



Elite  on the
HOR ZON

PTRA 52nd Annual Conference
Hilton Head Island, SC

April 28 – May 1
2024

The Westin Hilton Head Island
Resort & Spa

Elite on the Horizon

Relax at this beautiful oceanfront resort in Hilton Head Island, SC....

Located on a lively, vibrant stretch of the Atlantic Ocean, The Westin Hilton Head Island Resort & Spa is a stimulating experience for guests in South Carolina. This oceanfront resort in Hilton Head is committed to your well-being, from the soothing coastal colors of the restaurants to the beachy décor of the modern guest rooms. Fuel your day with “farm & sea to table” dining at one of the onsite restaurants or enjoy a refreshing cocktail by one of the three outdoor pools. You are steps away from the beach and rejuvenating treatments at Heavenly Spa by Westin™, not to mention Hilton Head Island’s world-famous golf courses. No matter the reason for your visit, This resort will leave you feeling better than when you arrived.

Hotel Information

Discounted hotel room rates have been negotiated exclusively for conference attendees and their guests at the rate of \$245 per night for single and double occupancy plus a daily \$20 resort fee. This rate is available 3 days prior to and 3 days after the conference, based on availability. To take advantage of this special rate, please make your hotel reservations by calling 888-236-2427 and indicate you are with the Power-Motion Technology Representatives group. Alternatively, you can book online by visiting book.passkey.com/e/50462177.

The \$20 daily resort fee includes:

- Complimentary self-parking
- Shuttle service to Port Royal Golf & Tennis and Shelter Cover Marina & Town Centre
- Golf & Tennis discount at Port Royal Golf & Tennis
- RunWestin Concierge Services
- Westin Workout Fitness Classes
- One (1) Hour Steam Room use at Heavenly Spa (advanced reservation required)
- Westin Family Kids Club Daily Activity
- Access to the Westin Savannah Water Taxi & Self-Parking
- Guest Room Wi-Fi Access
- Free 15 minutes at Business Center Daily
- Bottled Water (2 daily) replenished with housekeeping service

We recommend booking your hotel room reservations early as we do expect the room block to sell out quickly!

Reservation deadline: Saturday, April 6, 2024, or until the room block sells out.

Air Transportation

Delta Air Lines is pleased to offer special discounts for PTRA Annual Conference attendees. Please visit bitly.ws/YqJh to book your air travel online or you may also call Delta Meeting Network® at 1-800-328-1111 Monday – Friday, 8:00 a.m. – 6:30 p.m. (EST) and refer to Meeting Event Code **NM38V**.

Guests may arrive at one of two airports that serve the area. The Hilton Head Island Airport (HHH) or the Savannah Hilton Head International Airport (SAV). The Hilton Head Island Airport is located on the island and just 5 minutes from the resort. The Savannah/Hilton Head International Airport is a scenic 50-minute ride to the resort.

Ground Transportation

The hotel does not offer a shuttle to/from the airport. However, Uber and Lyft, along with other popular ground transportation methods, are available to serve both Hilton Head Island and Savannah areas. Some suggestions are:

- Diamond Transportation: (843) 247-2156
- Coast Transportation: (843) 368-7258
- White Sands Transportation: (843) 929-2687

What to Wear

At PTRA Conferences, the dress code leans towards casual and comfortable attire. Ties and jackets are not obligatory for the sessions; instead, we recommend opting for a business casual look. In April, you can anticipate fairly stable weather on the island, with the average daily high temperature hovering around 75 degrees.



Guest Events

We are thrilled to continue offering a guest program for attendees that want to bring someone to the conference. The guest registration fee includes participation in the charity walk on Tuesday, April 30th and the organized day trip to historic Bluffton, SC. In addition, guest registration includes daily breakfasts, the Guest Brunch, Welcome Reception, Closing Banquet, and access to keynote sessions. If this is your first time attending, you are invited to attend the First-Timers Reception on Sunday evening before the Welcome Reception. See below for more details.

Monday, April 29

Guest Program: Charity Beach Walk

8:30 – 9:30 am

Join other guests of the PTRA Conference and start your day off with a group walk on the beach. All proceeds will go to support Operation Patriots FOB (OPFOB).

Guest Program: Brunch

10:00 am – 12:00 pm

Join the group for brunch after the charity walk. This is a great opportunity to connect with other guests over a complimentary breakfast as we kick off the conference!

Tuesday, April 30

Guest Program: Day trip to Historic Bluffton, SC

10:00am – 3:00 pm

Discover the quintessential Low Country charm of Bluffton, SC. This hidden gem, nestled along the scenic May River, welcomes you to a world of moss-draped oaks, historic beauty, and Southern hospitality. Explore art galleries, local markets, and savor mouthwatering Southern cuisine. Come experience the South's best-kept secret and create cherished memories in this timeless Southern haven.

