

Hardlines Technology Forum®

Exhibit and Sponsorship Opportunities
2010



April 18-21, 2010
Renaissance Schaumburg Hotel
Schaumburg, Illinois



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AHMA's 2010 Hardlines Technology Forum®



Conference Overview

Communicating with trading partners is no longer done alone with just hearty handshakes, phone calls and promises to provide products and services in the future. Rather, companies' successes are linked to the speed they can deliver goods and services to the marketplace... speeds that can only be achieved through the use of electronic commerce.



AHMA's Hardlines Technology Forum (HTF) recognizes the significance of electronic commerce in the marketplace and the cohesion between both sides of the supply chain that is necessary to advance business efficiencies. HTF's ability to bring buyers and sellers together to actively collaborate for the common good of the industry, determining action items and "next steps" that will shape how companies will conduct business in the future, is unmatched by any other industry conference.



Advancement, though, would not be possible without the involvement and partnerships of solution providers who play a critical role in developing and supporting buyer-seller relationships. As such, HTF provides solution vendors with the exclusive opportunity to interact with industry leaders, having access to both sides of the supply chain in order to gain insight to the upcoming needs of an industry that has been at the forefront of implementing solutions into its business processes.



By joining AHMA's Hardlines Technology Forum, you will take advantage of 20 years of industry collaboration that could benefit your company for a lifetime.

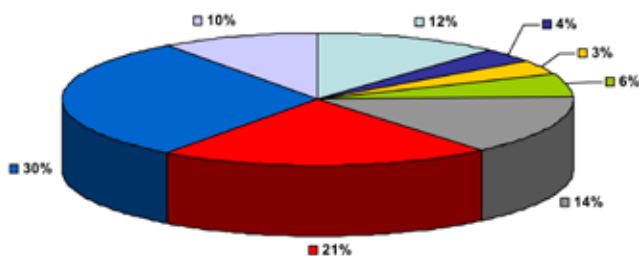


Hardlines Technology Forum®

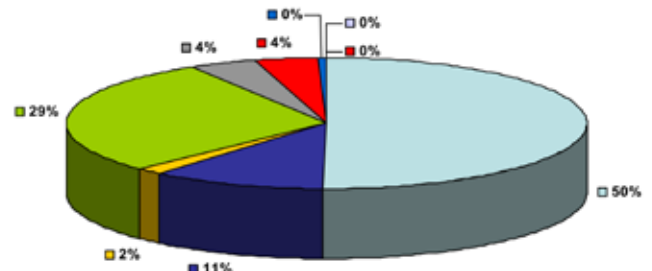
FACT SHEET

Dates	April 18-21, 2010
Location	Renaissance Schaumburg Hotel Schaumburg, Illinois
Attendance	Approximately 300 Attendees
Attendance Breakdown	53% Manufacturers 30% Technology Vendors/Consultants 15% Retailers/Wholesalers/Distributors 2% Other
Audience	IT, executive and management level professionals representing both the buy and sell-sides of the hardware/home improvement, building supply, lawn and garden, housewares, appliance and industrial supply industries that include CEOs, COOs, CIOs, CFOs, IT/IS/EDI executives and management, transportation/logistics management, finance and accounting.
Why HTF	Now in its 20th year, HTF is the only technology conference dedicated to promoting and encouraging collaboration and participation between both the buy and sell-sides of the hardlines industry and technology providers to resolve industry issues. The hardlines industry has been at the forefront of integrating best practices into business systems and continues to adopt current and emerging technology initiatives to improve supply chain efficiencies.

HTF® Attendee Title Analysis



HTF® Attendee Industry Category Analysis



Exhibitor General Information and Guidelines

Exhibit Area Opportunities

The exhibit area provides technology suppliers the opportunity to expose their products and services to IT/business professionals and executives in the hardware/home improvement industry, and to benefit from the networking opportunities that are part of the conference, including face-to-face meetings and direct links to their products.

See page 11 for information on how to secure your sponsorship and/or exhibit space!

