



49th Annual Conference

ROSEN
SHINGLE CREEK[™]
ORLANDO



2021

April 28 — May 1

ONE YOU WON'T WANT TO MISS!

The PTRA Board of Directors would like to invite you to join us for the 49th Annual Conference at the beautiful Rosen Shingle Creek Resort in Orlando, Florida. 2020 has been a challenging year to say the least, and like many of you, I am ready to say hello to 2021. We have had to transform our way of doing business, living our daily lives, and balancing our relationships. Hopefully we can seize this moment and start our new journey together by sharing our experiences.

We have assembled a great program for you. We are focusing on you and your business needs to help identify our points of success and failures as we reshape our business models. Our program includes segments on employee retention, best selling practices, the ever changing world of technology, legal aid, and expert advice and analysis on the economy to help prepare us for the years to come.

PTRA offers several networking opportunities throughout the week. For example, the RepMIX is a great way to meet new manufacturers and prospective representatives for open territories that you are looking to fill. This is also a great opportunity if you are looking to partner with a new manufacturer or representative. Our annual golf tournament is also a great way to meet others and have fun at the same time, all while growing relationships within the association.

In addition to the scheduled opportunities, the hotel property has several areas to host meetings and if you are looking to take meetings off property and have more privacy, there are multiple nearby restaurants that are only a short ride away.

What else can you tell me about the conference, you ask? I encourage you to get involved, expand your business reach by joining one of our Task Forces and help take PTRA to the next level.

Bringing a spouse? We have a very active program for guests. Luncheons, shopping, and a charity walk just scratches the surface. The PTRA Annual Conference has something for everyone.

We cannot have a conference in Orlando without mentioning the abundance of family activities you will have at your fingertips at the nearby theme parks. Rosen Shingle Creek Resort is offering rates before and after the event so you can make this not only a business opportunity, but also a great family vacation.

So, join us, network, learn, refresh, and make 2021 the best it can be.

Sincerely,

Royce Herring
PTRA 2021 Conference Chair

**Rosen
Shingle
Creek Resort
Orlando
FL**

Rising above the horizon stands Rosen Shingle Creek® Hotel, a sight welcoming you to experience the personal touch of an independent, full service, luxury hotel with all the amenities you expect. The location is prime—on Universal Boulevard, east of the Orange County Convention Center North/South expansion, and 10 minutes from the Orlando International Airport. Rosen Shingle Creek's third and best-known quality creates the perfect trifecta—award-winning customer service.

HOTEL INFORMATION

Discounted hotel room rates have been negotiated exclusively for conference attendees and their guests, at the rate of \$222 per night for single and double occupancy. This rate is available 3 days prior and 3 days after the conference, based on availability. To take advantage of this special rate, please make your hotel reservations by calling 866-996-6338 and indicate you are with the PTRA 2021 Annual Conference, or book online by visiting <https://bit.ly/39fTINy>.

Reservation deadline: Monday, April 5, 2021 or until rooms sell out.

AIR TRANSPORTATION

Delta Air Lines is pleased to offer special discounts for PTRA conference attendees. Please visit the PTRA website to book your air travel online or you may also call Delta Meeting Network® at 1.800.328.1111* Monday – Friday, 7:00 a.m. – 7:30 p.m. (CT) and refer to Meeting Event Code **NMULQ**.

GROUND TRANSPORTATION

The resort is located approximately 10 miles from the Orlando International Airport. The hotel does not offer a shuttle to/from the airport. Uber and Lyft are available along with other popular ground transportation methods. For black car service, please feel free to contact Mears Transportation at 866-435-5686. To access their website and see rates, visit <https://bit.ly/3fy30A5>.

WHAT TO WEAR

Casual and comfortable clothing is the rule at PTRA conferences. Ties and jackets are not required for the sessions. You are encouraged to wear business casual to the business sessions. April is a reliably warm and sunny month to visit the Orlando area, with average highs in the mid-80s and lows in the high 50s.

