NAHAD 2020

36TH ANNUAL MEETING & CONVENTION

April 24 – 29, 2020

ATLANTIS PARADISE ISLAND
Nassau, Bahamas

REGISTER NOW
Join us in
Paradise Island

Registration is underway for NAHAD’s 36th Annual Meeting & Convention, taking place April 24-29, 2020 at Atlantis Paradise Island in the Bahamas. NAHAD has picked some pretty incredible locations to host our Annual Convention, but, in my humble opinion, this is one of the most exceptional properties to date. Quite simply, this property has everything. Five miles of pristine beaches, 11 pools, a world-class casino, a nightclub, theatre, award-winning golf course, and a pretty unbelievable water park and open-air marine habitat. Can you tell I’m excited to have you join us?

But, we aren’t just there to enjoy this amazing resort. NAHAD has planned a robust program that provides us time to experience Atlantis, but also offers the forums necessary to network, to learn, and to achieve our business goals. We have planned this year’s educational program with a focus on the economy, not only providing an overall Economic Update, but also workshops that focus on trends specific to NAHAD’s business sectors, as well as distribution as a whole. I am also pleased to report that we have secured a terrific line up of speakers including Herm Edwards, former NFL coach and commentator, who will deliver our luncheon keynote. Talk about someone who can motivate us all.

NAHAD wouldn’t be NAHAD without a primary focus on networking, and this year’s program does not disappoint. In addition to Speed Networking and the Opening Reception, we have brought back the Showcase of Hose Solutions Party, so attendees have more time to meet with manufacturers. We have networking planned for the open afternoon at the Royal Pool, lots of great hospitals scheduled, and our Closing Party on the beach. I promise during this year’s Convention, you will have every opportunity to meet with long-time colleagues and new connections to help you grow your business.

For our manufacturers, please note we have a seamless shipping process planned to get your materials easily and affordably to Atlantis and have worked with the hotel to ensure the best possible experience for all our members. Flights are quick and easy for most of the U.S., and now is the time to make sure your passport is up to date. And while islands in the Bahamas experienced damage from Hurricane Dorian, Atlantis, very luckily, did not. They are, however, very active in the recovery process and I know I’m happy to put my dollars into an economy doing its part to help those in need.

Please take a moment to review this brochure and all NAHAD 2020 has to offer. You will find everything you need to know related to the program, hotel, registration, travel, and more. Thank you and I look forward to welcoming you to Paradise Island in April!

Sincerely,

Sam Petillo
President, Singer Equities
NAHAD 2019-2020 President
As a newcomer to the industry, my first NAHAD revealed a tremendous amount of opportunity with networking and educational experiences between manufacturers and distributors. From the first day to the last day, the NAHAD environment made it easier to have a personable and friendly experience with everyone I had the opportunity to meet.”

— NAHAD 2019 First Time Attendee

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Friday, April 24, 2020

2:30 PM – 5:30 PM  Board of Directors Meeting

Saturday, April 25, 2020

8:00 AM – 11:00 AM  Standards Committee Meeting
8:00 AM – 6:30 PM  Registration Desk Open
9:00 AM – 12:30 PM  Company Meetings
12:30 PM – 2:00 PM  Speed Networking
2:30 PM – 4:00 PM  Opening General Session -
  Alex Chausovsky, Managing in an Uncertain Economy
2:30 PM – 5:30 PM  Company Meetings
4:30 PM – 5:30 PM  VIP/Emerging Leaders Fishbowl Roundtables (with cocktails)
6:30 PM – 8:30 PM  Opening Junkanoo Party

Sunday, April 26, 2020

8:00 AM – 6:00 PM  Registration Desk Open
8:00 AM – 6:00 PM  NAHAD Lounge
8:30 AM – 10:00 AM  Breakfast
9:00 AM – 12:30 PM  Company Meetings
9:30 AM – 11:30 AM  Guest Event - Cabanas Poolside
10:00 AM – 11:30 AM  Industry Workshop – Owen Flanagan, Macroeconomic Update & Industry Trends Report
12:00 PM – 2:00 PM  Members’ Luncheon, Keynote & Carver Award – Herm Edwards, Doing the Little Things and Executing Vision
1:30 PM – 5:00 PM  Company Meetings
2:30 PM – 4:30 PM  Educational Session - Sales & Marketing
                  Ryan Avery, Connect More, Convince Less!
7:00 PM – 11:00 PM  Manufacturer and Associate Hospitality Suites
Monday, April 27, 2020

