



NAVIGATING THE FUTURE

April 19 – 22, 2023



THE SCOTTSDALE

RESORT AT MCCORMICK RANCH

NAVIGATING THE FUTURE

We are excited to welcome you to the 51st PTRA Annual Conference in beautiful Scottsdale, AZ on April 19-23, 2023. Here, you will revel in the old western décor, fine dining, and energetic atmosphere. Read below to find out how this conference will give you the tools necessary to “Navigate the Future”.

We have been through many changes in the last few years. During 2020, we had to change our means of communicating with customers. In 2021-22, we experienced material shortages and supply chain delays, not to mention, consolidations, buyouts and decreasing commissions rates. It seems we are now spending more time than ever locating orders that are already placed, rather than securing new business. Like it or not, we must embrace these changes while learning new ways to build relationships and to continue growing our businesses more profitably to address ever-rising expenses.

So, where can you go and get tools to address the many challenges of today’s business? Attend the 51st PTRA Annual Conference, that’s how! Here, you will benefit from a strong line up of speakers who understand our business and will share their knowledge to provide

the means necessary for us to stay “Strong” in the face of change, help you find new ways to be more profitable, while facing increasing duties and responsibilities to grow your product lines.

The conference also has a multitude of networking events to connect with friends and family, starting with the Welcome Reception. The annual golf tournament will be held on the beautiful and challenging Palms course. Yard games, yoga, and a fun challenge contest for the guests to bring out your competitive and creative side are just some of the activities planned. Also, I highly recommend attending this year’s unique Closing Banquet. It will be a fun atmosphere and a harmonious close to a great conference. Make sure you sample the unique food and beverage specialty offerings from places like upstate NY and MN!

Be sure to stay engaged in PTRA in the months leading up to the Annual Conference, get registered and book your hotel rooms early! We’ll see you there!

Don Sutfin, 2022-2023 PTRA President
John Mackenroth, 2023 PTRA Conference Chair

Tranquil Oasis in the Heart of Scottsdale...

Beautifully reimaged to reflect the beauty, warmth and community spirit of the Sonoran Desert, The Scottsdale Resort at McCormick Ranch welcomes you to a secluded oasis. Where conversations flow and connections are made, you’ll discover a AAA Four Diamond retreat for the senses.

HOTEL INFORMATION

Discounted hotel room rates have been negotiated exclusively for conference attendees and their guests, at the rate of \$225 per night for single and double occupancy plus a daily \$10 resort fee per room. 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 833-729-1626 and indicate you are with the Power-Motion Technology Representatives group or reference group code **PMT2023**. You may also book online by visiting bit.ly/3NWKcf6.

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

The \$10 daily resort fee includes:

- Wireless internet in guest rooms
- Wireless internet in meeting space
- Access to fitness center
- Unlimited calling to local and 1-800 phone numbers
- Valet & Self-parking

Reservation deadline: Friday, March 17, 2023, or until rooms sell out

AIR TRANSPORTATION

Delta Air Lines is pleased to offer special discounts for PTRA Annual Conference attendees. Please visit bit.ly/3FIWLbN 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 **NY25K**.

GROUND TRANSPORTATION

The resort is located approximately 20 miles from the Phoenix Sky Harbor International Airport (PHX). 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 Transportation Inc at 480-820-0230 to arrange for your airport transfer.

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 in Scottsdale, with average highs in the mid-80s and lows in the 50s.

GUEST EVENTS

We are thrilled to continue to offer a guest program for attendees that want to bring someone to the conference. The guest registration fee includes daily breakfasts, the Guest Brunch, Welcome 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, Guests are also invited to participate in a yoga session to help benefit the Whitney Saller Prieto Scholarship fund on Thursday morning and a Salsa Making Competition on Friday. Please check the registration form for more details and pricing.

