

42nd ANNUAL INDUSTRY ADVANCEMENT SUMMIT  
connecting | building | together

**SHDA**

*Security Hardware Distributors Association*

**SHDA.org**

APRIL 24 – APRIL 27, 2012  
**Embassy Suites Hotel**  
**Chicago-Downtown-Lakefront**  
Chicago, Illinois

# schedule of events

## monday 4|23

3:30 pm – 4:30 pm	Ben Silver Trustees Meeting
4:30 pm – 5:30 pm	Finance Committee Meeting
5:30 pm – 6:30 pm	Associate Advisors Meeting
5:30 pm – 7:30 pm	Embassy Suites Cocktail Reception*

## tuesday 4|24

7:30 am – 8:00 am	Board & Committee Breakfast
8:00 am – 10:00 am	Committee Meetings
10:00 am – 11:30 am	Board Meeting
11:00 am – 6:00 pm	Registration
11:45 am – 3:30 pm	<b>Ben Silver Education Session**</b> <i>(Seminar includes a luncheon at the 11:45 am start)</i> <b>The Secret to Social Media Marketing Success</b> <b>Bob DeStefano</b>
4:00 pm – 4:15 pm	First Time Attendee Welcome
4:30 pm – 5:30 pm	One-on-One Scheduling Session
5:30 pm – 7:00 pm	SHDA Networking Cocktail Reception

## wednesday 4|25

6:30 am – 7:45 am	Embassy Suites Breakfast*
One-on-One 20-minute sessions begin	
8:00 am – 11:50 am	20-minute sessions (nine)
12:00 pm – 1:20 pm	SHDA Business Luncheon
1:25 pm – 5:40 pm	20-minute sessions (ten)
5:45 pm – 7:00 pm	SHDA Networking Cocktail Reception

## thursday 4|26

6:30 am – 7:45 am	Embassy Suites Breakfast*
One-on-One sessions begin	
8:00 am – 11:50 am	20-minute sessions (nine)
12:00 pm – 1:00 pm	Lunch
1:15 pm – 5:30 pm	20-minute sessions (ten)
5:30 pm – 7:00 pm	SHDA Networking Cocktail Reception

## friday 4|27

One-on-One sessions begin

All 30-minute Sessions on Friday to allow extended appointments, please plan accordingly

6:30 am – 7:45 am	Embassy Suites Breakfast*
7:45 am – 9:00 am	Closing Board of Directors Meeting
8:00 am – 12:00 pm	30-minute sessions (seven)

\* Included in hotel room rate - only available for those with hotel room reservations at the Embassy Suites, Chicago – Downtown - Lakefront

\*\* Optional Events Require Pre-Registration

# welcome to chicago!

**SHDA's 42nd Annual Industry Advancement Summit returns to Chicago, IL on April 24 – 27, 2012 at the Embassy Suites Chicago Downtown Lakefront** – an ideal venue for the quality of networking, education and interchange of ideas that members' have come to value so highly. The registration fees for this Summit are rolled back to the 2008 fees!

For 42 years, the annual **SHDA Summit** has served the security hardware industry by featuring invaluable **One-on-One** business appointments where leading Distributors can meet with more than 60 industry supplier partners in one convenient location, saving their companies hundreds of hours and thousands of dollars annually. See "Maximizing Your Results!" for more information on the **One-on-One** conferences.

The Summit offers two full days of the traditional 20-minute One-on-One appointments and **one half day of expanded 30-minute appointments** to allow partners who need to spend a bit more time to get the full benefit of tailored attention, allowing distributors to make up to 45 appointments. SHDA encourages distributor companies to bring more than one principal to enhance their capacity to expand their exposure to all manufacturer participants. A full "dance card" of appointments will allow all attendees to leave Chicago with a full complement of business contacts completed and work goals achieved.

The Security Hardware Distributors Association's mission is to *continually improve, through education and services, the proficiency of security distributors in order that they are the most effective and efficient conduit to the marketplace.* The 2012 Summit schedule, as well as the additional networking and educational opportunities offered in Chicago, will further enhance this commitment to our members.

SHDA's Annual Industry Advancement Summit will provide you with tangible, take-home knowledge that will help you run a better business, provided through SHDA's 2012 Ben Silver Education Program. This year's focus on Social Media Marketing success will be addressed by our speaker, Bob DeStefano, at the Ben Silver Seminar on Tuesday, April 24. This powerful presentation will show you the secret to social media marketing success and how you can produce results leveraging blogging, content marketing, YouTube, LinkedIn, Facebook, Twitter and other social media. Whether you are an online marketing novice or an expert, you will learn actionable tips and proven social media strategies!