Upon arriving in Bluffton, the group will start with the historic walking tour at the Heyward House Museum. The tour winds through one mile of historic Bluffton's antebellum homes and two national historic registry churches. The walking tour is approximately 90 minutes. The group will be on their own for lunch. Several restaurant options are offered in Bluffton. We advise planning ahead and making a reservation.

Agenda:

10:00 am	Depart the hotel	2:30 pm	Meet back at central location for departure back to hotel
10:30 am	Arrive in Bluffton		
11:00 am – 12:30 pm	Historic walking tour of Bluffton	3:00 pm	Arrive back at the hotel
12:30 – 2:00 pm	Lunch on own <i>Options are available throughout Bluffton</i>		



Conference Schedule *as of 11/1/2023 - subject to change*

Saturday, April 27

9:00 am – 5:00 pm **MRERF/IPA: Grow Sales with Reps Program**
Separate registration required through MRERF/IPA

Sunday, April 28

9:00 am – 12:00 pm **MRERF/IPA: Grow Sales with Reps Program**
Separate registration required through MRERF/IPA

2:00 pm – 5:00 pm **Registration Open**

2:00 pm – 5:00 pm **Repfabric Training Sessions**

5:30 pm – 6:30 pm **First Timer Attendee Reception
+ Past President Reception**

6:30 pm – 8:30 pm **Welcome Reception**

Monday, April 29

7:30 am – 8:30 am **Task Force Meetings**

7:30 am – 12:00 pm **Registration**

7:30 am – 9:00 am **Breakfast**

8:30 am – 9:15 am **Opening Remarks & Announcements**

8:30am – 9:00 am **Guest Program: Charity Beach Walk**

9:00 am – 5:00 pm **Legal Consultations**

9:30 am – 10:30 am **Keynote: Becoming Elite – The 4 Proven
Pillars of Performance, Erik Westrum**

10:00 am – 12:00 pm **Guest Program: Brunch**

10:45 am – 11:45 am **Keynote: Industrial Distribution: Imitative,
Complex, Impulsive, Dr. Carl Tolbert**

1:00 pm – 6:00 pm **Annual Golf Tournament at
Port Royal Golf Club – Barony Course**
*1:00 pm shotgun start. Golf club loading
available at 11:30am. The course is a short
walk from the hotel.*

6:00 pm **Dinner on own**

Tuesday, April 30

7:30 am – 5:00 pm **Registration**

7:30 am – 8:30 am **Task Force Meetings**

7:30 am – 9:00 am **Breakfast**

8:30 am – 9:00 am **Annual Business Meeting: Representatives**

8:30 am – 9:00 am **Annual Business Meeting: Principals**

9:00 am – 5:00 pm **Legal Consultations**

9:30 am – 10:20 am **Concurrent Breakout Sessions**

10:00 am – 3:00 pm **Guest Program: Day trip to Historic
Bluffton, SC**

10:20 am – 10:30 am **Break**

10:30 am – 11:20 am **Concurrent Breakout Sessions**

11:20 am – 11:30 am **Break**

11:30 am – 12:20 pm **Concurrent Breakout Sessions**

12:20 pm – 1:30 pm **Lunch on own**

1:30 pm – 5:30 pm **RepMIX**

6:00 pm **Dinner on own**

Wednesday, May 1

7:30 am – 12:00 pm **Registration**

7:30 am – 8:30 am **Task Force Meetings**

7:30 am – 9:00 am **Breakfast**

8:30 am – 9:00 am **Induction of New Officers
+ Daily Announcements**

9:00 am – 10:00 am **Industry Panel, Moderator: Bryan Shirley**

9:00 am – 5:00 pm **Legal Consultations**

10:00 am – 11:30 am **Keynote: Finishing 2024 and Looking
Beyond, Connor Lokar**

12:00 pm – 6:00 pm **On Own / Optional Activities**

6:00 pm – 9:30 pm **Closing Banquet**

Saturday April 27

MRERF/IPA: Grow Sales with Reps

Separate registration required through MRERF/IPA



9:00 am – 5:00 pm

Join us for this special manufacturers' workshop at the PTRA Conference in Hilton Head!

Whether new to outsourced sales or familiar with the rep model, managing an outsourced sales team can be difficult.

At MRERF, we understand the unique challenges associated with raising the performance of outsourced sales reps, which is why we developed Grow Sales with Reps to help business leaders grow their sales and become more profitable.