Exhibit Fees

\$3,000 - One (1) Ten-foot Exhibit Space

Deadlines

Signed applications received before February 1, 2010 must be submitted with a minimum \$1,000 deposit. Final payment is due before February 1, 2010.

Signed applications received on or after February 1, 2010 must be submitted with payment in full.

Exhibit fees are not refundable after February 1, 2010. Written notice of cancellation is required.

Conference Registration

Each exhibitor **fee** includes one complimentary conference registration for one (1) company employee.

Products and Services to be Displayed

The exhibitor agrees to display only goods and services that relate to the subject matter of the conference and will only display and distribute their own materials.

Web Site Links

In addition to the exposure you will receive from your exhibit during the conference, AHMA will provide each exhibitor an exclusive web (landing) page on the HTF web site. This can be used to promote the exhibitor's products and/or services prior to and after the conference. It will also include a link back to the exhibitor's home page. A maximum of 500 text words, (e-mail, word or text file) and one company logo (high-resolution Illustrator EPS or AI file) will be required for this web page.

At AHMA's discretion, the exhibitor agrees to provide a link from their home page to the AHMA / HTF web site.

ALL INQUIRIES:

Email us at htfteam@ahma.org





Exhibit Space Usage and Allocation

The applicant will not assign, sublet or apportion the whole or part of the exhibit space without prior written approval from AHMA.

Exhibit Location

Please see page 9 for description and floor plan.

Standard Exhibit Space Furnishings

Upon request, one draped and skirted table measuring 6-feet long x 30-inches wide will be provided. General overhead house lighting and existing hotel carpet will be utilized.

Please let us know if you are providing your own full tablecloth cover and do not require a table skirt.



Display Limitations

Displays must fit within the exhibit space of 10 feet wide by 4 feet deep with 12 foot ceiling height. If a 6-foot table is used, materials may not exceed the weight limitations of the table. Floor displays, easels, special lighting or other structures that fit within the exhibit space are allowed. Hanging signs are prohibited. Electrical and internet connections are available at an additional fee. Any variations must be approved by AHMA in writing prior to April 1, 2010.



Exhibit Hours (subject to change)

Exhibitor Meeting	Sunday, April 18	12:00 pm - 12:30 pm
Set-up	Sunday, April 18	12:30 pm - 5:00 pm
Exhibit Open	Sunday, April 18	6:00 pm - 7:30 pm
Exhibit Open	Monday, April 19	7:30 am - 5:15 pm
Exhibit Open	Tuesday, April 20	7:30 am - 5:30 pm
Exhibit Open	Wednesday, April 21	7:30 am - 12:00 pm
Teardown	Wednesday, April 21	12:00 pm - 3:00 pm



All exhibits must remain open for **all** dates and times listed. Early closures will be subject to penalties.

ALL INQUIRIES:

Email us at htfteam@ahma.org



Electrical, Internet Connections and A/V Requirements

The exhibitor will be directly responsible for services and equipment rendered to the below mentioned Service Company. Pricing is available upon request.

Swank Audio-Visuals (hotel's in-house and preferred supplier)
Contact: David Swift, 636-680-0741, dswift@swankav.com

All orders are to be placed through AHMA no later than March 19, 2010.

Exhibit Space Assignment

Please see page 9 for descriptions and floor plan.

Exhibit Personnel

Exhibitors are required to staff their tables during the Exhibit Hours listed on page 6.

Display Operations

Exhibitors may show, discuss, explain and demonstrate items and services but may not make sales which result in the exchange of merchandise and/or money. Interviews, demonstrations, distribution of literature, etc. are permitted only within the exhibitor's area. Displays must remain intact for the duration of the conference, as specified by the Exhibit Hours listed on page 6.

Noise and Sound

Sound levels from videos, radios, laptops or any other noise creating devices shall be operated at levels which will not interfere with other exhibitors.

Security

Exhibitors are responsible to safeguard their display materials at all times. Do not leave valuable items unattended.