**Register now to join your industry colleagues in Chicago on April 24 – 27 – you won't want to miss this one!**



# maximize your results!

**The One-on-One Conferences are the most vital part of SHDA membership.**

Both Distributor and Associate members agree that this unique opportunity to meet with more than 60 industry partners in a matter of three and a half days is one of the most significant benefits of membership.

**What are the One-on-Ones?** They are a series of appointments that allow distributors a unique opportunity to meet directly with the key representatives of both present and future suppliers. They afford the opportunity for both distributors and suppliers to discuss market trends, review new products and plan future strategies. On Tuesday afternoon at 4:30 pm, Distributors will set up sequential 20-minute appointments for Wednesday and Thursday. During the morning and afternoon of these two days, they will circulate along the Manufacturer Suite portion of the Embassy Suites visiting the supplier members of SHDA. **On Friday, appointments will be 30-minutes in length to allow suppliers more in-depth appointments to cover more issues and a broader range of product offerings.**

## Here are a few tips to help you prepare for and conduct these One-on-One session:

### ● Distributors should:

- Prepare market data for each vendor
- Check with field personnel for details on products and servicing
- Gather necessary input to maximize your vendor relationship

### ● Manufacturers may wish to bring:

- New product information
- New programs
- Advertising plans
- Individual distributor sales figures
- Vendor sales trends

## important reminder

The purpose of the One-on-One Conferences is to provide Distributors and Manufacturers a cost effective opportunity to meet with their market partners under one roof. SHDA strives to provide this opportunity to all delegates in an time-efficient fashion at the lowest cost possible. With this in mind, manufacturers are reminded that no alcoholic beverages or food should be permitted in the conference suites.



# ben silver seminar

Tuesday, April 24, 2012 | 11:45am – 3:30pm

Featuring: Bob DeStefano – President, SVM E-Business Solutions

## The Secret to Social Media Marketing Success

Social media has changed the marketing landscape forever. Blogs and social networking sites, like LinkedIn, Facebook and Twitter empower you to reach your customers and prospects directly, allowing you to establish credibility, build stronger bonds with customers and generate new business opportunities. So, how do you effectively harness social media marketing to generate buzz that will produce results?

This powerful presentation will show you the secret to social media marketing success and how you can produce results leveraging blogging, content marketing, YouTube, LinkedIn, Facebook, Twitter and other social media.

**Whether you are an online marketing novice or an expert, you will learn actionable tips and proven strategies to:**

- Develop a results-focused social media strategy
- Dominate the Google results through content marketing
- Effectively leverage LinkedIn, Facebook and Twitter
- Create a blog your customers will love
- Monitor and manage your online reputation



Bob DeStefano is an online marketing strategist and professional speaker with over 15 years experience helping companies leverage online marketing to produce bottom-line results.

Through his speaking, writing and consulting, Bob's goal is to make online marketing understandable and empower business leaders with actionable tips and strategies they can put to work to generate leads and sales, strengthen relationships with customers and measure the return on their marketing investments.

Since the birth of the commercial Web in the early 1990's, Bob has been helping business leaders create successful online marketing strategies. Bob's online marketing career began as a strategic planner for Dean Witter, Discover & Co. specializing in Internet and online marketing strategies. At Dean Witter, Bob spearheaded the creation of the company's first Website.

As president of SVM E-Business Solutions, a leading B-to-B online marketing agency, Bob has worked with a wide variety of companies, from Fortune 500 companies to small family-owned businesses, to help them leverage online marketing to achieve bottom-line results.

Bob is the author of the B-to-B Online Marketing Toolkit, a step-by-step manual for leveraging online marketing to produce bottom-line results. In addition, Bob is a regular contributor to a variety of publications, including a blog for Modern Distribution Management, on the subject of actionable online marketing strategies.

*\*Requires advance registration, please register on page 5*

## REGISTRATION summary/deadlines

For the 42nd Annual Industry Summit, SHDA is rolling registration fees back to 2008 rates! A cash discount will be offered to anyone paying via check.