8:00 AM – 5:30 PM  Registration Desk Open
8:00 AM – 5:30 PM  NAHAD Lounge
8:00 AM – 10:00 AM  Breakfast
8:30 AM – 10:00 AM  Distribution Workshop – Ian Heller, Artificial Intelligence and the Future of Distribution
9:00 AM – 3:30 PM  Exhibitors Set-up for Showcase
9:00 AM – 12:30 PM  Company Meetings
10:30 AM – 12:00 PM  General Session/Business Meeting
12:00 PM – 12:30 PM  Jeff Havens, Us vs. Them
12:00 PM – 12:30 PM  NAHAD Snack Break
1:30 PM – 4:30 PM  Networking at Royal Pool
1:30 PM – 5:00 PM  Company Meetings
5:30 PM – 7:00 PM  Showcase of Hose Solutions Party
7:00 PM  Open Evening to Entertain

Tuesday, April 28, 2020

7:00 AM – 3:00 PM  Registration Desk
7:00 AM – 8:30 AM  Breakfast
9:00 AM – 1:00 PM  Showcase of Hose Solutions
1:30 PM – 5:00 PM  Company Meetings
2:00 PM – 4:00 PM  Exhibitors Breakdown Showcase
5:00 PM – 7:00 PM  NAHAD Fish Fry on the Beach

Wednesday, April 29, 2020

Departures
EDUCATIONAL SESSIONS

Visit NAHAD.org/CONVENTION for complete session details.

Saturday, April 25

Opening General Session
Alex Chausovsky, Managing in an Uncertain Economy

2:30 PM – 4:00 PM

The session will provide ITR Economics' expert views on what to expect from the economy 2020 and beyond, covering such topics as industry trends, business to business activity, trade, inflation, interest rates and more. Attendees will also learn about a method by which their company can take advantage of their own data to make better informed decisions based on the economic environment. Using leading indicators, the audience will find out how to identify where they are in the business cycle and which inputs should guide their business strategy to help them make the right decisions at the right time.

Sunday, April 26

Industry Workshop
Owen Flanagan, Macroeconomic Update & Industry Trends Report

10:00 AM – 11:30 AM

Owen Flanagan is an industrial analyst at Cleveland Research Company where he analyzes trends across the industrial economy to help investors and companies forecast and better manage their businesses. He is responsible for the NAHAD Industry Trends survey that members participate in and receive monthly. In addition to analyzing data and survey results, Owen speaks with hundreds of business leaders throughout the year to help executives and decision makers understand not only what’s going on in their business and the economy, but also the why behind the trends.

Sunday, April 26

Members' Luncheon, Carver Award & Keynote
Herm Edwards, Doing the Little Things and Executing Vision

12:00 PM – 2:00 PM

Whether it is his faith, his family or his football team, Herman Edwards exudes passion in all areas of life. His career is defined by his energetic and enthusiastic attitude, first as an NFL player and coach, then as an NFL studio analyst for ESPN, and now as the head football coach at Arizona State University. The lessons he has learned along the way and the impactful messages he has shared with his teams will keep any audience on the edge of their seat. Herm Edwards has a zest for life that is hard to match and is clearly evident in his dynamic presentation.
This year’s NAHAD conference showed me, once again, what great value can be attained from attending and getting involved. The networking is unsurpassed, as well as the great speakers NAHAD offers. Our company will continue to be a part of this great organization and conference.” — NAHAD 2019 Attendee

Sunday, April 26

**Educational Workshop**

**Ryan Avery, Connect More, Convince Less!**

What’s costing your team members the sale? The win? In most cases, they are missing relevant connection! They might not know how to weave the communication threads necessary to build the relationships that help to form customers for life. The kind of relationships that not only buy – but also refer. That’s where Ryan Avery brings out the game-changers. He challenges sales audiences to stop “convincing” and start connecting with the clients, customers, and prospects that will grow your company to new levels of success.

Monday, April 27

**Distribution Workshop**

**Ian Heller, Artificial Intelligence and the Future of Distribution**

“Digital disruptors” and major corporations like Walmart, Berkshire Hathaway and Amazon are invading the wholesale distribution industry. These entrants are wielding artificial intelligence, large marketplaces and state-of-the-art logistics networks to create new services and capabilities your customers will embrace. How is the competitive landscape going to change and how should distributors respond?

Monday, April 27

**General Session**

**Jeff Havens, Us Vs. Them!**

If you’ve listened to any other discussion about generational issues at work, then you’ve undoubtedly been told there are four distinct generations operating side-by-side in today’s working world. However, if you’ve ever been frustrated by how impossible it seems to employ four different strategies to manage four distinct generations, and if you’ve ever felt like you’re the only one who’s being asked to make any changes, then Us Vs. Them is exactly what you need. In this keynote, you’ll learn a simpler way of looking at your own generational picture, and you’ll also learn how to understand, recognize, and resolve every generational issue facing today’s workforce. Other generational presentations focus on what people want, but Us Vs. Them will tell you why everyone wants the different things they do.
The Showcase of Hose Solutions is your best opportunity to meet with leaders in the industry with direct purchasing power. Most attendees describe their role as being the final decision maker, specifying suppliers and recommending purchases. Exhibiting at the Showcase of Hose Solutions offers top supplier products and services and is where relationships are formed and strengthened and where business gets done. Maximize your business and display your latest hose, fittings, equipment and services for attendees!

Visit NAHAD.org/CONVENTION for complete Showcase rules and regulations.

**Reserve Your Space**

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>Single Booth</td>
<td>$1,095</td>
</tr>
<tr>
<td>Double Booth</td>
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**NOTE:**
Booth assignment will be on a first received, first paid, best selection basis. Visit NAHAD.org for complete details on booth registrations, cancellation policies, and exhibit program rules and regulations.

Questions? Contact Cathy Vick, NAHAD Sales Development Manager, at cvick@NAHAD.org.
**SECURE YOUR SPACE**

View the floor plan and request booth selection at [NAHAD.org/CONVENTION](http://NAHAD.org/CONVENTION). Questions? Contact Cathy Vick, Sales Development Manager, cvick@NAHAD.org.

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**Showcase Cancellation Policies**

In order to obtain a refund for showcase fees, written notice of cancellation is required, to be received at the NAHAD office, by the dates noted below:

- **Cancellation by 2/14/2020** Full Refund
- **Cancellation after 2/14/2020** $700 fee

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**Shipping**

NAHAD has secured a contract with Laser Int’l Freight Transport to accommodate all your shipping needs. Please note that all boxes must be received in their Miami warehouse by April 13, 2020 to guarantee arrival for exhibit setup. Visit [NAHAD.org/CONVENTION](http://NAHAD.org/CONVENTION) or contact Cathy Vick, Sales Development Manager, cvick@NAHAD.org for more information.
Interested in hosting your company sales meeting at NAHAD’s Annual Meeting & Convention? Rooms are available for companies interested in accomplishing multiple goals during this year’s event. The meeting room cost is $250 per time slot. Food/beverage and A/V will be handled by Atlantis for an additional expense. Contact Stacie Binnix at sbinnix@NAHAD.org for more information.

Saturday, April 25
9:00 AM – 12:30 PM
2:30 PM – 5:30 PM

Sunday, April 26 & Monday, April 27
9:00 AM – 12:30 PM
1:30 PM – 5:00 PM

Tuesday, April 28
1:30 PM – 5:00 PM

VIP/Emerging Leaders Fishbowl Roundtables
4:30 PM – 5:30 PM
Meet fellow first time attendees as well as industry leaders in this fun and interactive session to kickstart the Convention. New 2020 attendees will be paired with seasoned veterans where they will tackle top industry issues while networking and meeting with key NAHAD leadership.

NAHAD Opening Junkanoo Party
6:30 PM – 8:30 PM
Kick off the 2020 Convention in pure Bahamian style with the NAHAD Junkanoo Party! Bahamian performers and artisans will be on site to enrich your Atlantis visit with cultural performances. Enjoy great local food and drink while you network with friends and colleagues during this one-of-a-kind experience. Pick up your NAHAD giveaway at the Bahamian Marketplace to remember your time in the Bahamas.

Saturday, April 25
Speed Networking
12:30 PM – 2:00 PM
Back by popular demand! This fast-paced session matches manufacturers and distributors in a musical chairs format designed to invigorate your pitches and connect you with every company represented at the NAHAD Convention. Bring your business cards, devices, and smiles for this unparalleled networking experience! Please note registration is required and we ask that no more than two manufacturer attendees from each company attend.

Sunday, April 26
Guest Event: Cabanas Poolside
9:30 AM – 11:30 AM
Enjoy time with guest and companion attendees at this relaxing event in the cabanas at the Royal Towers Pool. From 9:30 AM – 11:30 AM, there will be cocktails and nibbles as you enjoy the majesty...
of the Atlantis with new and old friends alike. Feel free to bring your children, this is a family-friendly event! Once the event is over, explore all the Atlantis has to offer with your new connections!

Manufacturer & Associate Hospitality Suites
7:00 PM – 11:00 PM
Create a unique and impactful experience for your clients and VIPs by hosting them at your exclusive hospitality suite. Join the six NAHAD companies who have already reserved their space and started planning for their event! If you are interested in a hospitality suite, contact Adriana Cadena, Convention Services Manager, at Adriana.Cadena@AtlantisParadise.com.

Monday, April 27
Networking at Royal Towers Pool
1:30 PM – 4:30 PM
Take advantage of everything this magnificent resort has to offer by joining us for networking at Royal Baths Pool! Located right outside the Royal Tower, spend time with your NAHAD colleagues and soak in the beauty and majesty of the Atlantis. Remember to wear your sunscreen!

Showcase of Hose Solutions Party
5:30 PM – 7:00 PM
Preview the exceptional NAHAD member companies on display during this year’s Showcase of Hose Solutions. Brought back by popular demand, join your NAHAD colleagues for a cocktail party inside the showcase! Get a jump start on learning about the newest products and technological advancements NAHAD members have to offer.

Tuesday, April 28
NAHAD Fish Fry on the Beach
5:00 PM – 7:00 PM
Join your fellow attendees at sunset on West Beach to soak in the Caribbean and enjoy a NAHAD Fish Fry, complete with a Jimmy Buffet-style band! Come prepared to assist us in raising money to aid the post-Hurricane Dorian recovery by donating to the Islands’ relief efforts. Every cent helps!
In 1994, Sol Kerzner purchased a languishing Resorts International from entertainer/entrepreneur Merv Griffin. This once-popular jet-set playground on Paradise Island had seen better days, but from the start Kerzner saw its potential. Struck by the beauty of the location, on a lush tropical island with a pristine two-mile white sand beach, Kerzner vowed to build the most engaging and astounding resort the world had ever seen, a place where dreams would be made real and all who experienced it would fall under its mystical spell... whilst having a whole lot of fun in the process.

Following a decade of success, Atlantis, Paradise Island continued its growth as Kerzner International embarked on a third phase of development with its approximately $1 billion expansion in 2007. Adding to Atlantis’ existing 2,317 rooms and the world’s largest open-air marine habitat, the Phase III expansion includes: the luxurious 600-room resort within the resort, The Cove Atlantis; a 497-key condo-hotel, The Reef Atlantis; a 14-acre dolphin habitat and education center, Dolphin Cay; a 63-acre addition to the waterscape, now called Aquaventure and a total of 140 acres; Aura, a nightclub from the operators of Hakkasan Group; approximately 100,000 additional square feet of new conference facilities and a total of over 500,000 indoor and outdoor space creating the largest conference space in the Caribbean; and the 30,000 square-foot flagship Mandara Spa.