Guest Events

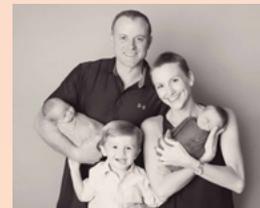
THURSDAY, April 20

8:30 – 9:30 am

Charity Event: Morning Yoga

Separate registration required / \$30pp

Join other guests of the PTRA Conference and start your day off with a private yoga session for the group at the Stillman Suite. A portion of the registration fee will be applied to the Whitney Saller Prieto Scholarship fund at the University of Florida. To read more about this scholarship fund, please click here: bit.ly/3zJ1gz8.



10:00 am – 12:00 pm

Guest Brunch

After yoga join the group at the Stillman pool area for brunch. This is a great opportunity to connect with other guests over a complimentary breakfast as we kick off the conference!

FRIDAY, April 21

11:00am – 1:00pm

Salsa Making Challenge/Competition

Separate registration required / \$125pp

This year's guest program will feature a Salsa Making Competition! Come show off your competitive side and win over the judge! Teams of 4-5 attendees will select between assorted fruits and vegetables to make the best salsa. After the winning team has been announced, guests will enjoy some sizzling fajitas for lunch by the pool.

Conference Schedule

as of 12/1/2022 - Subject to Change

WEDNESDAY, April 19

1:00 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**
 5:30 pm – 6:30 pm **Past President Reception**
 6:30 pm – 8:30 pm **Welcome Reception**

THURSDAY, April 20

7:30 am – 8:30 am **Task Force Meetings**
 7:30 am – 12:00 pm **Registration**
 7:30 am – 8:30 am **Breakfast**
 8:30 am – 9:00 am **Opening Remarks & Announcements**
 8:30am – 9:30 am **Guest Charity Event: Morning Yoga**
 9:00 am – 10:15 am **Keynote: Strength to Navigate the Future**
Eric Moss
 10:00 am – 12:00 pm **Guest Brunch at Stillman Pool**
 9:00 am – 5:00 pm **Legal Consultations**
 10:30 am – 11:45 am **Keynote: Returning to Normal Sales Calls,**
Bryan Shirley
 12:00 pm – 5:00 pm **Annual Golf Tournament at the Palm Course**
12:30 pm shot gun start. Golf club loading at 12:00pm. The course is a short walk from the hotel.
 6:00 pm **Dinner on own**

FRIDAY, April 21

7:30 am – 5:00 pm **Registration**

7:30 am – 8:30 am **Task Force Meetings**
 7:30 am – 8:30 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 – 10:00 am **Break**
 9:00 am – 5:00 pm **Legal Consultations**
 9:30 am – 10:20 am **Concurrent Breakout Sessions**
 10:20 am – 10:30 am **Break**
 10:30 am – 11:20 am **Concurrent Breakout Sessions**
 11:00 am – 1:00 pm **Guest Salsa Making Competition + Lunch**
 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**

SATURDAY, April 22

7:30 am – 12:00 pm **Registration**
 7:30 am – 8:30 am **Task Force Meetings**
 7:30 am – 8:30 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: Through the Noise, Alan Beaulieu**
 12:00 pm – 6:00 pm **On Own / Optional Activities**
 6:00 pm – 9:30 pm **Closing Banquet**

Repfabric Training Sessions

Prospect, Beginner and Manufacturer Track (Pueblo 1)

2:00 – 2:50 pm

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

Presented by: Scott Stockham, Chief Revenue Officer

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

WHO:

- Repfabric newbies
- Field salespeople
- Considering Repfabric?

Manufacturer Sessions:

3:00 – 3:50 pm

Lasso your data....How to best work with your reps (CRMSync, Living Reports, email campaigning)

Presented by: Scott Stockham, Chief Revenue Officer

This session, targeted to manufacturers, covers the best practices for exchanging information with your reps for funnels, demand generation marketing, and arming reps with sales data intelligence to grow sales.

WHO:

- Manufacturers whose reps use Repfabric
- Manufacturers that use reps
- Manufacturers with their own CRM systems

4:00 – 4:50 pm

What is Repfabric and how does it compare to other CRM, Quote and Sales Analytics Tools? (Could it be a solution for your company?)

Presented by: Scott Stockham, Chief Revenue Officer

Designed for manufacturers and distributors, this session identifies how Repfabric manages company goals, provides efficient sales tools for activity and opportunity tracking when working with reps, preparing quotes, keeping your inside team on the same page as your RSMs, and surface order and sales information currently locked up in your ERP to your salesteam.

WHO:

- Manufacturers considering a CRM, quote tool, and/or web-enabling their ERP data to grow sales
- Distributors considering a CRM, quote tool, and/or web-enabling their ERP data to grow sales

WEDNESDAY April 19

Repfabric Owners, Management and Marketing Track (Pueblo 2)

2:00 – 2:50pm

Classifying your customers and Email Marketing to them

Presented by: John Mitchell, President

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:

- Marketers and administrators
- Sales Content developers

3:00 – 3:50pm

Your Company Goals - Using Repfabric to manage your business

Presented by: John Mitchell, President

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:

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

4:00 – 4:50pm

Sell more using Information to drive Behavior - Using Repfabric Reports to understand Productivity and Opportunity

Presented by: John Mitchell, President

This session covers the reports in Repfabric to understand key metrics like customer sales, customer and line profitability, and how to generate a reports for your manufacturers with minimal effort.

WHO:

- Company owner, managers and administrators
- Line managers responsible for reporting to your manufacturers

Repfabric Salesperson Training Track—Level UP! Using Repfabric (Pueblo 3&4)

2:00 – 2:50 pm

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

Presented by: Sarah Cozzens, Vice President of Customer Success

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

WHO:

- Inside and Outside Sales people
- Administrators and super users

WEDNESDAY April 19

3:00 – 3:50 pm

**Intermediate to Advance Repfabric training (AJ),
Opportunity Management, etc.)**
By Sarah Cozzens, Vice President of Customer Success

Intermediate AJ (meeting recaps) and converting to Opps and Reporting Comments,
WHO:

- Inside and Outside Salespeople

4:00 – 4:50 pm

Tracking Orders, Invoices and Commissions – an Overview
Presented by: Sarah Cozzens, Vice President of Customer Success

- Intermediate Training Taking the Opportunities through a business process stages to help you win the more Opportunities and Quotes
- Opp usage, Quote orchestration with mobile follow up
- Demonstration on Customizing Opportunity Stages in Subtables

WHO:

- Administrators
- Loaders of Sales and Commission information

THURSDAY April 20

8:30 – 9:00 am

Welcome + Opening Remarks

8:30 – 9:30 am

Guest Charity Event: Morning Yoga
Separate registration required / \$30pp

Join the group and kick off the start of your day with a private yoga session at the Stillman Suite. Proceeds will go to support the Whitney Saller Prieto Scholarship fund at the University of Florida. To read more about this scholarship fund, please click here: bit.ly/3z1gz8.

9:00 – 10:15 am

Keynote: Strength to Navigate the Future
Presented by: Eric Moss

As we navigate the future we proceed towards the unknown and unknowable and yet we will come out on top. Discover how the superhuman secrets of success will help us successfully manage any obstacle that comes up no matter how seemingly impossible. This dynamic and entertaining keynote presented by world record holder Eric Moss will reveal how to break the chains holding us back so we can fulfill our potential and be set up for a strong and successful future... together.

THURSDAY April 20

10:00 am – 12:00 pm Guest Brunch

Join other conference guest attendees for brunch on Thursday. This is a great opportunity to connect with other guests over a complimentary breakfast as we kick off the conference!

10:30 – 11:45 am Keynote: Returning to Normal Sales Calls *Presented by: Bryan Shirley, CPMR*

This session will focus on how to use a hybrid selling methodology (in-person, Zoom or Microsoft Teams). This will be our new reality as we return to going out in the field to sell. Don't be idling in the comfort of your home office, sales is a contact sport and we must be face-to-face. Learn tips and techniques for getting appointments and making sales calls as we get back out there!

12:00 – 6:00 pm Annual Golf Tournament at the Palm Course *Separate registration required*

Located in the heart of Scottsdale, McCormick Ranch Golf Club features unique courses that are tour tested and amateur approved. PTRAs will be playing the Palms course. An oasis in the desert, the Palm Course offers panoramic mountain vistas beyond vast, sparkling lakes. Course Designer Desmond Muirhead created a classic in 1972. Water comes into play on 10 holes, and signature hole number 9 has been featured in Golf Illustrated's Top 18 Water Holes of America. The Palm Course has been a destination on the Canadian Tour, previously hosting the Scottsdale Swing. View additional details about the course here: www.mccormickranchgolf.com/golf.



FRIDAY April 21

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

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: Conducting an Effective Rep Council to Grow Sales *Presented by: Bryan Shirley, CPMR*

The best marketing intelligence comes from the feet on the street—REPS! Come give your input and ideas on how to create and/or continue a highly effective Rep Council. From choosing attendees to structure and format and examples of surveys to send out to your field sales. We will create a template so you can help to make Rep Councils super successful. We'll also explore strategies of having a VCR (Virtual Council of Reps) via video chat meetings.

- Succession Planning (Buy-Sell-Merge amp 'd up!)
- Reinventing Personal Selling post-COVID
- Virtual Territory Visits

Breakout: Understanding Profit Line Analysis

Presented by: Scott Lindberg, CPMR

Your product lines are key to your success and understanding what they mean to you and your company is crucial. In this session you will learn a variety of ways to look and evaluate your principals/manufacturers so you can make important decisions about where you invest your company's time and energy.

For over 20 years Scott Lindberg has been sharing unique methods to assess the product lines you represent to determine a measure of profitability. In the end you will come away with actionable tools you can use for years to make profitable decisions. Driving your revenue and profitability while managing your costs is paramount to your success.

Breakout: Forecasting 101

Presented by: Connor Lokar, ITR Economics

**Please note that this breakout session will only be offered at 9:30 and 10:30 am.*

In this breakout session Connor Lokar, Senior Forecaster at ITR Economics, will take attendees through ITR methodology and forecasting process. Attendees will come away with an understanding of how to leverage predictive economic analytics specifically against their business and markets that they serve. Topics covered will include how to generate and utilize rates-of-change at the company level, how to incorporate leading economic indicators to drive the forecasting process, and how to segment the business cycle into phases and how to drive strategic decision making within each of those phases.

BONUS Session for Manufacturer's and Beginner Users

Presented by: John Mitchell, CPMR, Repfabric

**Please note that this session will only be offered at the 11:30 am time slot.*

CRM: A Day in the life of an outside salesperson (for understanding how reps should use the tool).

Breakout: The Keys to Sales Performance

Presented by: Kate Rhoten, CPSC, MRERF

During this session, you will learn the foundational components of a successful salesperson. You'll learn about the five keys that are integral to becoming a high-performance salesperson. While the ways we sell and meet with clients may have changed, the keys have not. It'll get you thinking about your sales process when you're back in the office.

11:00 am – 1:00 pm Guest Salsa Making Challenge/Competition

Come show off your competitive side and win over the judge! Attendees will select between assorted fruits and vegetables to make the best salsa. After the winning team has been announced, guests will enjoy some sizzling fajitas for lunch by the pool.

1:30 – 5:30 pm

RepMIX

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.

FRIDAY April 21

Manufacturers

Separate registration required for Manufacturer's

- \$300 (previous participants)
- \$600 (1st time participants, includes 2023 & 2024)

Pricing includes a private 8' x 8' draped booth, one 6' table and 4 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.

SATURDAY April 22

8:30 – 9:00 am

Daily Announcements & Induction of New Officers and Directors

9:00 – 10:00 am

Industry Panel Discussion
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.