GUEST PROGRAMS

We are thrilled to continue to offer a guest program for attendees that want to bring someone. The guest registration fee includes daily breakfasts, the Guest Brunch, Welcome Reception, the Closing Reception, and access to keynote sessions. If this is your first time attending, you are invited to attend the First-Timers Reception on Wednesday evening before the Welcome Reception. For an additional fee, your guest(s) are also invited to join the Charity Walk on Thursday morning and the Guest Getaway on Friday. Please check the registration form for more details.

GUEST GETAWAY: Disney Springs Day Trip

Separate Registration Required

FRIDAY APRIL 30

10:00 am – 1:30 pm

10:00am	Guests depart the hotel
10:30am	Guests arrive at Disney Springs
10:30am – 11:30pm	Guests enjoy the open shops and downtown boardwalk until lunch
11:30am – 12:30pm	Guests enjoy lunch at the House of Blues
12:30pm – 1:30pm	Guests enjoy the open shows and downtown boardwalk until departure
1:30pm	Depart Disney Springs and return to hotel

This year's Guest Getaway will be a trip into the world of Disney and an opportunity to shop til' you drop! Disney Springs is a themed retail, dining and entertainment center inspired by Florida's charming waterfront towns, historic architecture and natural beauty. The sprawling promenade features 4 distinct neighborhoods—The Landing, Marketplace, West Side and Town Center—built around bubbling springs.

From one-of-a-kind unique Disney stores, to your favorite retailers, you'll be able to shop, eat, and be entertained all at once. If you're not in the shopping mood, there are many attractions and themed areas to enjoy, as well as a pavilion that often has local performances throughout the day.

After shopping & sightseeing, the group will enjoy a meal at one of Disney Springs' most popular restaurants, House of Blues.

Conference Schedule

as of 12/1/2020 - Subject to Change

WEDNESDAY, APRIL 28

12:00pm – 3:30pm
1:00pm – 3:00pm

Registration Open
Workshop: Strategies and Skills to Improve Your Business and Technology Environment, Steve Turner
New Members + First Timers Reception
Welcome Reception

5:30pm – 6:30pm
6:30pm – 8:30pm

THURSDAY, APRIL 29

7:30am – 1:00pm
7:00am – 9:00am
7:15am – 8:00am
8:00am – 8:15am
8:15am – 9:00 am
8:30am – 9:30am
9:00am – 5:00pm
9:00am – 10:30am
10:00am – 12:00pm
10:30am – 10:45am
10:45am – 11:45am
12:30pm – 6:30pm
7:00pm

Registration Open
Continental Breakfast
Task Force Meetings
Opening Remarks and Announcements
Keynote: Harris Rosen, President and COO, Rosen Shingle Creek
Guest Program: Charity Walk
Legal Consultations
Keynote: Keeping Employees Engaged Amid Crisis, Lisa Ryan
Guest Program: Welcome Brunch
Break
Keynote: To Sell Is Not To Sell, Greta Schulz
Annual Golf Tournament – Rosen Shingle Creek Golf Club
Dinner on Own

FRIDAY, APRIL 30

7:30am – 12:00pm
7:00am – 9:00am
7:00am – 8:00am
7:15am – 8:00am
8:00am – 8:45am
9:00am – 5:00pm
9:00am – 10:00am
10:00am – 10:10am
10:00am – 2:00pm
10:10am – 11:10am
11:10am – 11:20am
11:20 am – 12:20 pm
12:20pm – 1:30pm
1:30pm – 5:30pm
7:00pm

Registration Open
Continental Breakfast
Past President's Breakfast
Task Force Meetings
Annual Business Meeting – Reps
Legal Consultations
Concurrent Breakout Sessions
Break
Guest Program: Disney Spring Day Trip
Concurrent Breakout Sessions
Break
Concurrent Breakout Sessions
Lunch on Own
RepMIX
Dinner on Own

SATURDAY, MAY 1

7:30am – 1:00pm
7:00am – 9:00am
7:30am – 8:30am
8:00am – 9:15am
9:30am – 9:45am
9:45am – 10:00am
10:00am – 11:30am
11:30am – 11:45pm
6:30pm – 10:00pm

Registration Open
Continental Breakfast
Task Force Meetings
Annual Business Meeting – Principals
Daily Announcements, Reminders and Updates
Induction of New Officers & Board of Directors
Keynote Topic: Moving Forward, Alan Beaulieu
Closing Remarks & Reminders
Closing Banquet