Shipping

Address for prepaid advance shipments:

Heather Cornell
Renaissance Schaumburg Hotel & Convention Center
Attn: Cookie Walner
1551 North Thoreau Drive
Schaumburg, IL 60173
Hold for: AHMA HTF

Shipments should arrive at the hotel no earlier than April 14, 2010. Packages received prior to this date will be assessed storage fees in addition to handling charges.

Handling Fees:

\$5.00: 20lbs. and Under
\$9.00: Per Box between 21-50lbs.
\$15.00: Per Box between 50-70lbs.
\$40.00: Per Crate, Display Area, or Oversized Box under 150lbs

Advance shipments will be delivered to the exhibit area prior to set-up on Sunday, April 18, 2010.

Liability Release and Indemnification

It is expressed, understood and agreed by each exhibitor, his agents and his guests that neither AHMA, nor its employees, nor its contractors shall be liable for loss or damage to goods and/or property of exhibitors.

The exhibitor agrees to indemnify and hold harmless AHMA, its managers, officers, members, sponsors, employees and agents from any suit or claim for property damage or personal injury by whomever sustained, including exhibitor and its agents or employees, on or about the exhibitor's participation in the exhibition, including such damage or injury resulting in part from the negligence of one or more of the aforementioned indemnities.

Authority

AHMA reserves the right to render all interpretations and decisions, should questions arise, and to establish further regulations as may be deemed necessary to the general success and well-being of the Exhibition.