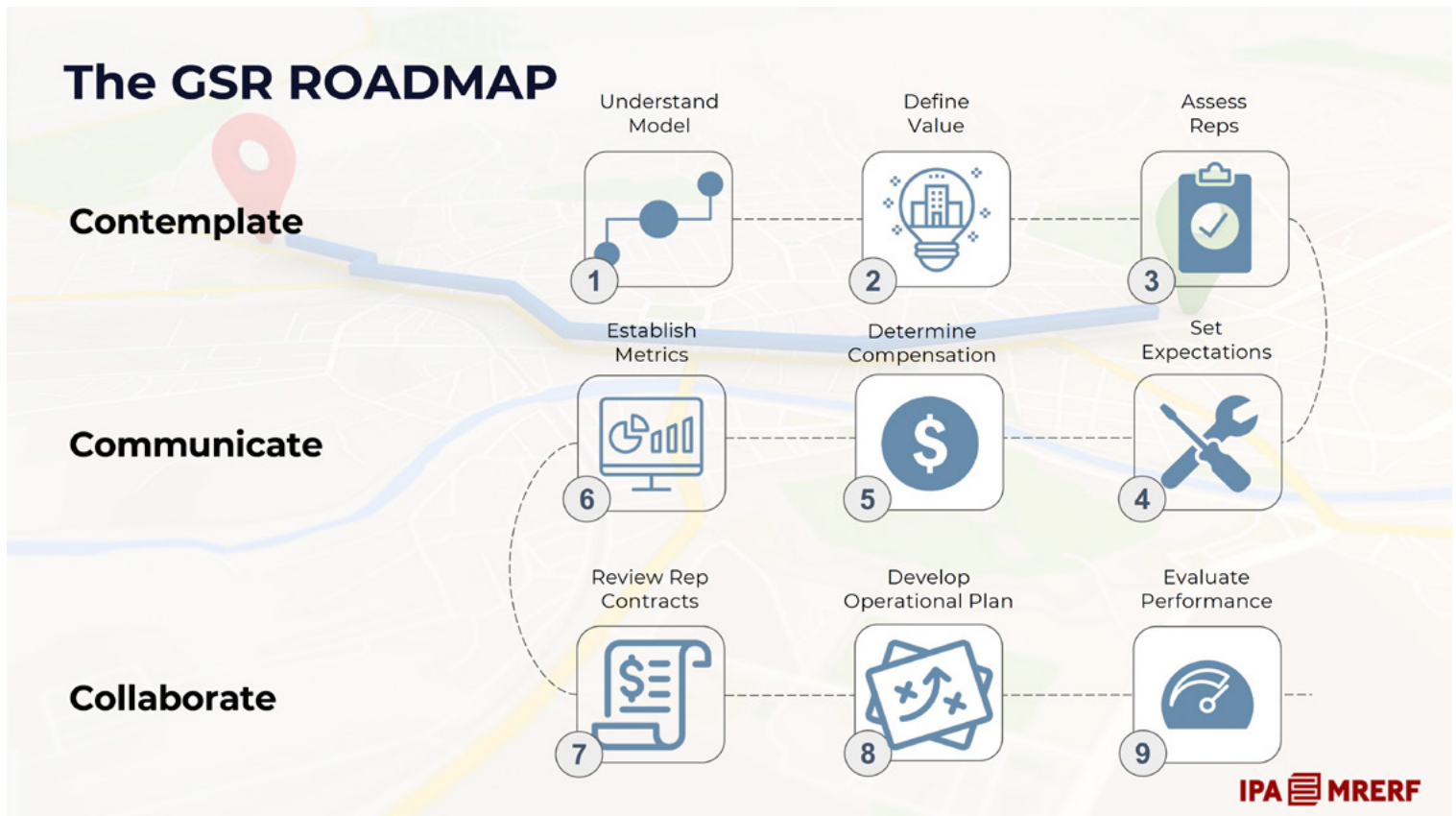
If you're managing an outsourced sales team and want to manage your reps more effectively, enroll in our next program at bit.ly/PTRA-Grow_Sales_w_Reps to learn the strategies and tools needed to get the most from your rep partners.

In this workshop, you will learn:

- How to raise the performance of a territory or agency
- To find, motivate, and evaluate reps
- How to manage sales channels with reps
- To Understand compensation plans
- To develop defined communication plans
- To understand contracts with rep agencies
- How to handle or find more new business opportunities
- To launch new products through the rep agency
- And more...

