



IADA  
San Diego  
2009

January 15-17 / Bahia Resort

# IADA heads back to San Diego!

It's not getting any easier to survive and prosper in the business world--especially this year. One of the best ways to improve your business survival skills is by attending the Inflatable Advertising Dealers Association National Convention to be held January 15-17 at the Bahia Resort in San Diego. This event is a once-a-year opportunity for members of the inflatables industry to get together, share their knowledge and experience, learn from outside experts, and have fun while doing it.

At the IADA convention you will:

**NETWORK** with the industry's most prominent members.

**PARTY** with your peers at a fabulous southern California resort.

**SEE AND HEAR** about new products and learn how to grow your business into new markets.

**LEARN** about the latest developments on the "ban the inflatables" front.

**DISCUSS** industry issues with other dealers and manufacturers.

## A subtropical paradise!

Remember the Catamaran Resort where IADA had such a great convention in 2006? When you find a proven winner it's usually a good idea to stick with it. That's why IADA chose the Bahia Resort Hotel, 998 West Mission Bay Drive, San Diego, as the site for the 2009 national convention.

The Bahia is a sister property of the Catamaran. Both are owned by the Evans family, who are actively involved in the day to day operation of the properties.

The Bahia, located about three miles south of the Catamaran, has the same subtropical ambiance of its sister property on the northwest corner of the bay, but on just a little smaller scale. The room rate at the Bahia is only \$149--the lowest we have enjoyed since 2005 in Florida --so you can plan to stay an extra day or two to enjoy southern California.

Walk two blocks west from the Bahia and you'll come to Mission



*This is just one of the tropical garden areas at The Bahia Resort.*

Beach on the Pacific Ocean. It's full of great daytime activities, and nighttime clubs and restaurants.

Make your reservations now. Call the resort directly at 800-576-4229. Tell the reservations agent you are attending the IADA National Convention.

## The program

Educational and interactive business sessions planned for the convention include programs on breaking into the special events market, dealing with restrictive laws and regulations, and ideas for surviving during a business downturn.

Plus, of course, plenty of time for peer interaction, open forum discussions, and quality time with displaying vendors.

Receptions and meal functions will all be in the exhibit area, creating many opportunities for inflatables people to meet, talk, and forge new business relationships-- which is what IADA is all about!

## The price

First	\$230
Additional from company	\$200
Family / Guest	\$175
On-Site Registration	\$325

Available to members only.

Non-Members	\$455
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Advance registrations only. Non-member registration includes a twelve month membership in IADA. Membership application must be included with this registration form.

Convention registration fees include breakfasts, lunches, receptions, dinner, and refreshment breaks.

### **Thursday, January 15, 2009**

5:00-7:00 p.m. **Convention registration**

6:30-8:00 p.m. **Opening reception**

Evening **Dinner on your own**

### **Friday, February 8, 2008**

7:30-8:30 a.m. **Convention registration**  
*Continental breakfast served*

8:30-8:45 a.m. **Opening announcements**

8:45 a.m.-11:30. **Educational sessions**  
*Entering new markets*

Noon-1:00 p.m. **Lunch with exhibitors**

1:00-2:00 p.m. **Free time to socialize and meet exhibitors**

2:00-4:00 p.m. **Educational sessions continue**

4:00-6:00 p.m. **Free time to enjoy Opryland Resort**

6:00-9:00 p.m. **Reception & dinner**

### **Saturday, February 9, 2008**

8:30-9:00 a.m. **Continental breakfast**

9:00 a.m.-11:00 a.m. **Educational sessions, IADA  
business meeting, industry  
open forum**

11:00 a.m.-noon **Convention wrap-up and lunch**

Company Name \_\_\_\_\_

Attendee Name(s) \_\_\_\_\_

Attendee's Nick Name(s) (for badges) \_\_\_\_\_

Guest/Spouse Registrant Name(s) \_\_\_\_\_

Family / Guest Registrant Nick Name(s) (for badges) \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

- Member Full Registration** **\$230**
- Secondary Registrations** **\$200** each  
Additional individuals from the same member company.
- Family / Guest Registration** **\$175** each
- On-Site Registration** **\$325** each  
On-site registration is available to members only.
- Non-Member Registration** (Advance Registration Only) **\$455** each  
Non-member registration includes a twelve month membership in IADA.  
Membership application must be included with this registration form.

First Registrant \$230  
 \_\_\_\_\_ Additional Full Registrations @ \$200 \$ \_\_\_\_\_  
 \_\_\_\_\_ Family / Guest Registrations @ \$175 \$ \_\_\_\_\_  
**Total Due** **\$ \_\_\_\_\_**

Check enclosed     Charge my Visa or Mastercard

Card number \_\_\_\_\_

Name on Card \_\_\_\_\_ Exp date \_\_\_\_\_

**Return form to IADA, 136 S. Keowee St., Dayton, OH 45402**  
**FAX: 937-222-5794 or register on line at [www.inflatableads.com](http://www.inflatableads.com)**



Win a GPS  
navigation system  
or an installer's  
toolset (both donated by Bal-  
loons Over Rhode Island). Send  
your convention  
registraton form  
to the IADA office  
by December 24.  
You will be entered  
in a drawing for  
these prizes.