10:00 – 11:30 am

Keynote: Through the Noise
Presented by: Alan Beaulieu, ITR Economics

There is an extraordinary amount of noise concerning the economy as it is and what the future will look like. We will take a dispassionate look at the inputs to the economy and determine that we are not in a recession per se but rather in the forecasted soft landing, and current trends suggest we will remain out of recession for the next few quarters, after which time an increased rate of economic growth should return. The pre-eminent danger is that the Federal Reserve Board could follow their rather aggressive words with equally aggressive action. The Fed could in fact push the US economy into recession in an effort to quell inflation.

Inflation is currently waning. The rate of inflation will recede but it will not be gone. Global economic expansion later this decade will again push up prices of raw materials and then finished goods. Higher labor costs will contribute to the upward pressure. The discussion on inflation will flow into a discussion on interest rates through at least the near term.

Some industries are faring better than others. We will be looking into key industries to PTRA members and determine what phase of the business cycle they are in and what the future looks like for each.

11:30 am – 12:00 pm **Closing Remarks**

6:00 – 9:30 pm **Closing Banquet**

Separate registration required

Join your colleagues and friends as we close out the 51st Annual Conference with dueling pianos lined up as the entertainment!



SPEAKERS



Dr. Alan Beaulieu

ITR Economics

With a reputation as an accurate, straightforward economist, Alan has been delivering award-winning workshops and economic analysis seminars in countries across the world to thousands of business owners and executives for the last 30 years. As the chief economist for numerous US and international 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, and numerous other outlets.



Scott Lindberg

Scott has extensive experience on both the rep and manufacturer side of the relationship, having spent more than 20 years as a rep (and rep firm owner) and the past 18 years as a manufacturer. Today he is President for Quell Corporation in Albuquerque, New Mexico - a manufacturer of EMI filters and transient protection products for connectors. Prior to his current role, Scott was Area Sales Manager and VP of Worldwide Sales and Marketing Operations for Microsemi's Power Products Group, later moving into the role of VP of Sales and Marketing Operations for Microsemi Corporate. He is a visiting professor at the University of Texas, Austin, where he teaches multiple CPMR certification courses, including "Line Profitability Analysis," "Understanding Your Manufacturer" and more. He has been a member and officer of the CPMR Board of Governors, Member of MRERF's executive committee, served on the ERA National Board and Executive Committee. Scott has presented at past ERA National Conferences as well as many other national associations sharing his innovative sales and marketing approach.



Connor Lokar

ITR Economics

Few young 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. Using his quick wit and knack for storytelling, he leverages his youthful appearance to upend expectations and successfully captivate and educate audiences. Thousands of business leaders have enjoyed his dynamic approach; Connor emphasizes the applicability of economic intelligence and calls his audience to action.

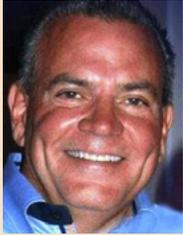
As ITR Economics' senior forecaster, Connor has a particularly keen understanding of how forecasts are derived. The resulting insights enable clients to make the most of their economic outlooks.



Eric Moss

Eric Moss learned the secrets of success from a fascinating subculture of steel bending superhumans. Since then, he's become an author and world record holder in addition to being a husband, father, and successful entrepreneur.

SPEAKERS



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.



Kate Rhoten, CPSC

MRERF

Kate Rhoten, CPSC, is the Executive Director of the Manufacturers' Representatives Educational Research Foundation (MRERF) and its sister org, the Institute for Professional Advancement (IPA).

Prior to joining MRERF & IPA, Kate worked in various fields including time at a computer video peripheral equipment manufacturer, investment advising and consulting in software within the public education sector. Throughout her career, Kate's passion for relationship building and consultative selling were deepened and refined.

Kate lives in Golden, Colorado with her spouse, Ryan and has two sons; one works at Craig Hospital's The Peak Center with spinal cord and traumatic brain injury patients while the other is attending Colorado State University. In her spare time, she enjoys lifelong learning, traveling in their LTV Unity motorhome, hiking, and exploring local craft beer on her journeys.