Sessions



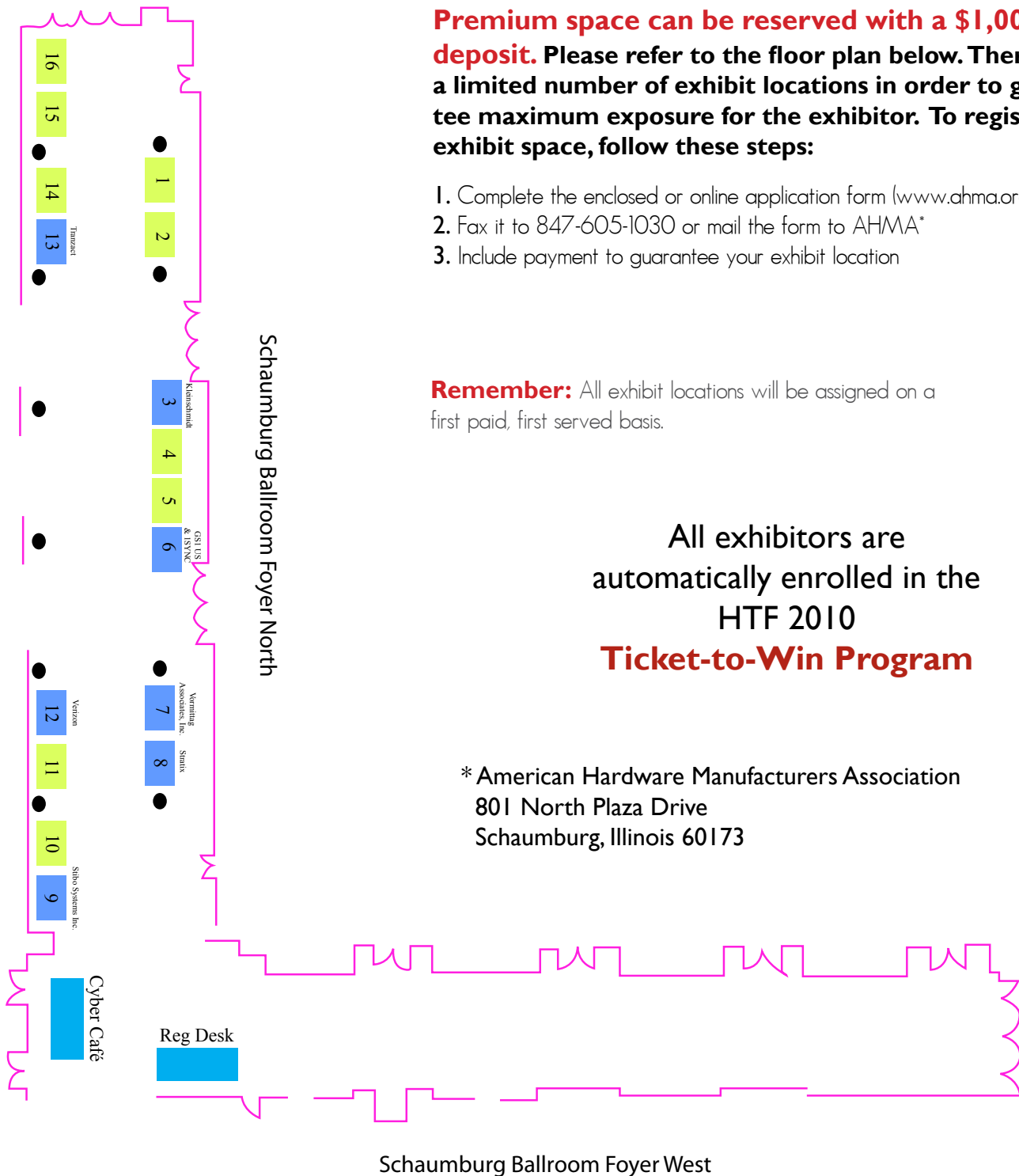
Opening Remarks



Sessions

The number of exhibitors is limited

to ensure that everyone receives a prime location.



Premium space can be reserved with a \$1,000 deposit. Please refer to the floor plan below. There are a limited number of exhibit locations in order to guarantee maximum exposure for the exhibitor. To register for exhibit space, follow these steps:

1. Complete the enclosed or online application form (www.ahma.org/HTF)
2. Fax it to 847-605-1030 or mail the form to AHMA*
3. Include payment to guarantee your exhibit location

Remember: All exhibit locations will be assigned on a first paid, first served basis.

All exhibitors are
automatically enrolled in the
HTF 2010
Ticket-to-Win Program

* American Hardware Manufacturers Association
801 North Plaza Drive
Schaumburg, Illinois 60173



ALL INQUIRIES:

Email us at htfteam@ahma.org

Tips on How to Attract Attendees to Your Exhibit

1 Staff it

Staffing your exhibit appropriately is vital to a successful experience. Exhibit staff should be fully knowledgeable of the products and services being promoted; be particularly customer-service oriented with a keen ability to engage in conversation with passersby; and personable enough to draw in casual onlookers.

2 Sell it

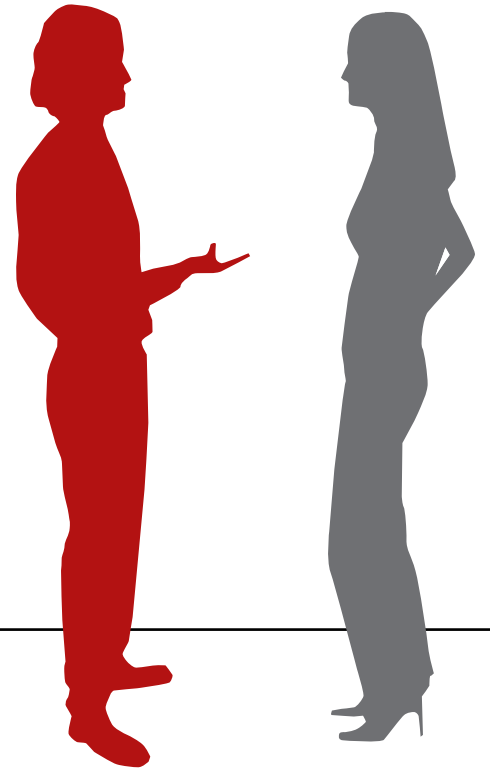
Be proactive, begin conversations, offer product demonstrations, engage your customers.

3 Display it

Your exhibit display should be visually appealing, interactive if at all possible, content rich, and interesting to view. Brochures, flyers, business cards, promotional items, and signage should be professionally produced, and easily displayed, with sufficient supplies for the entire conference.

