

JOIN US. BACK TO BASICS.

38TH ANNUAL AIM/R CONFERENCE. MARCH 17-21, 2010.

2010 CONFERENCE DETAILS



EARLYBIRD RATE EXTENDED!

As the saying goes “what happens in Vegas, stays in Vegas.”

We don't want this to apply to our conference. This last year we have come through some unprecedented economic times in our business. We want you to take back the information and tools you learn at the 2010 AIM/R Conference to help manage your business in these tough economic times.

“Back to Basics” is the theme for the 2010 conference, which has incorporated many of the desires you have expressed to the Board of Directors to have in your conference.

A timely conference — the dates do not conflict with other national shows, an easy location to get to from anywhere in the country, speakers talking on subjects that are pertinent to our business. More rep-on-rep breakouts with rep best practices, enhanced breakout sessions for the LOT (Leaders of Tomorrow) group, and our 3rd year of inviting our associate manufacturer principals to interact with us on issues vital to our mutual partnerships.

Thursday kicks off the conference with breakout sessions involving the manufacturers and reps talking about issues important to both, winding the day up with a great reception and dinner for all attendees.

The rep-only program begins on Friday, starting off with our Town Hall meeting where we can voice our opinions on all subjects, and nothing is sacred here! Our keynote speaker, John Selio, will be talking about business fraud and how to protect against it.

Then we start our breakout sessions on taxes, insurance, succession planning and back by popular demand, our own “legal eagle”, Dan Beederman, will talk about protection against bankruptcies and issues pertaining to our

current times. Dan will also be available throughout the conference for private meetings.

We have a great spouses program arranged with lunch at Spago Restaurant and shopping in Caesar's Forum Shops.

Friday night is the dine-around with seven restaurants on the property to choose from.

Saturday starts off with our keynote speaker, Bob Hirschfeld, who will make you laugh with his comments on being trapped by your computer mouse and PowerPoint programs, conference calls and webinars.

More rep-on-rep breakout sessions will follow on IRS audits, warehousing, buy/sell or commission sales, and how to hire good sales people. The LOT group will have sessions pertaining to sales growth and development, manufacturer relationships and more.

Saturday wraps up with our **Annual Luncheon Meeting**.

The annual (almost) volleyball tournament will be back, pitting East against West. Saturday night there will be gaming at the Resort or on the Strip. If you book

a show on the strip, we will have transportation provided by the resort.

All in all we have planned a lot of educational and fun activities for the 2010 AIM/R Conference.

Be sure to sign up for the early bird registration before November 30th to take advantage of the special prices.

See you in Las Vegas!

Sincerely,

Ken McGregor
Conference Chairman



2010 Conference · At a Glance

BACKtoBASICS

38th Annual Management Conference

JW MARRIOTT RESORT & SPA · SUMMERLIN, NV (LAS VEGAS)

March 17 - 21, 2010

Register by phone, fax or mail.
AIMRConference.net | AIMR.net

| 1-866-729-0975

HOTEL & TRAVEL INFORMATION.

HOTEL AMENITIES. LOCAL DINING. AREA SHOPPING. AIR AND GROUND TRANSPORTATION.

CONFERENCE DETAILS THE CONFERENCE HOTEL

The **JW Marriott Las Vegas Resort & Spa** lies in Summerlin, a master-planned golf community tucked into the Mojave Desert where cooler air, diverse flora and fauna, and scene-stealing rock formations offer a compelling alternative to the fast-paced Strip. Every room has a breathtaking view of Red Rock Canyon, the valley or the surrounding 11 acres of pools and gardens. There is also 50,000 square feet of casino adjacent to the hotel, offering gaming activities and entertainment.

CONFERENCE REGISTRATION FEES

Early Bird Discounts are available until **November 30, 2009**. After this date, full registration fees will apply. Cancellation policy: Cancellations received before February 15, 2010 will receive a full refund. Cancellations received February 16-28, 2010 will receive a 50% refund. No refunds will be issued after February 28th. **Cancellations must be in writing and faxed to 949-855-2973 or emailed to linda@aimr.net.**

★ **EARLYBIRD RATE EXTENDED!**

HOTEL COSTS

The AIM/R Conference room rate is \$219 plus tax for a single or double room. For those of you who would like a more spacious room, one bedroom suites are being offered at \$349 plus tax and Junior suites at \$269 plus tax subject to availability at the time of reservation. Hotel room rates will be extended three days before and three days after the conference dates based on availability. There is no resort fee and self and valet parking are complimentary. You may make your reservations by calling **1-800-297-5056** and asking for the **2010 AIM/R Conference rate** or you can make your reservation online at the AIM/R website, **www.aimr.net**. The cut off date to receive the negotiated room rate is March 3, 2010. Reservations made after March 3, 2010 are subject to rate and space availability.