WEDNESDAY

April 28

1:00 – 3:00 pm

WORKSHOP: Strategies and Skills to Improve Your Business and Technology Environment

Presented by: Steve Turner

In this workshop, we will be discussing strategies and plans moving forward based on your business model and technology environments. The focus will be on skills and core competencies your team members should be developing, including:

- How to Manage E-mail in Less Time with Less Effort
- Prioritize & Complete Action Items Quicker (Microsoft To-Do/Outlook/OneNote Tasks)
- Improve/Optimize Note Taking & Organization (OneNote)
- Time Saving Best Practices for Meetings, Conference Calls and Webinars
- Realize Sales & Better Forecasting Through CRM Adoption/Training/Coaching

5:30 – 6:30 pm

New Members + First Timers Reception

New members of PTRA and first-time attendees are invited to join PTRA leadership with the opportunity to meet new people, learn more about PTRA and the conference and make some new friends!

6:30 – 8:30 pm

Welcome Reception

Join your industry colleagues and friends as we kick off the 49th Annual Conference!

THURSDAY

April 29

8:00 – 8:15 am

Opening Remarks and Announcements

8:15 – 9:00 am

KEYNOTE

Presented by: Harris Rosen, President and COO, Rosen Shingle Creek

The Rosen philosophy of providing guests with unsurpassed quality and service has resulted in an unprecedented longevity among the company's associates. While the hospitality industry typically experiences a 60-70 percent annual employee turnover rate, Rosen Hotels maintains a rate in the low teens. Associates, many of whom have been with the company twenty-plus years, cite the company's exemplary RosenCare low-cost healthcare plan, free college educations for staff and their children (after specified years of service) and numerous free events for associates and their families as well-regarded benefits. The opportunity for growth and entrepreneurial spirit championed from the top down are qualities that set Rosen Hotels & Resorts apart and why associates tend to remain with the company, proudly serving guests the Rosen brand of hospitality. Come with questions for Mr. Rosen on employee retention and take with you some examples to build with your team and into your business.

8:30 – 9:30 am

Guest Program: Charity Walk



Separate Registration Required

Join the guests for a leisurely walk around the resort grounds, benefiting the March of Dimes charity. The cost to register is \$30 and each participant will receive a t-shirt.

March of Dimes leads the fight for the health of all moms and babies. They use research, advocacy, and education to give every baby the best possible start. To learn more about March of Dimes, please visit www.marchofdimes.org

100%* of the proceeds raised will go directly to the March of Dimes.

(*The direct cost of t-shirts will be deducted from the proceeds)

10:00 am – 12:00 pm

Guest Program: Welcome Brunch

After your leisurely stroll around the resort grounds, gather for a light brunch where we will be joined by a representative from March of Dimes Florida Chapter to learn more about their incredible organization!

THURSDAY

April 29

9:00 – 10:30 am

KEYNOTE: Keeping Employees Engaged Amid Crisis

Presented by: Lisa Ryan

The impact of COVID-19 has profoundly changed business as we know it. Not only did companies have to change many of their work practices, but employees have found they have lots more options when it comes to how, when, and where they can get their work done.

Even the term “workplace” has potentially become obsolete. Companies that never thought they could (or should) offer telecommuting opportunities have been forced to do so. Now, the place that employees work has merged with the places that they eat, sleep, exercise, play and raise their kids and pets.

Organizations that come out of this pandemic successfully are the ones that integrate and master digital work, community and collaboration. And yes, this does go for manufacturing plants. Workers may still have to show up to run production, but their mindset has probably expanded to adjust and adapt to new ways of using technology and communicating with each other and with leadership. It's essential for you to have strategies to help employees deal with the fear, frustration, and uncertainty of the new work environment.

It's going to be awhile before we figure out what the “next” normal is going to be, but whatever those changes are – there is no more “business as usual.” In the case of COVID-19, the only thing we know for certain is that things are going to change.

In this online training program, you'll learn what it takes to connect with and KEEP your employees from becoming someone else's.

10:45 – 11:45 am

Keynote: To Sell Is Not To Sell

Presented by: Greta Schulz

In this one-hour session you will discover...