4 Keep it professional

To create more of a sense of welcome and openness, spend as much time as possible in front of your exhibit space. Refrain from sitting during high traffic periods, do not use cellular telephones or have personal reading materials in public view. Maintain the exhibit space clutter-free and clean of any materials or items not pertinent to your company's products and services.



5 Market it

To garner additional visits to your exhibit, consider a promotional giveaway. Ask conference attendees to drop their business cards for a drawing to win a prize awarded on the last day of the conference. The prize could consist of a sampling of your company's products and services or a gift card that can be used anywhere in the U.S. Use these business cards to build your customer base and send follow up thank you letters after the conference. **Send a press release to the media outlining your involvement, and pre-market your attendance at HTF to your existing customers. Actively promote your participation in the Ticket-to-Win Program (see page 18 for details.)**

Thinking of participating as a Sponsor AND an Exhibitor?

The best exposure for your company is participating in a sponsorship **and** being there in person to talk to the attendees. That's why we're offering a discount of **25% off** your TOTAL BILL if you do both.

25%
OFF YOUR TOTAL BILL

Note: This promotion also applies to any 2 sponsorships

Not sure what the final total will be?
Call Cookie Walner at 847.592.3509.



Interested in securing your Sponsorship and/or Exhibit location at HTF 2010?

Sponsorships and Exhibit space can be secured with a deposit of \$1000. The remaining amount must be paid by February 1, 2010. Sponsorships and Exhibit space will be secured on a first come, first served basis.

Exhibits sold fast in 2009!

If interested, please contact AHMA by phone at 847.605.1025 or by email at htfteam@ahma.org.

ALL INQUIRIES:
Email us at htfteam@ahma.org



April 18-21, 2010

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2010 HTF® Sponsorship Opportunities

Forum Recordings Exclusive Opportunity Package

\$11,000 Investment

Promotional discount described on Page 11 not applicable.

We create our CDs to represent the look and feel of our conference and include your company logo and name prominently on the label as the sponsor. The CDs will be provided to each individual conference attendee at no charge by mail after the completion of the conference. This is a great way to get your name on everyone's desktop one more time after the conference has ended. Appropriate signage at the event will be provided to promote your company as the conference recording sponsor.

Package Includes:

- One (1) complimentary conference registration for a company representative
- One (1) complimentary ten-foot exhibit space
- One (1) complimentary ad in the eAGLE newsletter for 2 issues*
- Your logo on Recordings Disc

- Complimentary Bag Insert (an \$800 value)
- Digital marketing throughout the conference
- B2C Email Blast focused on your company***
- Landing page on AHMA HTF web site with a link back to your homepage

(Each attendee will be sent a copy of the disc following the conference)

Keynote Exclusive Opportunity Package

\$7,500 Investment

Your sponsorship of HTF 2010 opens a door to networking and face-to-face time with IT and business executives. As a Keynote sponsor you have the opportunity to meet attendees and be involved in HTF® during the event. You will also be able to appoint a representative of your company to introduce the keynote speaker on stage, and appropriate signage at the event will be provided to promote your company as the keynote sponsor.

Package Includes:

- One (1) full conference registration for company representative
- One (1) complimentary ad in the eAGLE newsletter for 2 issues*
- Recognition of sponsorship in an eAGLE newsletter article
- Digital marketing throughout the conference

- Complimentary Bag Insert (an \$800 value)
- B2C Email Blast focused on your company***
- Landing page on AHMA HTF web site with a link back to your homepage

* The eAGLE electronic newsletter is sent to 1400+ AHMA Members and industry executives weekly. Ad headlines should be, a maximum of 40 words of text, and your ad in PDF format for us to link to.

*** The B2C Email Blast is sent to over 3000 individuals in the hardware / home improvement industry. Email blasts will go out before February 2010 and after April 2010.