**NAHAD RATES ($USD)**

(Does not include mandatory taxes of 12% VAT, resort levies of 10.75% based on nightly room rate, gratuities, etc. Find all tax, levies, and gratuity information on NAHAD.org/CONVENTION.)

| Single or Double Occupancy, Royal Tower Run of House | $285 |

**Reservation block deadline**

March 20, 2020

Visit NAHAD.org/CONVENTION to book your reservation
Each individual guest will be responsible for their own room, resort charges and other incidental charges. Guests shall provide an acceptable credit card at the time of making the reservation or upon check in to cover all charges incurred by the guest. Each attendee shall submit a deposit equal to one (1) night’s guest room/suite rate as a guarantee, at the time the attendee makes the reservation. \textit{Refunds will be issued on an individual attendee’s reservations if cancelled at least 21 days in advance of the confirmed arrival date.} Guaranteed reservations are held until 11:59 PM for the scheduled arrival date.

**RESORT FEE (included in NAHAD rate)**

**INCLUDES:**
- WIFI in guest rooms and lobby areas for up to four (4) devices per room;
- access to the Fitness Center for two (2) guests per day per room; two (2) bottles of water daily per room; in-room coffee and tea; unlimited local phone calls; access to the Atlantis Movie Theatre; casino lessons; resort shuttle service.

Group rates are available on a space available basis three days before and three days after the NAHAD official Convention dates. Please make plans to book early to receive the best possible rates and availability. The NAHAD room block will be held until March 20, 2020, as long as sleeping rooms remain available. Several times in the past years, NAHAD has achieved a sold-out capacity, so please book early to avoid disappointment.

Nassau International Airport (NAS) is the closest airport to the Atlantis Resort, located approximately 20 minutes west. **You must have a valid passport for entrance into the Bahamas.** Visit NAHAD.org/CONVENTION for travel tips, passport and customs information, and transportation options.
**REGISTRATION**
Visit NAHAD.org/CONVENTION to register online

### Key Deadlines
- Early Registration: February 14, 2020
- Regular Registration: March 13, 2020

### Registration Fees

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<tr>
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<th>Early Bird Rate (Ends 2/14/20)</th>
<th>Regular Rate (Ends 3/13/20)</th>
<th>Late/Onsite Rate (After 3/13/20)</th>
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<tr>
<td><strong>Distributor</strong></td>
<td>$675</td>
<td>$725</td>
<td>$795</td>
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<tr>
<td><strong>Third and Subsequent Distributor</strong></td>
<td>$595</td>
<td>$725</td>
<td>$795</td>
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<tr>
<td><strong>Manufacturer/Associate</strong></td>
<td>$675</td>
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<tr>
<td><strong>Value Partner/Press</strong></td>
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<tr>
<td><strong>Companion/Guest</strong></td>
<td>$395</td>
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Cancellation Policies

Registration
In order to obtain a refund for fees, written notice of cancellation is required, to be received at the NAHAD office, by the dates noted below:

- Cancellation with Full Refund by 2/14/2020
- Cancellation with Partial Refund by 3/13/2020

Register Online:
NAHAD.org/CONVENTION

Registration Questions:
Contact sbinnix@NAHAD.org

NOTE:
An individual's Convention registration is required to be submitted prior to registering your company for a Showcase Exhibit booth.

Companion Registration Fee
NAHAD’s Companion Registration Fee is designed to be an economical way for your spouse, close friend, your mother-in-law or adult child to attend all convention activities. Registered companions or guests are welcome and encouraged to participate in NAHAD activities. The companion fee is carefully calculated to cover the direct costs of meals and materials. In addition to the annual companion event, companions are welcome to attend any of the General Session presentations. In order to attend NAHAD functions, a companion must be registered and must pay the companion registration fee to receive a badge and gain admission to NAHAD food functions and to participate in activities and events.

Children (under age 18)
There is no charge for registered children in attendance at the meeting. Please indicate the names and ages of your children on the Registration Form who are under 18. Your child is welcome to attend the NAHAD Junkanoo Party at no charge; simply indicate their attendance on the registration form. Children may not attend business sessions, or any convention food functions, with the exception of the Junkanoo Party.

NAHAD Value Partner Registration
This category is designed to cover NAHAD Value Partners, members of the trade press and invited industry guests such as members of the Hose Safety Institute Advisory Council or other industry officials.

Admittance to convention activities will be by badge. Non-registered attendees, guests or spouses will not receive a badge.
180 Admiral Cochrane Dr., Suite 370
Annapolis, MD 21403
TEL: 410.263.1014
WEB: NAHAD.ORG/CONVENTION

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