### EARLY REGISTRATION DISCOUNT

**Deadline: March 2, 2012**

Register by March 2, 2012 to take advantage of the discounted delegate registration fee of \$395 (cash discount) or \$410 (credit card payment) and to guarantee your company's listing in the Preliminary Registration Roster, which will be available on the web and updated every Wednesday evening beginning on March 14, 2012.

### REGULAR/MAIL-IN REGISTRATION

**Deadline: March 19, 2012**

Register by March 19, 2012 to secure the regular delegate registration fee of \$465 (cash discount) or \$480 (credit card payment) and to guarantee your company's listing in the Official Conference program which will be distributed to all attendees at the Conference in Chicago.

After this date, fax your registration form to SHDA at (410) 263-1659 and pay the Late Registration Fee of \$495 (cash discount) or \$510 (credit card payment).

Mail all Meeting Registrations and payment to:

SHDA, 105 Eastern Ave., Suite 104, Annapolis, MD 21403-3300.  
Make all checks payable to SHDA.

### SPOUSE/COMPANION/GUEST REGISTRATION

**Fee-\$275 (cash discount) or \$285 (credit card payment)**

SHDA's Spouse Registration Fee is designed to be an economical way for your spouse or companion who is over the age of 18 to attend all of the convention activities. Registered spouses are welcome and encouraged to participate in SHDA activities.

### REGISTRATION & CANCELLATION POLICIES

In order to obtain a refund for convention registration fees written notice of cancellation is required, to be received at the SHDA office, by the dates noted below:

By March 2, 2012 – for Full Refund

By March 19, 2012 – for 50% Refund

After March 19, 2012 - No Refund, with the exception of a medical emergency. If you must cancel your meeting registration, it is also your responsibility to cancel hotel room reservations.

Admittance to convention activities will be by badge.

Non-registered spouses will not receive a badge.

### INCLUDED IN REGISTRATION FEE

- All conference materials (program, badge, etc.) \*
- Networking opportunities with your marketing partners in the One-on-One Conference Program
- Three breakfasts \*
- Two luncheons \*
- Three cocktail receptions (with open bar)\*

\*Included in spouse registration fee – badge admits spouses to SHDA functions

### DEADLINES

**Early Bird Registration Deadline - March 2, 2012**

**Hotel Sleeping Room Deadline - March 19, 2012**

March 19, 2012 for inclusion in the Official 42nd Annual Industry Advancement Summit Program. Registrations received after this deadline will appear on the supplemental registration list available onsite at the Annual Summit.

Register online at [www.shda.org](http://www.shda.org)

**SHDA**  
Security Hardware Distributors Association

# REGISTRATION FORM

connecting | building | together  
42nd ANNUAL INDUSTRY ADVANCEMENT SUMMIT

APRIL 24 – APRIL 27, 2012

Embassy Suites Hotel Chicago-Downtown-Lakefront Chicago, Illinois

**Please Check One:**  Distributor  Associate |  **Please check if first time attendee**

Please type or print information, as you would like it to appear on your Registration Badge and in the Official Convention Program. Please submit one copy of this form, or a photocopy for each individual or family attending SHDA's 42nd Annual Industry Advancement Summit.

**Payment must accompany your registration.** To register by fax, sign this registration form, indicating your VISA, MasterCard, Discover or American Express number, the expiration date and the verification code. Or, mail a copy of the completed form with your check to: SHDA, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300. Delegate registration forms received by March 2, 2012 will qualify for the \$395 early registration, cash discount fee or \$410 early registration credit card fee. The \$465 regular registration, cash discount fee or \$480 regular registration credit card fee will apply to delegate registrations received between March 3, 2012 and March 19, 2012. All delegates registered by March 19, 2012 will appear in the Official Conference Program. Delegate registrations received after March 19, 2012 will pay the \$495 late-faxed-in, cash discount fee or \$510 late-faxed-in credit card fee.