April 18-21, 2010

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Schaumburg, Illinois

2010 HTF® Sponsorship Opportunities, *Continued...*

Welcome Reception Co-Sponsor Package

\$5,000 Investment

The HTF Welcome Reception is hosted in the foyer with the Exhibitors and held in conjunction with the highly successful Ticket-to-Win program. HTF attendees go to participate in the action and network with their colleagues.

Package Includes:

One (1) complimentary ad in the eAGLE newsletter*
Four (4) 24 x 36 color signs to display your company name and logo
Reception decorations in your company colors
Complimentary Bag Insert (an \$800 value)

Creative food options to market your company
Digital marketing throughout the conference
B2C Email Blast focused on your company***
Landing page on AHMA HTF web site with a link back to your homepage

This sponsorship is also available **exclusively** as a \$10,000 investment. Your exclusive package would include the above benefits as well as one (1) complimentary conference registration for a company representative and your company ad will run in the eAGLE electronic newsletter for 2 issues.

Networking Reception Co-Sponsor Package

\$5,000 Investment

Renaissance Schaumburg Hotel

ONE SOLD, ONE STILL AVAILABLE



Package Includes:

Opportunity to "brand" one of the two semi-private spaces (company colors, marketing collateral, networking tables)
One (1) complimentary ad in the eAGLE newsletter*
Digital marketing throughout the conference

Complimentary Bag Insert (an \$800 value)
B2C Email Blast focused on your company***
Landing page on AHMA HTF web site with a link back to your homepage

This sponsorship is also available **exclusively** as a \$10,000 investment. Your exclusive package would include the above benefits as well as one (1) complimentary conference registration for a company representative and your company ad will run in the eAGLE electronic newsletter for 2 issues. Exclusively sponsoring this event will also include two semi-private spaces to "brand."

* The eAGLE electronic newsletter is sent to 1400+ AHMA Members and industry executives weekly. Ad headlines should be, a maximum of 40 words of text, and your ad in PDF format for us to link to.
*** The B2C Email Blast is sent to over 3000 individuals in the hardware / home improvement industry. Email blasts will go out before February 2010 and after April 2010.



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2010 HTF® Sponsorship Opportunities, *Continued...*

Conference Brochure Co-Sponsor Package

\$5,000 Investment

(Sponsorship deadline December 1, 2010)

Get your company ad in our most-successful direct mailer! The conference brochure is a comprehensive package announcing the keynote speakers, session titles, registration pricing, and more. This brochure is mailed to more than 3000 people in the hardware / home improvement industry. This opportunity closes December 1st!

Package Includes:

- One (1) full page 4-color ad in the Conference Brochure**
- One (1) complimentary ad in the eAGLE newsletter*
- Digital marketing throughout the conference

- B2C Email Blast focused on your company***
- Landing page on AHMA HTF web site with a link back to your homepage

** The Conference Brochure exclusively mails to 3000+ individuals in the hardware / home improvement industry.

Hotel Keycard Exclusive Opportunity Package

\$5,000 Investment

(Sponsorship deadline March 1, 2010)

The key to success! Introduce your company to attendees when they check into their hotel room with the room key sponsorship. Your company name and logo will appear on front of hotel keycards. Every attendee gets one! Price includes production and distribution. Sponsor provides the art at their expense. AHMA reserves the right of final approval.

Package Includes:

- Your company artwork on every room keycard
- One (1) complimentary ad in the eAGLE newsletter*
- Digital marketing throughout the conference

- B2C Email Blast focused on your company***
- Landing page on AHMA HTF web site with a link back to your homepage

NOTE: Printing on the keycard is a 2-color process. You can upgrade to a 4-color process for an additional cost.

* The eAGLE electronic newsletter is sent to 1400+ AHMA Members and industry executives weekly. Ad headlines should be, a maximum of 40 words of text, and your ad in PDF format for us to link to.

*** The B2C Email Blast is sent to 3000+ individuals in the hardware / home improvement industry. Email blasts will go out before February 2010 and after April 2010.