- What are the 6 biggest challenges today in sales and how to overcome them
- How to stop prospecting the 'old' way and actually enjoy it more!
- Realize that there IS a way to shorten your sales cycle and close sooner
- How to build your strategic alliance network at this conference and beyond

All of the above is done with humor and stories to engage the audience. GOAL – Get tips, have fun and get motivated!

12:30 – 6:30 pm

Annual Golf Tournament

Separate Registration Required



Designed by the renowned Arnold Palmer Design Company, the Palmer legacy is found in a handcrafted course with design features reminiscent of the finest classics in the world. Strategy and variety are front and center with some of the course's features to harken back to the golden age of golf course design. Elevated greens and strategically placed bunkers are surrounded by enchanting flora and wildlife. Green complexes with fairway-cut surrounds or runoff areas give golfers of all levels more forgiveness and entertaining strategic options. Explore the championship course that challenges your entire game, yet rewards the diligent player. View additional details about the course and club here: www.shinglecreekgolf.com.

FRIDAY

April 30

8:00 – 8:45 am

Annual Business Meeting – Representatives

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

9:00 – 10:00 am / 10:10 – 11:10 am / 11:20 am – 12:20 pm

BREAKOUT: Selling Today In An Upside/Down World

Presented by: Greta Schulz

- How to overcome our biggest challenges with specific samples
- Building Relationships Networking - without selling
- Asking the right questions and why
- Closing the sale properly, no pushing!

GOAL – Create true takeaways they can use when they leave the session

BREAKOUT: Driving Engagement: Deep Diving for Ideas

Presented by: Lisa Ryan

In this hands-on session, you will have the opportunity to get your specific questions answered from the morning session, as well as network with, and learn from your colleagues. We'll explore all aspects of employee engagement - what's working – and what's not – when it comes to creating an engaged workplace culture. You'll walk out with real-world ideas, strategies, and innovations that you can implement immediately when you return to work.

BREAKOUT: Leveraging Technology for Your Team's Success

Presented by: Steve Turner

With all the new technology available, what do you need to stay productive and leverage your smartphone, laptop and/or tablet to your advantage? What equipment, apps and services can improve your organizations effectiveness and maximize productivity? Topics that will be covered include:

- Top tips and secrets for laptops, smartphones, tablets
- How to use Office 365 or G-Suite to enable you and your team to be more productive
- Apps that can help you save more time and effort
- How and why to become **'indistractable'** to supercharge the success of your business
- How to Manage E-mail in Less Time with Less Effort
- **To lead into the break-out session discussions, Steve will also touch base on:**
 - Prioritize & Complete Action Items Quicker (Microsoft To-Do/Outlook /OneNote, Planner Tasks)
 - Don't Type - Speak & Use Templates/Shortcuts Instead (Windows Dictation, Siri, etc.)
 - Improve/Optimize Note Taking & Organization (OneNote)
 - Reduce Internal Email up to 90% & Increase Productivity (Teams)
 - Time Saving Best Practices for Meetings, Conference Calls and Webinars
 - Realize Sales & Better Forecasting Through CRM Adoption/Training/ Coaching
 - Executive/Management Coaching: Manage, Lead, Grow Your Team

FRIDAY

April 30

BREAKOUT: The Keys to Prospecting, Territory & Relationship Management – A Roadmap for Growing Your Business

Presented by: Kate Rhoten, CPSC

During good and challenging times, prospecting and effective territory management are keys to growing your business. Understanding the relationships and decision makers will further your ability to deepen and widen the existing clients and begin new ones with a better roadmap for future success. During this breakout, we will walk through the steps of the funnel to generate solid leads. Components of successful territory and relationship management will be highlighted. As we move forward to getting back out in the world, now is the time to get intentional in how we spend time prospecting and managing our relationships within the territory.

1:30 – 5:30 pm

REPMIX

Separate Registration Required for Manufacturer's

This event is one of the most popular at our conferences and one you don't want to miss! RepMIX is a great opportunity to expand and build your Rep/Principal relationships and is one of the best ways for Principals to make solid connections with professional Rep companies across the country. It is a specific block of time at our Annual Conference that is allotted for private appointments connecting Principals with both current and prospective Representative companies.