WHAT TO WEAR

Casual and comfortable clothing (resort wear) is the rule at AIM/R conferences. Jackets and ties are not required for the sessions. You are encouraged to wear casual clothing to the seminars. No cutoffs or tank tops, please.

GETTING THERE

McCarran International Airport is just 25 minutes from the JW Marriott and is serviced by all the major airlines. The JW Marriott does not provide shuttle transportation from the airport to the hotel. All transportation services are located outside of baggage claim. Bell Trans is a recommended sedan service. The cost is approximately \$48 one way. Bell Trans

operates 24 hours, seven days a week. Reservations are suggested – 702-739-7990. Taxi cabs are also available with an approximate rate of \$45-60 one way. The JW Marriott does, however, provide shuttle service from the hotel to McCarran International Airport for \$25 per person on a pre-determined schedule. Reservations must be made at least two hours in advance with the Concierge or Front Desk.

EVENTS & ACTIVITIES HOTEL AMENITIES

There are an abundant array of amenities at the JW. The rooms are spacious and luxurious. Features include walk-in closets, signature marble bathrooms featuring Jacuzzi tubs and separate marble showers with raindrop showerheads. Dining experiences range from quick snacks to sophisticated dining. There are 11 restaurants on site:

Addison's Lounge — a casual lounge, serves as a great spot to unwind and enjoy the sounds of local musical groups, open daily until 4am.

Carmel Room — Mediterranean fine dining, open for dinner.

Ceres — Continental cuisine, open for breakfast each day and dinner Tuesday through Saturday.

Gustav Mauler's Gourmet Tobaccos & Lounge — an intimate lounge offering premium spirits, vintage ports, smoking accessories, imported, hand-rolled cigars and a private humidor club.

J.C. Wooloughan Irish Pub — open for lunch and dinner. An authentic Irish pub shipped directly from the Emerald Isle to Las Vegas and reconstructed for the resort. J.C. Wooloughan's serves up traditional Celtic fare, Irish beers and whiskey. Live Irish music is featured Wednesday through Saturday evenings.

Promenade Café — open for breakfast, lunch and dinner. It overlooks the excitement of the casino and is open 24 hours a day.

Rampart Buffet — international fare, open for lunch and dinner. Round Bar, an intimate piano bar away from the hustle and bustle, offers a welcome chance to relax and simply sip a cocktail.

Shizen Japanese Restaurant — open for dinner. This is a steak house and sushi bar featuring teppanyaki-style dining.

Spiedini Ristorante — Italian restaurant open for dinner.

Starbucks — we all know who they are.

Waterside Grille — poolside casual cafe open for lunch.

Aquae Sulis Spa — pampering reaches a pinnacle in the 40,000 square foot spa. The spa is inspired by Ancient

EVENTS & ACTIVITIES.

SPOUSE & COMPANION PROGRAM. GOLF TOURNAMENT. VEGAS SHOWS.

Roman Temple Baths. There is a wide array of treatments available from massages to yoga to weight training, fitness and cardio center, full service salon, spa café, hot and cold plunges, wading pools, steam rooms, saunas, whirlpools and waterfall showers — everything to rejuvenate the mind, body and soul.

Recreation abounds in and around the resort. The Waterfall Pool is an 11,000 square foot outdoor pool ringed by two heated whirlpools, palms, waterfalls, gardens and private cabanas. Dedicated swimmers work out in the 25 yard long, four-lane lap pool.

Other activities include the following:

- Biking trail (10 miles)
- Bowling
- Hiking
- Horseback riding (11 miles)
- Jet-skiing (30 miles)
- Jogging/fitness trail (0.1 mile)
- Miniature golf
- Mountain biking trail (10 miles)
- Rock climbing (10 miles)
- Sauna
- Tennis (1 mile)
- Volleyball
- Water-skiing (30 miles)
- Snow skiing: Lee Canyon (35 miles)
- Golf
- Red Rock Canyon
- Ethel M. Factory
- Hoover Dam
- Lake Mead
- Las Vegas Speedway, Mt. Charleston
- Regal Cinemas Village Square
- Las Vegas Strip
- Wet and Wild Water Park
- Death Valley

SHOPPING

Several blocks south of the hotel is Boca Park Fashion Village. This European-style mall with botanical gardens and tree-lined drives makes Boca Park Fashion Village an atypical shopping mall. The Village features upscale and trendy boutiques, chain restaurants like the Cheesecake Factory and P.F. Chang's, galleries and small cafes.

SPOUSE/COMPANION PROGRAM

The spouse/companion registration fee includes the **Welcome Reception, Association Dinner Party** on Thursday and

lunch at Spago Las Vegas, located in the Forum Shops at Caesar's Palace. Registration also includes transportation for shopping and optional attendance at the **Annual Membership Luncheon**. If your spouse/companion is attending any of the food and beverage functions listed, they must have a paid conference registration.