Registration Information

Please note that separate registration is required to participate in this program through MRERF/IPA via the website note above. But PTRA is offering a special incentive! Sign up for this GSR program and if you have not attended a PTRA Annual Conference in the past, PTRA will comp your registration fees to attend the 52nd Annual Conference! ***This special only applies to PTRA members that have not attended a PTRA Annual Conference before.*** If you have any questions about this special, please reach out to PTRA or MRERF for more information.



MRERF/IPA: Grow Sales with Reps

Separate registration required through MRERF/IPA



9:00 am – 12:00 pm

Repfabric Training Sessions

2:00 – 5:00 pm

PTRA and Repfabric are partnering to offer training sessions at the Annual Conference.

The follow tracks and sessions will be offered concurrently from 2:00 - 5:00 pm. See below for more details.



Track 1: Prospect, Beginner and Manufacturer Track (*geared towards manufacturers*)

Presented by: Stockham, Chief Revenue Officer

Who should attend this track:

- Repfabric newbies
- Field salespeople
- Considering Repfabric?

Session 1: CRM - A Day in the Life of an Outside Salesperson (for understanding how reps should use the tool)

This session is designed for salespeople that are beginners of Repfabric or not currently customers of Repfabric but are considering it for their organization.

Manufacturer Sessions

Session 2: Best practices in the manufacture/rep partnership

Breakout Session Description: In this session we will discuss the asks of your manufacturers. Why are they asking? What do they do with the data? How does an agency best address these questions?

Session 3: Best practices in CRM and sales process adoption, regardless of your system

Breakout Session Description: In this session we will discuss how companies empower their employees to embrace technology and processes to optimize their business.

Track 2: Repfabric Owners, Management and Marketing Track

Presented by John Mitchell, President

Session 1: Classifying your customers and Email Marketing to them

This session is designed for marketers to discuss concepts and implementation of segmenting your contacts (in Repfabric) and marketing to them via email (native tools, Autoklose, Mailchimp and more)

Who should attend:

- Marketers and administrators
- Sales Content developers

Session 2: Your Company Goals - Using Repfabric to manage your business

What gets measured gets done. This session helps you define your company goals and initiatives, such as sales goals, line-specific goals, activity goals or even hiring efforts. Then we'll show you how to track your personal and company performance towards those goals by week, month, quarter and year until you've reached them!

Who should attend:

- Company owner, managers and administrators
- Sales people who want to track personal goals to earn more money

Session 3: Booked commissions - Implementing and Following it through the system

Purchase order entry to the Invoice stage. How to account for a salesperson's backlog Running commission reports. Salesman reports for top accounts and customers. Power BI?

Sunday April 28

Track 3: Repfabric Salesperson Training Track– Level UP! Using Repfabric Presented by Sarah Cozzens, Vice President of Operations

Session 1: Syncing my Calendar, Tasks and Contacts with Repfabric to save me time!

Get rid of the tedious data entry of contacts, meetings and more when you sync your Outlook or Gmail to Repfabric.

Who should attend:

- Inside and Outside Sales people
- Administrators and super users

Session 2: Intermediate to Advance Repfabric Training (AJ, Opportunity Management, etc.)

Intermediate AJ (meeting recaps) and converting to Opps and Reporting Comments.

Who should attend: Inside and Outside Salespeople

Session 3: Using the App after a sales call

A deep dive into the App and its functions.

First Time Attendee Reception

5:30 – 6:30 pm

First-time attendees of the PTRA Annual Conference are invited to join leadership for an opportunity to meet new people, learn more about PTRA and the conference and create some new connections!

Welcome Reception

6:30 – 8:30 pm

Join your industry colleagues and friends as we kick off and celebrate the 52nd Annual Conference!

Monday April 29

Welcome + Opening Remarks

8:30 – 9:15 am

Keynote: The 4 Proven Pillars of Performance

9:30 – 10:30 am

Presented by: Erik Westrum

Erik has experienced the highs and lows of being a professional hockey player, a business leader, and a husband and father. Through all the ups and downs, the continued foundation set on the four proven pillars of performance is what brings him back to his version of becoming elite. Erik walks you through his journey in order to connect with where you are today. He will bring you to the edge of your chair.

Monday April 29

Keynote: Industrial Distribution: Imitative, Complex, Impulsive *Presented by: Dr. Carl Tolbert*

10:45 – 11:45 am

This presentation outlines the results from a quest to understand imitation in organizations and the complexity regarding the fitness (survivability) of industrial distribution over the next decade. The study became the first regarding interactions between the three groups within industrial distribution: the distributor, the independent rep agency, and the manufacturer. Interestingly, over the course of 32 interviews—covering more than 1,500 pages of transcripts and in excess of 3,000 minutes of tape—in addition to the imitative nature of distributors, the events that shaped distributors included path dependence, the closeness to customers creating a local brand, constant turnover of manufacturing leadership, myths about distribution protection based on contracts, and the utter disregard of forecasting. The single most significant epiphany was the confirmation that independent reps had become the largest competition to industrial distribution. Lastly, the 32 subjects in the study offered many different speculated outcomes for the future, but the more critical data came from what was missing as a negative case analysis. The passion manifesting from relationships is escaping from the industry akin to aging out, leaving a transactional approach to leadership already seen from the manufacturing groups, leading to a question about the future of independent reps.

Annual Golf Tournament – Port Royal Golf Club Barony Course *Separate registration required*

1:00 – 6:00 pm

Generous greens. Unforgiving bunkers. Delightfully challenging. The Barony Course was designed by George W. Cobb and was one of the first courses on Hilton Head Island. Standing at over 40 years of age, the Barony Course also proves that age is just a number as it continues to receive praise from top golf publications. Additional details regarding the golf tournament can be found on the conference webpage at www.ptra.org.



Tuesday April 30

Annual Business Meeting – Representatives

8:30 – 9:00 am

Annual Business Meeting – Principals

8:30 – 9:00 am

Breakout Sessions

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

9:30 – 10:20 am

10:30 – 11:20 am

11:30 am – 12:20 pm

Breakout: Manufacturers-Rep Agreements: Fair and balanced contracts for an ELITE partnership *Presented by: Bryan Shirley, CPMR*

One of the most important trust builders and first step in a new relationship between Reps and Manufacturers is an equitable, reasonable, and clear contract. Rep Agreements should be negotiated so that both sides achieve the purpose and goals of the new partnership. Come with your ideas and experiences as we dive into the most important content and clauses of contracts.

Breakout: 3 Daily Tools to Guide You in Transforming Your Life in Becoming Elite

Presented by: Erik Westrum

Erik has been using the three tools over the years each day to take inventory, stay accountable, and show up consistently. He will guide you through the three daily tools to help change your life 1% at a time. Let Erik take you on a journey throughout your day to see what you want to continue to do, what you'd like to change, and how you are going to do it. Let's go!

Breakout: Integrating Behavioral Finance and Business Planning – Living the Plan

Presented by: Seth Parker

Learn how to incorporate the power of behavioral finance to bring comprehensive business, tax, and financial planning strategies to life and define what it means - to be Living the Plan.

Breakout: AI and System Integrations, what's here... and what's next... and implications and use cases for rep agencies.

Presented by: John Mitchell, Repfabric

In this session we will discuss Artificial Intelligence and implications to the manufacturing world and the manufacturer's representative's world.

RepMIX

1:30 – 5:30 pm

Discover the Power of Connection at RepMIX!

Our RepMIX event is a can't-miss experience at PTRA conferences. It's not just an event; it's an opportunity to shape your professional future.

At RepMIX, we've created a dynamic platform that's all about fostering and strengthening your Rep/Principal relationships. For Principals, it's the ultimate chance to forge meaningful connections with top-notch Rep companies from all corners of the country.

What is RepMIX, you ask? It's a dedicated time slot during our Annual Conference, where we set the stage for exclusive private appointments. This unique format enables Principals to engage with both their trusted Rep partners and explore prospects.

So plan to join us for this event and watch your network, influence, and possibilities expand. It's time to make connections that count!

Manufacturers

Separate registration required for Manufacturer's.

- \$300 (previous participants)
- \$600 (1st time participants, includes 2024 & 2025)

Pricing includes a private 6' x 6' draped booth, 1 table and 2 chairs. Twenty-five-minute appointment slots are available to schedule on your own (8 available during the duration of RepMIX).

More details on this can be found on our website here: www.ptra.org/repmix.

Representatives

Free to attend and included in your registration.

Wednesday May 1

Daily Announcements & Induction of New Officers and Directors

8:30 – 9:00 am

Industry Panel Discussion

9:00 – 10:00 am

Moderator: Bryan Shirley, CPMR

Bryan Shirley will moderate this panel and discuss the current state of the industry. The panel will include various sized manufacturer reps, manufacturers, distributors, and industry specialists outside the PTRA bubble.

Look for a survey about 2 months prior to the Annual Conference to provide input on your industry concerns that you would like to see discussed.

Keynote: Finishing 2024 and Looking Beyond

10:15 – 11:45 am

Presented by: Connor Lokar, ITR Economics

The macroeconomic landscape is uneven, with some markets performing well and others struggling. We will look at the economic drivers for the rest of 2024 to clear away the noise and provide a clearer view of what lies ahead. We will examine the leading indicator signals to determine what they are telling us about 2025. From there we will present our thoughts on how to best prepare for 2025 and what comes after. Consumer health, business profits, inflation, and interest rate trends will be presented, all with the intent of maximizing attendee profits.

