



WHY DIDN'T WE SEE "THAT" COMING? – You would have if you attended the....



north-american association of uniform manufacturers & distributors

2010 NAUMD Image Apparel Uniform Conference

November 15-16, 2010 – The Hilton Garden Inn Montreal, Montreal, Canada

International business and a worldwide change in the business economic climate now demands a very different direction in our business efforts. Following up on our very successful 2009 Business Across the Border, we present the 3rd Annual NAUMD 2010 Image Apparel Uniform Conference with a focus on assisting the industry in working together to build profitable solutions to doing business across all borders!

TENTATIVE SCHEDULE OF EVENTS (as of 8.10.2010)

DRAFT: 8/10/2010 12:44pm

Monday, November 15, 2010:

5:30pm - NAUMD Image Apparel Uniform Conference Reception

6:30pm- NAUMD Image Apparel Uniform Conference Dinner w/ Address by NAUMD Chairman Steve Zalkin, Alamar Uniforms – Why NAUMD is here to support YOUR BUSINESS!

Tuesday, November 16, 2010:

8:30am NAUMD Uniform Imagewear Conference Breakfast

9:30am - **BUSINESS CONDITIONS FOR THE APPAREL INDUSTRY IN CANADA:** Speakers: **Bob Kirke** CAF & **Eliot Lifson**, Peerless Clothing - What has changed and how do we make lemonade from lemons?

11:00am – **CHALLENGES OF 21st CENTURY SOURCING:** Speaker: **Mary O'Rourke**, O'Rourke Group Partners – Regional to Global Sourcing Challenges, Competitiveness and Opportunities for the Image Apparel Market.

12:00 Noon – 2010 NAUMD Montreal Luncheon

1:30pm - **MAINTAINING PROFITABILITY IN AN ECONOMIC DOWNTURN:** a panel discussion including CEO's, Sales VPs, Dealer representatives – How are those remaining profitable doing it in spite of the economy?

3:00pm - **SELLING WHEN NO ONE HAS BUDGET TO BUY:** HOW TO DO IT! – Speaker: **Jeb Blount** - How do we motivate buyers to purchase when the budget has dried up? How do we make it a no brainer when the objections are flying? This session will help you and your sales force find new ways to inspire sales!

4:00pm - **CLOSING INDUSTRY NETWORKING RECEPTION**

REGISTRATION FEES:

FULL PROGRAM: ■ Members Dealers \$110 pp ■ Member Manufacturers & Associates \$135pp ■ Dealer Prospects: \$175* pp

■ Manufacturers & Associates Prospects: \$225*pp (NOTE: Members may invite prospects at Member rates!)

DINNER & RECEPTION ONLY: Member Dealers \$100pp ■ Member Manufacturers & Associates \$125pp (NOTE: Members may invite prospects at Member rates!)

■ \$150 Member Prospects (*Prospects becoming members amount over member fee deducted from their 1st year dues!)

NOTE: All fees must be Credit Card or Check

☎ Please Fax this completed form to: 212.736.3013 ☒ or Mail to: NAUMD, 336 West 37th Street, Suite 370, New York, NY 10018 ☎ QUESTIONS?: Call 212.736.3010 Ext. 205

Please complete all information and type or print clearly:

Please Confirm my Registration for: FULL PROGRAM Reception & Dinner Only

Name:	Title:
Company:	
Address:	City, State, Zip:
Email:	Phone: Fax:
<input type="checkbox"/> Check Enclosed for \$ _____ <input type="checkbox"/> Please charge my Credit Card*	<input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> AMEX <input type="checkbox"/> PLEASE INVOICE ME (requires signature & PO)
Card Holder Name:	Credit Card# w/Security Code#
Authorized Signature:	<input checked="" type="checkbox"/> Exp. Date: