



IADA  
St. Petersburg  
2010

January 14-16 / Tradewinds Island Grand

# IADA heads to Florida!

We're completing another challenging year for the inflatable advertising industry. Business is improving in some parts of the country, but for the most part the outlook for the coming months is just as challenging. One of the best ways to hone your business survival skill is by attending the Inflatable Advertising Dealers Association National Convention to be held January 14-16 at the Tradewinds Island Grand Resort in St. Pete Beach, Florida. This event is a once-a-year opportunity for members of the inflatables industry to get together, share their knowl-

edge and experience, learn from outside experts, and have fun doing it. At the convention you will:

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

**PARTY** with your peers at a fabulous Florida 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!

If you liked the Bahia Resort where IADA had such a great convention last January, you're going to love the site of the 2010 convention. The Tradewinds Island Grand Resort is an AAA Four-Diamond resort right on the Gulf beach in St. Pete Beach, Florida.

It's the largest beachfront resort on Florida's West Coast. In addition to the beach there are four heated pools, tennis courts, a paddle boat lagoon, and ten restaurants and taverns right on property. You can arrange banana boats, parasailing, wave runners, sunset sails and dinner cruises, snorkeling trips, dolphin watches, and fishing charters at the resort or nearby.

In planning the convention the IADA board has built in plenty of free time for you to enjoy all these activities, and more.

The Tradewinds Island Grand resort is a scenic half-hour drive from Tampa International Airport



*You will have to share the Tradewinds Island Grand paddle boat lagoon with some of the St. Pete Beach locals!*

Our room rates at this four-star resort are the lowest we have had in years--just \$139 and the usual \$25 resort fee if waived! Make your reservations now. Call the resort directly at 800-808-9833. 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 new products and installation techniques, 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, and refreshment breaks.

### Thursday, January 14, 2010

5:00-7:00 p.m.	<b>Convention registration</b>
6:30-8:00 p.m.	<b>Opening reception</b>
Evening	<b>Dinner on your own</b>

### Friday, January 15, 2010

7:30-8:30 a.m.	<b>Convention registration</b> <i>Continental breakfast served</i>
8:30-8:45 a.m.	<b>Opening announcements</b>
8:45 a.m.-11:30.	<b>Educational sessions</b> <i>New products, new marketing methods, "You Can Fight City Hall--and Win!"</i>
Noon-1:00 p.m.	<b>Lunch with exhibitors</b>
1:00-2:00 p.m.	<b>Educational sessions</b>
2:00-6:00 p.m.	<b>Free time to enjoy the resort</b>
6:00-9:00 p.m.	<b>Evening activities</b>

### Saturday, January 16, 2009

8:30-9:00 a.m.	<b>Continental breakfast</b>
9:00 a.m.-11:00 a.m.	<b>Educational sessions, IADA business meeting, industry open forum</b>
11:00 a.m.-noon	<b>Convention wrap-up and lunch</b>

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 \_\_\_\_\_

<b>Member Full Registration</b>	<b>\$230</b>
<b>Secondary Registrations</b>	<b>\$200 each</b>
Additional individuals from the same member company.	
<b>Family / Guest Registration</b>	<b>\$175 each</b>
<b>On-Site Registration</b>	<b>\$325 each</b>
On-site registration is available to members only.	
<b>Non-Member Registration</b> (Advance Registration Only)	<b>\$455 each</b>
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	\$ _____
<b>Total Due</b>	<b>\$ _____</b>

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)**