Manufacturers

- \$250 (previous participants)
- \$500 (1st time participants, includes 2021 & 2022)

Pricing includes a private 8' x 10' draped booth, one 6' table and 4 chairs. Thirty-minute appointments are made through a separate app (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.

SATURDAY

May 1

8:00 – 9:15 am

Annual Business Meeting – Principals

9:30 – 10:00 am

Daily Announcements and Introduction of New Officers and Directors

10:00 – 11:45 am

KEYNOTE: Moving Forward

Presented by: Dr. Alan Beaulieu

2020 was quite a year. We will explore all the changes that have occurred in the economy and what they mean to our future. The pandemic, government responses, consumer trends, burgeoning opportunities, and lagging sectors will be examined. These forces will shape the trends ahead and drive our tactics and strategies. US and Global economies and the industries most important to attendees will be examined. We will also:

1. Assess business demand in 2021 and into 2022.
 2. Look at a system of key leading indicators that are proven to signal cyclical turns in the economy and markets.
 3. Present market outlooks and discuss issues that have an impact on your profitability via resource allocation, budgets, expectations and strategic planning.
 4. Discuss any potential changes caused by the November elections.
 5. Present the unintended consequences of the massive stimulus programs that will impact businesses in the years ahead.
 6. Assess interest rate and other financial market trends, including the latest information on stock market performance.
 7. Present clear, actionable Management Objectives™ that are right for the coming years as we adapt to the 'new normal'. One thing will not change, successful businesses will have to constantly adapt to a sea of changing circumstances.
-

11:30 – 11:45 am

Closing Remarks

6:30 – 10:00 pm

Closing Banquet

10



2021 PTR

SPEAKERS



Dr. Alan Beaulieu

ITR Economics

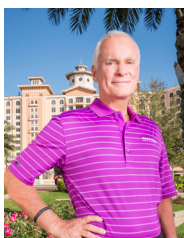
Alan has been providing workshops and economic analysis seminars to countries and literally thousands of business owners and executives for the last 25 years. He is considered one of the country's most informed economists. As the chief economist for numerous US and European trade associations, it has been remarked that Alan's "insight into our business, a track record of accurate forecasting, and unparalleled knowledge of global markets has earned him the respect and appreciation of key business leaders in our industry." Pronouncements from ITR Economics™ and/or Alan have appeared in/on: the Wall Street Journal, New York Times, USA Today, Knight Ridder News Services, Business Week, Associated Press, The Washington Times, CBS Radio, CNN Radio, Sirius talk radio, KABC, NPR affiliate WLRN and numerous other outlets.



Kate Rhoten, CPSC

Executive Director, MRERF

Kate Rhoten, CPSC, is the Executive Director of the Manufacturers' Representatives Educational Research Foundation (MRERF) and the Institute for Professional Advancement (IPA). MRERF partners with associations within the manufacturing representative business model in a variety of industries to provide educational materials and professional development programs delivered by IPA.



Harris Rosen

President and Chief Operating Officer, Rosen Hotels & Resorts

As President and COO of Rosen Hotels & Resorts, Harris Rosen is the Southeast's largest independent hotelier. Founded by Rosen in 1974, Rosen Hotels & Resorts features a collection of eight Central Florida hotels offering close to 7,000 guestrooms and more than 700,000 sq. ft. of versatile meeting and event space. Rosen championed the philosophy of providing guests with unsurpassed quality and service, which has resulted in an unprecedented longevity among the company's associates. Harris is widely known in the Central Florida area for his philanthropy and was named the Orlando Sentinel's Central Floridian of the Year in 2011. Rosen currently serves as a charter member of the University of Central Florida Board of Trustees.



Lisa Ryan, CSP

lisaryanspeaks.com

As a Certified Speaking Professional, an award-winning speaker and author of ten books, Lisa Ryan, CSP, works with her clients to develop employee and client engagement initiatives and strategies that keep their top talent and best clients from becoming someone else's. Lisa's expertise includes: strengthening workplace culture, improving employee engagement, increasing customer retention, and initiating gratitude strategies ("Gratgies") for personal and professional transformation.