51th Annual Conference Apparel

\$50

PTRA Embroidered Polo

Nike Dryfit

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

\$75

PTRA Embroidered

1/4 Zip Vest

Core365

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

\$30

PTRA Logo Hat

New Era 9Forty Adjustable



Please note: that conference apparel order deadline is Monday, March 13, 2023

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 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

Standard registration fees will be available through February 28, 2023. Beginning March 1, 2023, full registration fees will apply.

Cancellation policy: Conference registration cancellations received on or before February 28, 2023 will receive a full refund, minus a \$100 administration fee. Cancellations received between March 1st - 31st 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
on Wednesday afternoon? Yes No

Will you be attending the New Member/ New Attendee Reception? Yes No

Will you be participating in RepMIX? Yes No

Will you attend the Welcome Reception? Yes No

Will you attend the Closing Banquet? Yes No

Please note: registration to the Closing Banquet includes an additional fee of \$25pp

Will you attend the Golf Tournament? Yes No Handicap _____

Golf Polo Shirt Sizes Small Medium Large XL XXL XXXL

1/4 Zip Vest Sizes Small Medium Large XL XXL XXXL

Hat (*one size fits most*) Yes No

Guest Information

Name _____

Email _____ Phone _____

Are you attending the to Salsa Making Competition? Yes No

Are you participating in the Morning Yoga for Charity? Yes No

Will you attend the Welcome Reception? Yes No

Will you attend the Closing Banquet? Yes No

Please note: registration to the Closing Banquet includes an additional fee of \$25pp

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 Vest Sizes Small Medium Large XL XXL XXXL

Hat (*one size fits most*) Yes No

Conference Registration & Sponsorship

New this year, PTRA is offering **sponsorship packages** that include a variety of benefits to showcase your company during the 51st 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 as outlined below.

Check the sponsorship package of your choice to **SAVE 10%** and confirm your registration and sponsorship for the conference! PTRA Staff will reach out to you directly regarding registration information for each attendee.

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
- Recognition during Thursday opening remarks

Estimated Value \$19K Estimated Value \$16.5K Estimated Value \$11K Estimated Value \$8.3K Estimated Value \$5.5K

Conference Sponsorship Benefits	\$17K "The Peak" 2 Available	\$15K "The Ranch" 2 Available	\$10K "The Valley" No Limit	\$7.5K "Prickley Pear" No Limit	\$5K "The Cactus" No Limit
# of Conference Attendees + Closing Banquet Registrations	6	5	4	3	2
# of Guest Attendee Registrations (also includes Closing Banquet, Guest Activity + Morning Yoga)	6	5	4	3	2
Closing Banquet • Verbal recognition at Banquet • Logo recognition on signage at Banquet • Ability to display materials on tables at Banquet • Logo recognition at dining tables	✓	✓	✓	✓	✓
First Timers Reception • Verbal recognition at Reception • Logo recognition on signage at Reception	✓	✓	✓	✓	✓
Breakfast Sponsor • Recognition at opening session • Logo recognition on signage near breakfast location	✓	✓	✓	✓	✓
RepMIX Sponsor (Manufacturer Bonus: includes booth at RepMIX) • Logo recognition at opening session & signage at event	✓	✓	✓	✓	✓
President Suite Beverages	✓	✓	✓	✓	✓
Welcome Reception • Verbal recognition at Welcome Reception • Logo recognition on Reception signage • Ability to display materials at registration table at Reception • Logo recognition at dining tables	✓	✓	✓	✓	
Breakout Session • Recognition at opening session • Logo recognition on breakout session signage • Ability to display materials at breakout session	✓	✓	✓		
Reception Advertising • Logo displayed by light projector during the First Timers Reception, Welcome Reception and Closing Banquet	✓	✓	✓		
Hotel Key Card • Logo recognition on hotel key cards distributed to PTRA attendees	✓				
Name Badge • Logo recognition on all PTRA attendee name badges		✓			
Golf Hole* • Logo displayed no tee box signage and flag	✓	✓	✓	✓	✓
Golf Beverage Cart* • Logo displayed on (2) beverage carts	✓	✓	✓	✓	✓
Golf Scorecard* • Logo on each scorecard	✓	✓	✓	✓	
Golf Cart* • 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)	✓	✓			
Golf Lunch* • Logo displayed on boxed lunch	✓	✓			
Putting Green/Long Putt Competition* • Logo signage near putting green	✓	✓			
Lynn Mattis Scholarship Donation	\$500	\$200	\$200	\$200	
Sponsorship Total					