Closing Remarks

11:45 am – 12:15 pm

Closing Banquet

6:00 – 9:30 pm

Join your colleagues and friends as we close out the 52nd Annual Conference.

52nd Annual Conference Apparel

You can order your conference apparel during the registration process!

\$50



PTRA Polo Shirt

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

\$35



**PTRA Performance
Long-Sleeved Shirt (UPF 50+)**

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

Volunteers Needed!

PTRA Volunteer Opportunity to Support our Veterans

Monday, April 29, 2024

1:00 – 5:00 pm

PTRA is partnering with two organizations that help support our veterans in the local Hilton Head Island community. Our goal is to make a difference in the lives of local Veterans.

1. Operation Patriots FOB (OPFOB)

OPFOB helps Veterans find a purpose beyond the call of duty by creating recreational peer-to-peer experiences for Veterans and first responders to help provide them with a brighter outlook on their future.

2. Chatham Savannah Authority for the Homeless (CSAH)

CSAH is strategically working to reduce homelessness in different ways throughout the Chatham / Savannah community.



Volunteer Opportunity:

We are looking for 10-15 people to volunteer their time on Monday, April 29th at one of two sites and provide hands-on work.

- **Site 1:** Volunteers will provide outdoor cleanup work at OPFOB.
- **Site 2:** Volunteers will provide help cleaning tiny houses that currently house Veterans.
- Transportation will not be provided to volunteer sites.

Want to help in another way?

- Write a 'thank you' card: Please consider writing as many 'thank you' cards to our Veterans and bringing it to the PTRA Conference. These cards will be collected and handed out at both sites.
- Donate: A Go Fund Me has been created called "PTRA – Help our Veterans in SC" – gofund.me/7252421f. 100% of the money raised will go directly to the OPFOB and CSAH organizations.

If you are interested in volunteering in this important effort or if you have any questions, please contact TJ Phillips for further details:

Phone: (419) 304-5611

Email: tj.phillips@midwestconveying.com



Speakers



Sarah Cozzens - *Repfabric*

Sarah Cozzens is the Vice President of Operations for Repfabric and has worked for the company for the last three years. Before joining Repfabric, she spent over 20 years in progressing roles in multiple industries to grow her career. From private industries focusing on Insurance as well as Banking/Accounting, as well as Information Technology Data Analysis makes her background robust to align with the industries that Repfabric services today. To boot, she also is super detail oriented, making her value a specialist in her day-to-day operations. She's proud to be a female leader in the technology industry.



Connor Lokar - *ITR Economics*

Few economists present their insights with the authority, accuracy, and humor that Connor Lokar brings to the stage. From the intimate executive retreat to the standing room-only keynote, he delivers practical economic intelligence with charm and candor.

Connor has been giving economic keynotes, workshops, and webinars across North America since he joined ITR Economics in 2014. With his quick wit and knack for storytelling, he successfully educates his audiences while simultaneously captivating them. Thousands of business leaders have enjoyed his dynamic approach; Connor emphasizes the applicability of economic intelligence and calls his audience to action.

When not on stage, Connor contributes his economic expertise in the role of trusted advisor, consulting directly with management teams of firms large and small. ITR's clients meet with Connor at critical planning junctures to ensure that their strategic plans, goals, and internal initiatives are in alignment with their tailored forecasts. As ITR Economics' senior forecaster, Connor has a particularly keen understanding of how forecasts are derived. The resulting insights enable clients to make the most of their economic outlooks.

Connor specializes in construction and industrial markets but consults and presents to businesses across all industries, helping them grow revenue and remain profitable through an ever-changing business cycle.



John Mitchell - *Repfabric*

John Mitchell is President and Founder of Repfabric. John's background and resume includes:

- SAP software senior consultant for Accenture
- Integration Product Manager at webmethods (Software AG)
- Manufacturer's rep and owner of APM Associates for 12 years in Florida
- Grew from 4 to 10 person, a top rep firm in Florida in Electrical market



Seth Parker - *Investors Advisory Management Group*

Seth Parker | CPWA® BFA™ CLTC® is a Private Wealth Advisor and the CEO of Investors Advisory Management Group, a private wealth advisory practice of Ameriprise Financial Services, LLC. He leads a team of professionals with a mission to assist clients in making smart decisions with their financial lives by providing tailored strategies in alignment with what is important to them.

Speakers



Dr. Carl Tolbert, Ph.D.