10 ASSOCIATION DINNER PARTY

We are switching things up a bit and have scheduled the "closing" dinner earlier in the conference schedule. The dinner party will be on Thursday evening so we can include our associate members. This will give all attendees the opportunity to have dinner together and mingle socially before the manufacturers depart on Friday.

10 LAS VEGAS SHOW PACKAGES

We have negotiated special pricing for three of the leading shows that will be in Las Vegas during our conference. All tickets are for Saturday, March 20, 2010 at the 9pm or 9:30pm shows (see show descriptions and details, back side of the enclosed conference registration form). **Tickets are limited so you MUST reserve them when you make your conference registration. There will be NO refunds on show tickets after January 5, 2010 — no exceptions.**

DINE AROUND

This activity has become an annual event! All are encouraged to participate. For those first-time attendees and new members, it is a must! This is a great opportunity to network, get to know AIM/R members and have fun while doing it. Here's how it works: Reservations will be at hotel restaurants for groups of eight. Each group will have a "host" responsible for making sure their group gets to where they are going and has a good time. Everyone is responsible for their own tab. All restaurants are on hotel property so transportation is not necessary.

THE "CONTINUING" AIM/R ANNUAL VOLLEYBALL TOURNAMENT

Volleyball is scheduled for Saturday afternoon where the competition will be fierce. Sign up at the information desk to participate.

ANNUAL GOLF TOURNAMENT

The **AIM/R Annual Golf Tournament** will take place prior to the start of the conference on Wednesday afternoon, March 17. The tournament will be at the **Badlands Golf Club** which is just 10 minutes from the hotel. Cost includes golf, lunch and transportation. Don't miss this opportunity to do some networking and have fun at the same time. **Hole sponsorships are available; call Linda McKee at 866-729-0975 for further information.**

VEGAS SHOW PACKAGES.

PHANTOM. WAYNE BRADY. JERSEY BOYS. MAKE YOUR RESERVATIONS NOW.

PHANTOM

The Las Vegas Spectacular
The Venetian

When the Venetian resort announced it was spending \$40 million to design a custom-built theater for "Phantom of the Opera" and renaming the show "Phantom - The Las Vegas Spectacular," audiences knew they were going to be getting a little something extra in this version of the popular Broadway musical. Even though the Las Vegas production has been enhanced, fans of the original will not be disappointed. Creator Andrew Lloyd Webber, director Hal Prince, choreographer Gillian Lynne and others from the show's original creative team helped develop "Phantom - The Las Vegas Spectacular" and pared the show from its original two and a half hours down to one hour 35 minutes. Some dialogue and the intermission have been cut from the original, but all of Webber's well-known songs remain intact.

This show contains: Smoke effects, pyrotechnics and other special effects.

Kid friendly: Children must be 6 years or older. It may be difficult for young children to follow the storyline and some of the effects may be startling to young children.

Show time is: Saturday, March 20, 2010, 9:30pm at the Venetian Resort.

Cost: Parterre, \$59.66; Mezzanine, \$84.41

Ticket prices include all taxes and service charges. **Tickets must be bought at time of conference registration and are non-refundable after January 5, 2010 — no exceptions.**

WAYNE BRADY

Making %@it Up
The Venetian

He sings. He dances. He acts. He makes you laugh hysterically. He's able to leap tall buildings in a single bound. Well, maybe he's not actually Superman, but **Wayne Brady** is one of the hardest working and most multitalented performers in the entertainment business and he manages to work singing, dancing, sketch and improv comedy all into his 90-minute show at the **Venetian**.

Show time is: Saturday, March 20, 2010, 9:00pm at the Venetian Resort.

Cost: P4 (Red Area), \$57.10; P3 (Blue Area), \$76.90

Ticket prices include all taxes and service charges. **Tickets must be bought at time of conference registration and are non-refundable after January 5, 2010 — no exceptions.**

JERSEY BOYS

The Story of Frankie Valli &
The Four Seasons
The Palazzo

Jersey Boys is a cinematic journey through the lives of Frankie Valli, Tommy DeVito, Nick Massi and Bob Gaudio and their rise to stardom as The Four Seasons. Their voices fit together in perfect harmony yet each of The Four Seasons had a distinctly different personality that becomes apparent as they take turns telling their side of the story.

Note: The show is not recommended for those under 12 due to the authentic Jersey language.

Show time is: Saturday, March 20, 2010, 9:30pm at the Palazzo Theater.

Cost: Mezzanine, \$65.43; Rear Orchestra; \$95.13

Ticket prices include all taxes and service charges. **Tickets must be bought at time of conference registration and are non-refundable after January 5, 2010 — no exceptions.**

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