Lisa costars in two films with other experts including Jack Canfield of "Chicken Soup for the Soul." She is the Past-President of the National Speakers Association, Ohio Chapter and holds an MBA from Cleveland State University.

SPEAKERS



Greta Schulz

President and CEO, Schulz Business SELLutions

Greta is a National columnist of "Sellutions" in over 30 Business publications across the country and a contributing author of New York Times bestseller Masters of Sales. Greta has her own bestseller called, "To Sell is NOT to Sell", now in its second edition.

Greta has worked extensively with entrepreneurs, small businesses, as well as fortune 1000 companies. She has been seen on business talk shows on ABC and NBC. Greta is a top national speaker.



Steve Turner

Turner Time Management

With a background in technology and over 30 business years of experience, Steve has over the last twelve years shared technology and time management tools, techniques, and tips with thousands of professionals across the country. His speaking, training, and coaching has helped many organizations increase the productivity of their employees. Steve was worked with well over 150 rep firms over the past thirteen years. His proven ability to leverage technology (including desktops, laptops and mobile devices) is of great value to anyone in need of greater sales, marketing and/or productivity results. Visit www.TurnerTimeManagement.com for our time saving strategies that leverage the technology you are already using.

2021 PTRA Conference Shirts

Embroidered Nike Dri-Fit Pique Polo Shirt

Cost: \$50

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

1/4 Zip Pullover Shirt

Cost: \$60

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



Conference Registration & Sponsorship Part 1 of 3

Bypass the paper and the wait and secure your registration online NOW! Visit PTRA.org and click on the conference icon 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 discounts are through Friday, February 12, 2021.

Discounted registration fees will be available through Friday, February 12. Beginning Saturday, February 13, full registration fees will apply.

Cancellation policy: Cancellations received on or before February 12 will receive a full refund, minus a \$100 administration fee. Cancellations received between February 13 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 New Member/
New Attendee Reception?

☐ Yes ☐ No

Will you be participating in RepMIX?

☐ Yes ☐ No

If yes, how would you like to set appointments?

☐ Use online scheduler ☐ Schedule my own appointments offline

Will you attend the Welcome Reception?

☐ 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

1/4 Zip Pullover Shirt Sizes

☐ Small ☐ Medium ☐ Large ☐ XL ☐ XXL ☐ XXXL

Guest Information

Name _____

Email _____ Phone _____

Are you attending the day trip to Disney Springs? ☐ Yes ☐ No

Are you participating in the Charity Walk? ☐ Yes ☐ No

Select Charity Walk t-shirt size

☐ Small ☐ Medium ☐ Large ☐ XL ☐ XXL ☐ XXXL

Will you attend the Welcome Reception? ☐ Yes ☐ No

Will you attend the Closing Banquet? ☐ Yes ☐ No

Will you attend the Welcome Brunch? ☐ Yes ☐ No

Will you attend the Golf Tournament? ☐ Yes ☐ No Handicap _____

Golf Polo Shirt Sizes

☐ Small ☐ Medium ☐ Large ☐ XL ☐ XXL ☐ XXXL

1/4 Zip Pullover Shirt Sizes

☐ Small ☐ Medium ☐ Large ☐ XL ☐ XXL ☐ XXXL

Conference Registration & Sponsorship

Part 2 of 3

PTRA has established a variety of sponsorship opportunities for our 2021 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, PTRAs and the conference.

All Sponsors will also Receive the Following Recognition

Logo Recognition

- On signage at conference registration
- On conference related emails
- And company link on conference website
- Verbal Recognition during welcome on Thursday