*Golf tournament registration IS NOT included as a benefit in any of the sponsorship packages noted above. To register for the golf tournament contact PTRA staff by emailing ptrahq@ptra.org.

Can't sponsor at the package level? No problem! PTRA has the following opportunities available as a la carte options. Please note that some opportunities are limited and noted as a benefit in a sponsorship package. If a benefit is oversold, the package sponsor will receive the benefit and the a la carte sponsor will be refunded.

A La Carte Conference Sponsorship Opportunities					
<input type="checkbox"/> Exhibitor Table - \$1,000 (non-Associate members)	<input type="checkbox"/> Breakout Session - \$1,000	<input type="checkbox"/> Golf Scorecard - \$500	<input type="checkbox"/> Breakfast Sponsor - \$400	<input type="checkbox"/> RepMIX Sponsor - \$300	
<input type="checkbox"/> Exhibitor Table - FREE (PTRA Associate Members)	<input type="checkbox"/> Golf Lunch - \$750	<input type="checkbox"/> Welcome Reception - \$500	<input type="checkbox"/> Golf Hole - \$300	<input type="checkbox"/> President Suite Beverages - \$250	
	<input type="checkbox"/> Golf Cart - \$600	<input type="checkbox"/> Closing Banquet - \$500	<input type="checkbox"/> First Timers Reception - \$300		
	<input type="checkbox"/> Golf Beverage Cart - \$500	<input type="checkbox"/> Reception Advertising - \$500			

Sponsorship packages and benefits are as presented and non-negotiable.

Sponsorship deadline is Monday, March 20, 2023.

No refunds honored on any sponsorship opportunities or packages.

A La Carte Total

Conference Registration & Sponsorship

Part 3 of 3

Bypass the paper and the wait and 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

Standard registration fees will be available through February 28, 2023. Beginning March 1, 2023, full registration fees will apply.

Cancellation policy: Conference registration cancellations received on or before February 28, 2023 will receive a full refund, minus a \$100 administration fee. Cancellations received between March 1st - 31st 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	Standard (through 2/28/23)	Late/Onsite (beginning 3/1/23)	Total
PTRA Member	\$800	\$900	
Non-Member	\$1,300	\$1,400	
Guest (access to meals, Welcome Reception and Keynote sessions)	\$500	\$550	
Child Children under the age of 5 are free. Child registration includes access to conference social events and meals. Access to speaker sessions is not permitted.	\$85	\$100	
Closing Banquet	\$25	\$25	
Additional Closing Banquet Tickets	\$25/pp	\$25/pp	
RepMIX Interviewing Booth	\$300 (previous participants) \$600 (1 st time participants, includes 2023 & 2024)	\$300 (previous participants) \$600 (1 st time participants, includes 2023 & 2024)	
Golf (price includes golf, golf cart, tournament fees, boxed lunch and golf games)	\$200	\$200	
PTRA Golf Polo Shirts (indicate size on previous page)	\$50	\$50	
PTRA ¼ Zip Vest (indicate size on previous page)	\$75	\$75	
PTRA Hat (one size fits most)	\$30	\$30	
Guest Charity Event: Morning Yoga All donations accepted and available through online form or noted below.	\$30	\$30	
Guest Salsa Making Challenge/Competition	\$125	\$150	
Donate to the Lynn Mattis Education Fund Additional options available in online form.	Starting at \$25	Starting at \$25	
Donate to the Whitney Saller Prieto Scholarship Fund at the University of Florida Additional options available in online form.	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.

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