Delegate Name: \_\_\_\_\_ Badge Nickname: \_\_\_\_\_

Title: \_\_\_\_\_ Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Do you have any physical conditions requiring special needs?  Yes  No If yes, please specify: \_\_\_\_\_

Do you have any dietary restrictions?  Yes  No If yes, please list: \_\_\_\_\_

Spouse Name (if attending): \_\_\_\_\_ Badge Nickname: \_\_\_\_\_

Guest/Companion Name: \_\_\_\_\_ Badge Name: \_\_\_\_\_

Home Address (spouse/guest correspondence will be mailed to the home, if requested): \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Do you have any physical conditions requiring special needs?  Yes  No If yes, please specify: \_\_\_\_\_

Do you have any dietary restrictions?  Yes  No If yes, please list: \_\_\_\_\_

## Registration Fees / Sign-Up Sheet

Delegate Name: _____	
Delegate Early Registration Fee, cash discount (if paid by March 2, 2012).....	\$395 \$ _____
Delegate Early Registration Fee, credit card payment (if paid by March 2, 2012).....	\$410 \$ _____
Delegate Regular Registration Fee, cash disc. (if paid between March 3 and March 19, 2012).....	\$465 \$ _____
Delegate Regular Registration Fee, credit card pymt. (if paid between March 3 and March 19, 2012).....	\$489 \$ _____
Delegate Late Fax-In Registration Fee, cash disc. (if paid after March 19, 2012).....	\$495 \$ _____
Delegate Late Fax-In Registration Fee, credit card pymt. (if paid after March 19, 2012).....	\$510 \$ _____
Spouse/Companion/Guest Registration Fee, cash discount .....	\$275 \$ _____
Spouse/Companion/Guest Registration Fee, credit card payment .....	\$285 \$ _____
Ben Silver Seminar, cash discount (Tuesday, April 24, 2012).....	\$150 \$ _____
Ben Silver Seminar, credit card payment (Tuesday, April 24, 2012).....	\$155 \$ _____

**GRAND TOTAL DUE:** ..... \$ \_\_\_\_\_

**For Office Use Only** Check Date \_\_\_\_\_ Check # \_\_\_\_\_ Invoice # \_\_\_\_\_

## Payment Options

**GRAND TOTAL DUE:** ..... \$ \_\_\_\_\_

Enclosed is my check for..... \$ \_\_\_\_\_

Please make checks payable in US Dollars, to SHDA and mail to: **SHDA**

105 Eastern Ave., Suite 104 Annapolis, MD 21403-3300

Please charge my (Check one):

Visa  MasterCard  American Express  Discover

Account # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Ver. Code \_\_\_\_\_

Name on Card (please type or print) \_\_\_\_\_

Card Signature \_\_\_\_\_

Telephone Inquiries (410) 940-6346

Register by Fax (410) 263-1659

Register Online @ www.shda.org

# MANUFACTURER SUITE RESERVATION FORM

connecting | building | together  
42nd ANNUAL INDUSTRY ADVANCEMENT SUMMIT  
APRIL 24 – APRIL 27, 2012

Embassy Suites Hotel Chicago-Downtown-Lakefront Chicago, Illinois



ALL RESERVATIONS MUST BE MADE BY: **March 19, 2012**. Associate Members must use this form to reserve their One-on-One Conference Suites. Manufacturers' Suites **must be reserved as a three-night package**. Additional nights may be added to accommodate individual travel plans. Be sure to reserve your accommodations through the SHDA Office no later than March 19, 2012. You must also **register as a delegate** to the conference on page 5.

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Company Name (as it should be listed in the Official Conference Program): \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name(s) of person(s) sharing accommodations: \_\_\_\_\_

Number of people in room: \_\_\_\_\_

Special requests: \_\_\_\_\_

If you would like your suite to be placed next to specific companies, please list them below. Requests are not guaranteed.

To avoid suite placement near your primary competitor(s), please list them below. Requests are not guaranteed.

Please indicate preference accommodations:  Smoking  Non-Smoking  King  Double/Double  Handicap Access

Manufacturer Suite: \$1,065.00 single occupancy | \$1,155.00 double occupancy (price includes room & tax) **3 nights deposit required**

Each additional night may be added at \$355 per night, single occupancy or \$385 per night, double occupancy.

