ 020 Mergers & Acquisitions: Deal Structure & Value Creation (Afternoon)
- ___ ~~021 Proving Total Cost Savings~~
- ___ 022 Mastering the Five Most Critical Skills for Selling Success **NEW**

TUESDAY, MARCH 10

- ___ 023 Branch & Operations Effectiveness for Distributors – Part 2 (Morning)
- ___ 024 Stop Marketing Like It's 1999! (Afternoon)
- ___ 025 Sales Performance by Design
- ___ 026 How to Get Paid for Service Value
- ___ 027 Planning & Managing the Distributorship for Greater Profits
- ___ 028 Hiring the Right Salespeople (Morning)
- ___ 029 Improving Profitability Through Joint Sales Calls (Afternoon)
- ___ 030 Value – Added Selling
- ___ 031 How DO They Do That: Secret Tech Weapons for Work and Home (Morning) **NEW**
- ___ 032 Finding the Balance in Branch Management: People, Product and Profitability (Afternoon) **NEW**

WEDNESDAY, MARCH 11

- ___ 033 Personnel Productivity Improvement
- ___ 034 Creating a Winning Marketing Plan (Morning)
- ___ 035 Increasing Your Sales Force's 'EQ' (Afternoon)
- ___ 036 Negotiation Skills for Distributors
- ___ 037 New Process of Distribution Sales Management
- ___ 038 Leaders are not Born. They are Built. **NEW**
- ___ 039 Vital Planning Disciplines for Sales Professionals (Afternoon) **NEW**
- ___ 040 Troubleshooting Inventory Replenishment (Morning) **NEW**
- ___ 041 Effective Warehouse Operations (Afternoon) **NEW**
- ___ 042 How to Delegate Effectively Without Losing Control **NEW**

IMPORTANT DEADLINES

January 14, 2015 - Early Bird Registration. Registrations must be mailed, faxed or submitted online to take advantage of the discounted early registration fee.

February 16, 2015 - Hotel Reservation deadline. Reservations must be made directly with the hotel prior to 5 p.m. Central Time to receive the UID rate.

February 20, 2015 - Registration deadline. All applications received after this date will be handled on a case-by-case basis.

SPONSORS

AHTD Association for High Technology Distribution
 ASA American Supply Association Education Foundation
 AVDA American Veterinary Distributors Association
 BSA Bearing Specialists Association
 CIPH Canadian Institute of Plumbing & Heating
 ECIA Electronic Components Industry Association
 EFC Electro-Federation Canada
 FEDA Foodservice Equipment Distributors Association
 FISA Food Industry Suppliers Association
 FPDA The FPDA Motion & Control Network
 GAWDA Gases and Welding Distributors Association
 HARDI Heating Airconditioning & Refrigeration Distributors International
 HRAI The Heating, Refrigeration and Air Conditioning Institute of Canada
 IAPD International Association of Plastics Distributors
 ISA Industrial Supply Association
 ISD International Sealing Distribution Association
 ISSA International Sanitary Supply Association
 MHEDA Material Handling Equipment Distributors Association

NACD National Association of Chemical Distributors
 NAED NAED Education & Research Foundation
 NAFCD North American Association of Floor Covering Distributors
 NAHAD The Association for Hose & Accessories Distribution
 NAWLA North American Wholesale Lumber Association
 NBMDA North American Building Material Distribution Association
 NFDA National Fasteners Distributors Association
 NIBA The Belting Association
 NMDA National Marine Distributors Association
 NPTA NPTA Alliance
 OPEESA Outdoor Power Equipment and Engine Service Association
 PEI Petroleum Equipment Institute
 PIDA Pet Industry Distributors Association
 PTDA Power Transmission Distributors Association
 SHDA Security Hardware Distributors Association
 STAFDA Specialty Tools & Fasteners Distributors Association
 TCATA Textile Care Allied Trades Association
 WF&FSA Wholesale Florist & Florist Supplier Association