UNIQUE SPONSORSHIP OPPORTUNITIES	COST	TOTAL
Hotel Key Card (1 available) <ul style="list-style-type: none">• Logo recognition on hotel key cards distributed to PTRAs attendees	\$2,500	
Name Badge (1 available) <ul style="list-style-type: none">• Logo recognition on all PTRAs attendee name badges	\$2,000	
Closing Banquet Attendee Give-Away (1 available) <ul style="list-style-type: none">• Verbal recognition at Banquet• Logo recognition on signage at Banquet• Logo recognition at each dining table• Sponsor & PTRAs will work together on item based on theme (Sponsor is responsible for purchasing promotional item(s) and sending to PTRAs prior to conference)	\$1,000	
Tabletop Exhibit (FREE to PTRAs Associate members!) <ul style="list-style-type: none">• Draped 6' table• 2 chairs• Tabletop company ID sign• Complimentary attendee email list for Associate members (sent approx. 30 days prior to the conference)	\$800	
Welcome Reception (4 available) <ul style="list-style-type: none">• 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	
Closing Banquet (4 available) <ul style="list-style-type: none">• Verbal recognition at Banquet• Logo recognition on signage at Banquet• Logo recognition at each dining table• Ability to display material on tables at Banquet	\$500	
New Members/First Timers Reception (4 available) <ul style="list-style-type: none">• Verbal recognition at Reception• Logo recognition on signage at Reception• Ability to display materials at Reception	\$250	
Guest Brunch (4 available) <ul style="list-style-type: none">• Verbal recognition at brunch• Logo recognition on signage at brunch• Ability to display materials at brunch	\$250	
UNIQUE GOLF OPPORTUNITIES	COST	TOTAL
Golf Boxed Lunch (1 available) <ul style="list-style-type: none">• Company logo included on lunch napkins or on boxed lunch	\$750	
Golf Cart (1 available) <ul style="list-style-type: none">• 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) <ul style="list-style-type: none">• Company logo watermarked in each scorecard	\$500	
Golf Beverage Cart (1 available) <ul style="list-style-type: none">• Company logo displayed on (2) beverage carts• Company logo displayed on hot dog stand located just after hole 9	\$500	
Golf Hole Sponsor (18 available) <ul style="list-style-type: none">• Company logo sign at hole	\$350	
Golf Putting Green (1 available) <ul style="list-style-type: none">• Company logo signage near putting green	\$350	
Golf Driving Range (1 available) <ul style="list-style-type: none">• Company logo signage near driving range	\$350	

Conference Registration & Sponsorship

Part 3 of 3

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Prices listed below are per person/item/activity

CONFERENCE REGISTRATION SELECTIONS	EARLY BIRD (through Feb. 12)	LATE/ON-SITE (beginning Feb. 13)	TOTAL
PTRA Member	\$650	\$700	
Non-Member	\$750	\$800	
First Time Attendee (PTRA members only)	\$400	\$450	
Retired PTRA Member	\$415	\$475	
Guest (Access to meals, social events and keynote sessions)	\$375	\$425	
RepMIX Interviewing Booth	\$250 (previous participants) \$500 (1st time participants, includes 2021 & 2022)	\$250 (previous participants) \$500 (1st time participants, includes 2021 & 2022)	
Golf (price includes golf, golf cart, tournament fees, boxed lunch)	\$150	\$175	
PTRA Golf Polo Shirts (indicate size on previous page)	\$50	\$50	
PTRA ¼ Zip Pullover (indicate size on previous page)	\$60	\$60	
Guest Program: Charity Walk (all donations accepted, \$30 minimum to receive shirt)	\$30	\$30	
Guest Program: Disney Springs	\$75	\$100	
Guest Program: Child Registration Disney Springs (write in name of child/ children attending)	\$20	\$20	
Lynn Mattis Education Fund (enter your donation amount)			
TOTAL OF ALL FEES			

Payment Information

Register & pay online via credit card at 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.

Register by phone: 888-817-7872

Register by fax: 952-252-8096

Register by mail: PTRA, 5353 Wayzata Blvd., Suite 350,
Minneapolis, MN 55416

☐ 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

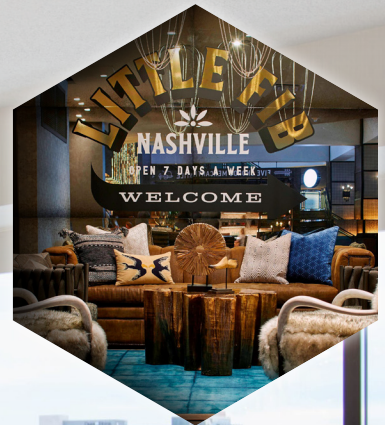
Save the Dates

April 27
-
April 30

Annual

50th
2022

Conference



Renaissance Nashville Hotel - Nashville, TN