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2010 HTF® Sponsorship Opportunities, *Continued...*

HTF Planning and Education Committee Shirts
Exclusive Opportunity Package

\$5,000 Investment

Your logo, combined with the AHMA and HTF logos, will be embroidered on shirts given to the HTF Planning and Education Committee. These shirts are worn all 3 days of the conference.

Package Includes:

Your company logo embroidered on the shirts
One (1) complimentary ad in the eAGLE newsletter*
Digital marketing throughout the conference

B2C Email Blast focused on your company***
Landing page on AHMA HTF web site with a link back to your homepage

Conference Bag Exclusive Opportunity Package

\$5,000 Investment

Get maximum exposure by sponsoring the HTF conference bags! These bags are distributed to every attendee upon their arrival at the conference registration desk. The bag will feature your company logo.

Package Includes:

One (1) complimentary ad in the eAGLE newsletter*
Your company name and logo on the bag
One (1) complimentary bag insert

Digital marketing throughout the conference
B2C Email Blast focused on your company***
Landing page on AHMA HTF web site with a link back to your homepage

In addition to the sponsorship fee, the sponsor will be responsible for the costs of producing and shipping 300 bags. The bag style, selection, layout and design are subject to AHMA approval prior to production.

* The eAGLE electronic newsletter is sent to 1400+ AHMA Members and industry executives weekly. Ad headlines should be, a maximum of 40 words of text, and your ad in PDF format for us to link to.
*** The B2C Email Blast is sent to over 3000 individuals in the hardware / home improvement industry. Email blasts will go out before February 2010 and after April 2010.



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2010 HTF® Sponsorship Opportunities, *Continued...*

Monday Lunch Exclusive Opportunity Package

\$5,000 Investment

Package Includes:

Your company materials on every table
(materials provided by sponsor)

One (1) complimentary ad in the eAGLE newsletter*

Digital marketing throughout the conference

B2C Email Blast focused on your company***

Landing page on AHMA HTF web site with a link back to your homepage

Tuesday Lunch Exclusive Opportunity Package

\$5,000 Investment

Package Includes:

Your company materials on every table
(materials provided by sponsor)

One (1) complimentary ad in the eAGLE newsletter*

Digital marketing throughout the conference

B2C Email Blast focused on your company***

Landing page on AHMA HTF web site with a link back to your homepage

Conference Workbook Co-Sponsor Package

\$5,000 Investment

(Sponsorship deadline March 1, 2010)

Get your company ad in the HTF Conference Workbook! This workbook goes in every conference bag and is a necessity for every attendee. The workbook contains session descriptions, session downloading instructions, pages for note-taking during the conference, and more. This opportunity closes March 2nd!

Package Includes:

One (1) full page 4-color ad in the Conference Workbook**

One (1) complimentary ad in the eAGLE newsletter*

Digital marketing throughout the conference

B2C Email Blast focused on your company***

Landing page on AHMA HTF web site with a link back to your homepage



* The eAGLE electronic newsletter is sent to 1400+ AHMA Members and industry executives weekly. Ad headlines should be a maximum of 40 words of text, and your ad in PDF format for us to link to.

** Goes to every attendee.

*** The B2C Email Blast is sent to over 3000 individuals in the hardware / home improvement industry. Email blasts will go out before February 2010 and after April 2010.

2010 HTF® Sponsorship Opportunities, *Continued...*

Lanyards Exclusive Opportunity Package

\$4,000 Investment

(Sponsorship deadline is March 1, 2010)

Your logo, combined with the AHMA and HTF logos, printed on the lanyards that attach to every attendee conference badge.

Package Includes:

Your logo printed on every lanyard
Digital marketing throughout the conference

B2C Email Blast focused on your company***
Landing page on AHMA HTF web site with a link back to your homepage

Cyber Cafe Exclusive Opportunity Package

\$3,500 Investment

SOLD

The cyber cafe is one of the busiest locations at HTF. Four computer laptops are set-up and available for use. This service is only offered to HTF attendees.