Dr. Carl Lee Tolbert is a well-known expert in AC drive performance and reliability, in addition to being an independent published research scholar. He spends his research time split between engineering development of new technology in areas such as cutting-edge Industry 4.0 sensors and the application of artificial intelligence in industrial automation systems. Dr. Tolbert's other main research interest is organizational leadership, specific to phenomenological inquiry and the application of real-time ethnography through social media. He has been a guest speaker at numerous universities, industrial conferences, and major manufacturing corporations. If not writing or traveling, he can be found spending time with his wife, Jill, at their home in North Georgia, enjoying the simple life of cooking and exploring the foothills of Appalachia.



Bryan 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 cause 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 a four-hour course on Motivational Compensation for Outside Sales 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 Boards 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.

Bryan enjoys golf, snow skiing, fine food/wine, and mostly enjoys connecting with people! To see some of the topics Bryan presents, visit his website at www.bryanshirley.com.



Scott Stockham - Repfabric

Scott is the Chief Revenue Officer and Partner for Repfabric. Scott's background and resume includes:

- Outside Sales, Six Sigma Blackbelt and District Sales Manager (direct team ~\$55M)
- Director of Marketing for Pentair Engineered Pumps (\$350M)
- VP of Sales & Marketing, Masco Bath (\$175M). Mixed model of direct/rep
- LIXIL (American Standard, DXV, GROHE)
 - VP of Product Marketing, Faucets
 - 5+ years, VP of US Trade Sales (>\$500M). Mixed GTM, but mostly rep agencies (26 agencies)



Erik Westrum

Erik Westrum is a former professional hockey player, motivational speaker, leadership coach, entrepreneur at heart and author of *Becoming Elite: What It Takes To Transform Your Life Using the 4 Proven Pillars of Performance*.

He has had a passion to help others since he was a young child and this has not changed as he continues to fulfill his purpose in life—to be a Servant Leader.

After playing professional hockey for 12 years, Erik went back to the Carlson School of Management to get his MBA to gain more knowledge and expertise to help leaders and companies grow exponentially. After consulting on numerous projects and coaching hundreds of people over the past 20+ years, Erik established the principles and processes through *Becoming Elite* and what it takes to transform your life using four proven pillars of performance. He continues to conduct workshops for people from all walks of life and remains committed to leading thousands of people in making a shift.

Erik resides in Prior Lake, Minnesota, with his beautiful wife, Kelly, and their four amazing children, Luke, Ethan, Isabella, and Evelina. He continues to guide people, businesses, athletes, and anyone looking to improve his or her life through his proven process. Erik is excited to walk alongside you on your journey to becoming a better you.

Conference Registration & Sponsorship

Part 1 of 3

Skip the paperwork and the waiting; secure your registration online NOW. Visit PTRA.org and click on the Annual Conference menu on the homepage. You can pay via credit card. To register via mail, please complete the forms below in their entirety.

Registration Fees

Early bird fees will be available through January 12, 2024. Beginning January 13, 2024, standard registration fees will apply.

Cancellation policy: Conference registration cancellations received on or before February 1 will receive a full refund, minus a \$100 administration fee.

Cancellations received between February 2 and March 31 will receive a 50% refund, minus a \$100 administration fee. No refunds will be issued after March 31. Cancellations must be in writing and emailed to ptrahq@ptra.org.

Attendee Information

Attendee Name _____ CPMR CSP

Company _____

Address _____

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

Phone _____ Email _____

Emergency Contact _____ Phone _____

CHECK ALL THAT APPLY

Member Non-Member Rep Manufacturer Other

Will you be attending the Repfabric Training Sessions Sunday on afternoon? Yes No

Will you be attending the First Timers Reception? Yes No

Will you attend the Welcome Reception? Yes No

Will you be participating in RepMIX? Yes No

Will you attend the Closing Banquet? Yes No

Will you attend the Golf Tournament? Yes No Handicap _____

Golf Polo Shirt Sizes Small Medium Large XL XXL XXXL

Performance long-sleeved shirt sizes Small Medium Large XL XXL XXXL

Guest Information

Name _____

Email _____ Phone _____

Will your guest attend the Welcome Reception? Yes No

Will your guest attend the Closing Banquet? Yes No

Will your guest attend the Welcome Brunch? Yes No

Will your guest attend the Golf Tournament? Yes No Handicap _____

Conference Registration & Sponsorship

Part 2 of 3

PTRA has established a variety of sponsorship opportunities for our 52nd 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.

All Sponsors will also Receive the Following Recognition

- Logo recognition on signage at conference registration
- Logo recognition on conference related emails
- Logo and company link on conference website
- Verbal recognition during opening remarks.

