

UID 2016 REGISTRATION

Name: _____ Nickname: _____
 Company: _____
 Business Address: _____
 City/State/Zip: _____
 Phone: _____ Fax: _____
 Email: _____ Association: _____

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 6, 2016.

BY January 6, 2016: ☐ Association Member – US \$1,095 ☐ Non-Member – US \$2,095

AFTER January 6, 2016: ☐ Association Member – US \$1,295 ☐ Non-Member – US \$2,195

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 _____

Address _____ Zip _____

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 14, 2016. 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.

SCHEDULE OF EVENTS

SUNDAY, MARCH 6, 2016

- ☐ 001 ~~Finding the Balance in Branch Management: People, Product and Profitability (Morning)~~
- ☐ 002 ~~The Foundations of Leadership, They KNOW it when They SEE it (Afternoon)~~ **NEW**
- ☐ 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 Crossing the Chasm from Lifestyle Management to Professional Management (Morning) **NEW**
- ☐ 008 ~~Managing in Turbulent Times (Afternoon)~~
- ☐ 009 Differentiating Your Distribution Company – A Winning Strategy
- ☐ 010 How DO They Do That: Secret Tech Weapons for Work and Home (Morning)
- ☐ 011 Online Marketing – Where's It Going? How to Win (Afternoon)

MONDAY, MARCH 7, 2016

- ☐ 012 Preparing for 2020: The Manager's Guide to Dealing with the New Workplace (Morning)
- ☐ 013 ~~What is Your Competitive Edge? (Afternoon)~~ **NEW**
- ☐ 014 ~~Managing the Account Portfolio (Morning)~~
- ☐ 015 ~~Branch & Operations Effectiveness for Distributors – Part 1 (Afternoon)~~
- ☐ 016 ~~Improving the Bottom Line~~
- ☐ 017 ~~Inside Sales 101 (Morning)~~ **NEW**
- ☐ 018 The Power of the Spoken Word (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

TUESDAY, MARCH 8, 2016

- ☐ 023 ~~Branch & Operations Effectiveness for Distributors – Part 2 (Morning)~~
- ☐ 024 ~~Stop Marketing Like It's 1999! (Afternoon)~~
- ☐ 025 Sales Performance for Distributors
- ☐ 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 Thru Joint Sales Calls (Afternoon)
- ☐ 030 Value-Added Selling
- ☐ 031 ~~Shift Happens – How to Build an eCommerce Platform for Distribution and Wholesale (Morning)~~ **NEW**
- ☐ 032 ~~The Power of Focus: Strategic Planning for Distributors (Afternoon)~~ **NEW**

WEDNESDAY, MARCH 9, 2016

- ☐ 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. (Morning)~~
- ☐ 039 Vital Planning Disciplines for Sales Professionals (Afternoon)
- ☐ 040 Troubleshooting Inventory Replenishment (Morning)
- ☐ 041 Effective Warehouse Operations (Afternoon)
- ☐ 042 Marketing Strategies (Morning)
- ☐ 043 Pricing Strategies (Afternoon)



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.

IMPORTANT DEADLINES

January 6, 2016 - Early bird registration. Registrations must be mailed, faxed or submitted online to take advantage of the discounted early registration fee.

February 14, 2016 - Hotel reservation and cancellation deadline. Reservations must be made directly with the hotel prior to 5 p.m. Central Time to receive the UID rate.

February 19, 2016 - 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
 NMMA 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
 RPA Retail Packaging 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
 WMA World Millwork Alliance