Package Includes:

Your company logo on every terminal set as desktop background
Your company note pad and pen at every terminal (optional)
Your company web site set as browser default

(company note pad and pen must be provided by sponsor)

B2C Email Blast focused on your company***
Landing page on AHMA HTF web site with a link back to your homepage
Digital marketing throughout the conference



Conference Bag Inserts

\$800 Investment

Promotional discount described on Page 11 not applicable.

This sponsorship is a cost-effective way to reach HTF attendees. Every conference bag will have your promotional materials. Conference Bag Inserts can include pens, note pads, flyers, folders, brochures, etc.

Package Includes:

Your company marketing materials in every conference bag
B2C Email Blast focused on your company***
Landing page on AHMA HTF web site with a link back to your homepage
Digital marketing throughout the conference



(Sponsor is responsible for the shipping of their materials to the conference location. All materials must be received at AHMA no later than April 12, 2010.)
*** The B2C Email Blast is sent to over 3000 individuals in the hardware / home improvement industry. Email blasts will go out before February 2010 and after April 2010.

HTF[®] 2010 Vendor Showcase

Promotional discount described on page 11 not applicable. Does not include conference registration.

You will have the opportunity to make a 15-minute presentation in one of our exclusive Vendor Showcase conference sessions. This is your opportunity to inform and educate attendees on all of your products and services.

Vendor presentation positions are limited and places will be sold on a first come, first served basis (maximum entitlement is 30 minutes per company). Each 15 minute vendor showcase presentation will cost \$750. A Session Summary of presentations will be included in the Conference Program on-line and in the Conference Workbook which is provided to all attendees.

Please indicate your interest in making a presentation as part of the conference on your HTF Exhibit and/or Sponsorship form.

Session Summaries must be received by AHMA no later than March 1, 2010. All presentations must be received by AHMA no later than April 1, 2010, and content is subject to AHMA approval.

Hardlines Technology Forum 2010

Ticket-to-Win Program

The Ticket-to-Win Program was implemented at AHMA's 2008 Hardlines Technology Forum to rave reviews. This program is designed to encourage all Forum attendees to visit every exhibitor. They receive a stamp as proof of their visit. Once the card has been stamped by all exhibitors, the attendee submits the ticket and is eligible to win a fabulous prize!



This program greatly increased traffic to all exhibitors in 2008. As an HTF 2010 Exhibitor, participation is complimentary.

So make the most of it... we'll get them to your exhibit, the rest is up to you!

Your Name _____

Company _____

<input type="checkbox"/>	Your Company Name Here	Your Company Name Here	<input type="checkbox"/>
<input type="checkbox"/>	Your Company Name Here	Your Company Name Here	<input type="checkbox"/>
<input type="checkbox"/>	Your Company Name Here	Your Company Name Here	<input type="checkbox"/>
<input type="checkbox"/>	Your Company Name Here	Your Company Name Here	<input type="checkbox"/>
<input type="checkbox"/>	Your Company Name Here	Your Company Name Here	<input type="checkbox"/>
<input type="checkbox"/>	Your Company Name Here	Your Company Name Here	<input type="checkbox"/>
<input type="checkbox"/>	Your Company Name Here	Your Company Name Here	<input type="checkbox"/>

Submit your Ticket to Win!

HTF[®] 2010 Exhibitor Competition

AHMA will be hosting the Exhibitor Competition again for HTF 2010! The judging criteria are as follows:

Appearance of exhibit (20%)

Appearance and quality of handout material (20%)

Originality (25%)

Educational Merit (15%)

Judges Discretion (20%)

Criteria will be judged by the HTF Planning & Education Committee



Join us at the
Renaissance Schaumburg
for HTF 2010!

April 18 - 22, 2010
Schaumburg, Illinois



ALL INQUIRIES:

Email us at htfteam@ahma.org



AHMA's
Hardlines Technology Forum®

April 18-21, 2010
Renaissance Schaumburg Hotel
Schaumburg, Illinois

www.ahma.org/HTF



SOURCE CODE: **HTF10-SPEX**