Benefit	Benefit Description	2024 Sponsorship
Hotel Keycard Sponsor (1 available)	• Logo recognition on hotel key cards distributed to PTRA attendees	\$3,000
Name Badge (1 available)	• Logo recognition on all PTRA attendee name badges	\$2,500
Breakout Session	• Verbal recognition at opening session • Logo recognition on signage of breakout session sign • Ability to display materials at breakout session	\$1,000
Exhibitor Table (non-Associate members)	• Draped 6' table • 2 chairs • Tabletop company ID sign • Complimentary attendee email list for Associate members (sent approx. 30 days prior to the conference)	\$1,000
Exhibitor Table (Associate members)	• same as above	FREE
Closing Banquet	• Recognition during President welcome / promotion at the closing banquet & signage	\$500
Welcome Reception	• Verbal recognition at Reception • Logo recognition on signage at Reception • Ability to display material on tables at Reception • Logo recognition at each dining table	\$500
Breakfast Sponsor	• Verbal recognition at opening session • Logo recognition on signage at breakfast each day • Ability to display materials at breakfast	\$400
First Timers Reception	• Verbal recognition at Reception • Logo recognition on signage at Reception • Ability to display materials at Reception	\$300
RepMIX Sponsor	• Logo recognition at opening session & signage at event	\$300
President Suite Beverages	• Logo recognition outside suite	\$250
Guest Brunch Sponsorship	• Verbal recognition at brunch • Logo recognition on signage at brunch • Ability to display materials at brunch	\$250
Benefit	Golf Sponsorship Opportunities	Cost
Golf Boxed Lunch (1 available)	• Company logo included on lunch napkins or with sticker on boxed lunch	\$750
Golf Cart (4 available)	• 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)	\$600
Golf Cart Scorecard (1 available)	• Company logo watermarked in each cart scorecard	\$500
Golf Beverage Cart	• Company logo displayed on beverage carts	\$500
Golf Putting Green / Long Putt Competition (1 available)	• Company logo signage near putting green	\$350
Golf Hole Sponsor (18 available)	• Company logo sign at hole • Custom flag at golf hole with company logo	\$300

*sponsorship deadline is Monday, March 29

*no refunds honored on any sponsorship opportunities

Conference Registration & Sponsorship

Part 3 of 3

Skip the paperwork and the waiting; secure your registration online NOW. Visit [PTRA.org](https://ptra.org) and click on the Annual Conference menu on the homepage. You can pay via credit card. To register via mail, please complete the forms below in their entirety.

Registration Fees

Early bird fees will be available through January 12, 2024. Beginning January 13, 2024, standard registration fees will apply.

Cancellation policy: Conference registration cancellations received on or before February 1 will receive a full refund, minus a \$100 administration fee. Cancellations received between February 2 and March 31 will receive a 50% refund, minus a \$100 administration fee. No refunds will be issued after March 31. Cancellations must be in writing and emailed to ptrahq@ptra.org.

Prices listed below are per person/item/activity

Conference Registration Selections	Early Bird (through 1/12/24)	Standard (beginning 1/13/24)	Late/Onsite (beginning 4/15/24)	Total
PTRA Member (includes closing banquet registration)	\$850	\$1,000	\$1,500	
Non-Member (includes closing banquet registration)	\$1,300	\$1,600	\$2,000	
Guest (includes meals, social events, charity walk, guest daytrip, keynote sessions, closing banquet registration)	\$750	\$850	\$850	
Child (Ages 5-18, under 5 is free. Access to social events and meals/no access to sessions.) Childs name(s): _____	\$100	\$150	\$150	
RepMIX Interviewing Booth	\$300 (previous participants) \$600 (1 st time participants, includes 2024 & 2025)	\$300 (previous participants) \$600 (1 st time participants, includes 2024 & 2025)		
Golf (price includes golf, golf cart, tournament fees, boxed lunch, golf games) Additional details regarding the golf tournament can be found on the conference webpage at www.ptra.org .	\$225	\$225	NA	
PTRA Golf Polo Shirts (indicate size on previous page) <i>Deadline date to order 3/25</i>	\$50	\$50	NA	
PTRA Long Sleeved Shirt (indicate size on previous page) <i>Deadline date to order 3/25</i>	\$35	\$35	NA	
Donate to the Lynn Mattis Education Fund Additional options available in online form.	Starting at \$25	Starting at \$25	Starting at \$25	
Total of all Fees				

Payment Information

Register & pay online via credit card at [PTRA.org](https://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. ACH payment details available by request to ptrahq@ptra.org.

Register by phone: 952-564-3051

Register by mail: PTRA, 10700 W Highway 55, Suite 275, Plymouth, MN 55441

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