<input type="checkbox"/> 3 nights lodging, single deposit @ \$1065.00 cash advance	Arrival: _____ Departure: _____	<input type="checkbox"/> 5 nights lodging, single deposit @ \$1775.00 cash advance	Arrival: _____ Departure: _____
<input type="checkbox"/> 3 nights lodging, single deposit @ \$1100.00 credit card	Arrival: _____ Departure: _____	<input type="checkbox"/> 5 nights lodging, single deposit @ \$1830.00 credit card	Arrival: _____ Departure: _____
<input type="checkbox"/> 3 nights lodging, double deposit @ \$1155.00 cash advance	Arrival: _____ Departure: _____	<input type="checkbox"/> 5 nights lodging, double deposit @ \$1925.00 cash advance	Arrival: _____ Departure: _____
<input type="checkbox"/> 3 nights lodging, double deposit @ \$1190.00 credit card	Arrival: _____ Departure: _____	<input type="checkbox"/> 5 nights lodging, double deposit @ \$1985.00 credit card	Arrival: _____ Departure: _____
<input type="checkbox"/> 4 nights lodging, single deposit @ \$1420.00 cash advance	Arrival: _____ Departure: _____	<input type="checkbox"/> 6 nights lodging, single deposit @ \$2130.00 cash advance	Arrival: _____ Departure: _____
<input type="checkbox"/> 4 nights lodging, single deposit @ \$1465.00 credit card	Arrival: _____ Departure: _____	<input type="checkbox"/> 6 nights lodging, single deposit @ \$2195.00 credit card	Arrival: _____ Departure: _____
<input type="checkbox"/> 4 nights lodging, double deposit @ \$1540.00 cash advance	Arrival: _____ Departure: _____	<input type="checkbox"/> 6 nights lodging, double deposit @ \$2310.00 cash advance	Arrival: _____ Departure: _____
<input type="checkbox"/> 4 nights lodging, double deposit @ \$1590.00 credit card	Arrival: _____ Departure: _____	<input type="checkbox"/> 6 nights lodging, double deposit @ \$2380.00 credit card	Arrival: _____ Departure: _____

### Your package price includes room and tax only - incidentals are on your own.

Suite cancellations and full refunds will be honored until Monday, March 19, 2012. Suite cancellations after this date will not be refunded unless due to a medical emergency provided in writing to SHDA Headquarters. As a courtesy, please notify SHDA if you plan to check out before Friday, April 27. Partial refunds will not be provided unless due to a medical emergency provided in writing to SHDA Headquarters. **Check-In: 3:00 p.m. – Check-Out: 12:00 Noon Accommodations will be confirmed with a credit card guarantee.**

Please charge to my (check one):  Visa  MasterCard  American Express  Discover

Account # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Verification Code \_\_\_\_\_

Name on Card (please type or print) \_\_\_\_\_ Card Signature \_\_\_\_\_

I, \_\_\_\_\_, give authorization to SHDA Headquarters to charge my credit card.

Signature: \_\_\_\_\_ Phone # \_\_\_\_\_

Mail or fax this page with your credit card information directly to: **SHDA Headquarters** 105 Eastern Avenue, Suite 104 Annapolis, Maryland 21403

Fax: (410) 263-1659 **Questions? Call (410) 940-6346**

## for your convenience

For your **business convenience**, the following are available:

Audio/Visual Equipment Rental, Business Center, Express Mail, Fax, Meeting Rooms, Modem, Notary Public, Office Rental, Photo Copying Service, Printer, Secretarial Service, Typewriter and Video Conferencing Available.

For your **comfort and convenience**, the following are available:

Automated Teller (ATM), Baggage Storage, Beverage Area (Complimentary), Breakfast Area (Complimentary), Coin Laundry, Concierge Desk, Elevators, Gift Shop, Laundry/Valet Service, Local Area Transportation, Lounge, Luggage Hold, Multi-Lingual Staff, On-site Convenience Store, Room Service and Safety Deposit Box

For your **fitness and recreation convenience**, the following are available: Fitness Room and Pool

**Check-in:** 3:00 PM **Check-out:** 12:00 AM

**Dining:** P.J. Clarke's - A Chicago favorite, feature a diverse American menu with a wide selection of imported and domestic beers, wine, scotches, and cigars is open for lunch and dinner. Room Service is available. Nearby restaurants include: Volare', RIVA, Co Co Pazzo, Blackies, Hugos Frog Bar and Gibsons Steakhouse

### Chicago O'Hare International

(flight information available at [www.ohare.com](http://www.ohare.com))

Distance from hotel: 17 miles Drive time: 40 minutes

Directions: I-90/94 East. Exit @ Ohio Street. Turn right onto Orleans Street and proceed 2 blocks. Turn left onto Illinois Street and proceed 10 blocks to Columbus Drive. Hotel is at intersection of Illinois and Columbus.

Subway/Rail \$2.50 USD Taxi \$50.00 USD

### Midway Airport

(flight information available at [www.chicago-mdw.com](http://www.chicago-mdw.com))

Distance from hotel: 12 miles Drive time: 20 minutes

Directions: Cicero Ave to I-55 North to Lake Shore Drive (Hwy 41 North). Exit Grand Ave (Navy Pier exit). Proceed two blocks and look for hotel on left. Hotel parking is before intersection of Grand Ave and Fairbanks.

Subway/Rail \$2.50 USD Taxi \$40.00 USD

# hotel information

Embassy Suites Chicago - Downtown/Lakefront

511 North Columbus Drive Chicago, Illinois 60611

ph 1-312-836-5900 fax 1-312-836-5901

## Please Book Your Room by March 19, 2012

The Embassy Suites Chicago Downtown - Lakefront hotel is located in the heart of downtown Chicago between Navy Pier and the prestigious shops of Michigan Avenue - the Magnificent Mile. This full-service upscale all-suite hotel is walking distance from Water Tower Place, the Chicago Loop business district, the Hancock Center, Northwestern Memorial Hospital, the Sears Tower, the Chicago River, American Girl Place, the beaches of Lake Michigan, Loyola University and the University of Chicago - Graduate School of Business.

The Art Institute of Chicago, the Shedd Aquarium, the Field Museum of Natural History, Rush Street, Soldier Field Stadium - home of the Chicago Bears, Wrigley Field - home of the Chicago Cubs, the Lincoln Park Zoo, the United Center - home of the Chicago Bulls and the Chicago Blackhawks, McCormick Place and the Chicago Merchandise Mart are all just a short taxi ride away.

Guests of the Embassy Suites Chicago Downtown - Lakefront hotel stay in spacious two-room suites and receive a complimentary cooked-to-order breakfast and a nightly manager's reception. High-speed internet access is available throughout the hotel.

Pricing: If you are reserving a sleeping room only (**not a company One-on-One Suite**), please phone or fax your sleeping room reservation directly to the Embassy Suites. Make certain that you mention that you will be attending the SHDA Conference to receive the special SHDA room rate (*add state and local taxes*):

<b>Single Room Rate:</b>	\$269.00
<b>Double Room Rate:</b>	\$289.00
<b>Triple Room Rate:</b>	\$309.00
<b>Quad Room Rate:</b>	\$329.00

*It is vitally important that you reserve your accommodations at the Embassy Suites Chicago Downtown Lakefront. SHDA is contractually obligated to fill our room block and may be exposed to significant financial liability should our members fail to support this room block.*

*If you are an Associate (Manufacturer) Member and you are reserving your company's One-on-One Suite, please fill out the Associate Member One-on-One Reservation Form on Page 6.*

## SHDA welcome reception

Tuesday, April 24, 2012  
5:30pm – 7:00pm

## SHDA networking cocktail receptions

Wednesday, April 25, 2012  
5:45pm – 7:00pm

Thursday, April 26, 2012  
5:30pm – 7:00pm

## SHDA networking luncheons

Wednesday, April 25, 2012  
12:00pm – 1:20pm

Thursday, April 26, 2012  
12:00pm – 1:00pm

# SHDA networking



SHDA's Annual Conferences are considered the best networking opportunity in the industry. The 42nd Annual Industry Advancement Summit will be no exception, as SHDA strives to combine education and industry development with relationship building and fun. With a Welcome Reception, two nights of Networking Receptions and several Networking Breakfasts and Luncheons, there will be plenty of chances to enhance your business relationships. Whether you're in a business session, a cocktail reception or simply sharing a ride in the elevator, you will come away knowing that you have met with many of your dealers or suppliers without the cost or hassle of hours of travel time. SHDA's 42nd Annual Industry Advancement Summit will bring you together conveniently and affordably.

### weather & wardrobe

SHDA receptions are casual affairs. Networking receptions will feature light hors d'oeuvres and an open bar.

**WEATHER** | Chicago weather in the spring can be variable. SHDA attendees should experience temperatures in the high 60s and low 70s, with chilly nights and need for a jacket and rain coat or umbrella.

**WARDROBE** | The attire for the 42nd Annual Industry Advancement Summit is business casual. For men, golf shirt or dress shirts and leisure slacks are appropriate. For women, skirt or pant sets and business casual dresses are appropriate. Meeting rooms can be chilly, so sweaters are also helpful.

# SHDA.org

Security Hardware Distributors Association

105 Eastern Avenue, Suite 104  
Annapolis, Maryland 21403-3300