



American Dealer Group, Inc.

Serving the Graphics Imaging Industry with Innovative
Equipment Technology Throughout North America

GO TO MARKET WITH UNIFIED NATIONWIDE DISTRIBUTION & SUPPORT

The American Dealer Group is here for you. Our incorporated group is comprised of privately owned equipment dealers serving the print, digital print, print finishing, mail, packaging, and related diverse markets in the U.S. and Canada. We are adept at bringing products to market and supporting them, and strive for a mutually profitable relationship with our vendors. To learn more about our group, please visit www.americandealergroup.com, speak with our Vendor Partnership Director, or contact any member you may already know listed on our website.

Our group meets twice per year: We convene at PRINT each autumn and also host a three day conference in March that serves as our primary meeting. For the 2019 event we will be at Saddlebrook Resort March 7th through 10th in Tampa Bay, Florida!

The focus of our annual conference is meeting with manufactures and service providers that have products of interest to our group. This is a time for each of us to consider new opportunities in a comfortable setting away from our dealerships. This event is not a trade show, but rather an opportunity for your organization to influence and network with a group of Dealer Principals that are collectively working with over 20,000 clients across North America. The ADG territory covers 80% of the United States and can help your products go to market with commitment to quality marketing, application knowledge, sales, and proven technical support.

We have a healthy mix of suppliers every year, and our intent is to ensure that your first trip is as worthwhile as your fifth! On day one of each year's conference, first time suppliers are invited to be Showcase Presenters while we also have a variety of Affinity Sponsor opportunities for past presenters to stay engaged. Our established meeting format has been fun, unique, and successful over recent years. Where else can you influence, support, and get to know such a group of dealer owners in one intimate setting?

If this is of interest to your organization, please review the enclosed 2019 Rate Chart and the ADG Vendor Event Agreement. The fee involved in presenting to the ADG or sponsoring a session is a great value – testimonials from past attendees confirm that as well. Return the signed ADG registration today or feel free to contact us for further information on the limited number of Showcase Presentations to the ADG.

ADG Vendor Partnership Director & Member

Joe Hillmann, Standard Dynamics, Inc.

o: 952-888-7332 c: 612-810-6512 joe@standarddynamics.com

ADG President

Chris Halliday, J.E. Halliday Sales

o: (714) 903-0608 chris@hallidaysales.com

www.americandealergroup.com

AMERICAN DEALER GROUP 2019 MEETING RATE CHART

Friday, March 8, 2019 Saddlebrook Resort 5700 Saddlebrook Way, Wesley Chapel, FL 33543

OPPORTUNITIES FOR ATTENDING PARTNERS

PLATINUM EVENT & SHOWCASE PARTNER \$5,500.00

- Extended 1 hour Showcase presentation to ADG Member Principals with first choice of time slot on Friday.
- Distinctive recognition as the ADG annual Partners Appreciation Night Dinner Sponsor on Friday evening at Saddlebrook's Tropics Terrace.
- Distinctive recognition as Platinum Presenter and Sponsor in event program, event signage, ADG website, and industry media releases by ADG.
- Networking opportunities at Friday breakfast, lunch, cocktail hour, and dinner.
- Round of golf for **two** on Thursday, March 7th with ADG members and 6:00 p.m. Welcome Reception at Saddlebrook's Tropics Terrace.

GOLD SHOWCASE PARTNER \$3,250.00

- Extended 50 minute Showcase presentation to ADG Member Principals with second choice of time slot on Friday.
- Special recognition as ADG Friday evening Cocktail Hour Sponsor **or** Thursday evening Welcome Reception Sponsor.
- Special recognition in ADG event program, event signage, and ADG website.
- Networking opportunities at Friday breakfast, lunch, cocktail hour, and dinner.
- Round of golf for one on Thursday, March 7th with ADG members and 6:00 p.m. Welcome Reception at Saddlebrook's Tropics Terrace.

SHOWCASE PARTNER [6 available] \$2,250.00

- 40 minute Showcase presentation to ADG member Principals.
- Recognition in ADG event program and ADG website.
- Networking opportunities at Friday breakfast, lunch, cocktail hour, and dinner.
- Round of golf for one on Thursday, March 7th with ADG members and 6:00 p.m. meet and greet Welcome Reception at Saddlebrook's Tropics Terrace.

RETURNING PARTNER [5 available] \$1,125.00

- This is only available to suppliers wanting to return who have been a Showcase Presentation Partner at one of our past ADG meetings.
- No Showcase presentation time is allotted. If you have something new or want to reconnect with the ADG experience in a great setting, then this is for you. It's a chance to network again with your existing dealers and continue to influence other ADG dealers.
- "Lunch and Learn" tables will be available during Friday's two-hour lunch for Returning Partners. You may supply handouts for members.
- Networking opportunities at Friday breakfast, lunch, cocktail hour, and dinner.
- Round of golf for one on Thursday, March 7th with ADG members and 6:00 p.m. Welcome Reception at Saddlebrook's Tropics Terrace.

NON-ATTENDING OPPORTUNITIES AS A SPONSOR

AFFINITY EDUCATION SPONSOR \$550.00

- Sponsor a member education session on Saturday or Sunday. You will receive recognition in the event program and the ADG web site.
- Perfect for suppliers who can't attend or already have close ties with many ADG dealerships and support the ADG mission of dealers helping dealers become better industry channel partners. These sessions cover topics like web marketing, support agreement and service contracts, lead generation and follow up, tech and sales hiring, employee training, leasing, equipment application and sales ideas, new emerging technology, and industry speakers.

ADG EVENT SPONSOR \$275.00

- Sponsor the events welcome reception, cocktail hour, dinner, lunch or breakfast with recognition in the event program.

EVENT DETAIL FOR PARTNERS

EVENT SCHEDULE [See the Partners Presentation Agenda on the attached application for details]

- **Thursday, March 7th:** Arrival or Golf Day & Welcome Reception for all members, partners, and guests.
- **Friday, March 8th:** Partner Showcase Presentation day & Partners Appreciation Night.
- **Saturday, March 9th and Sunday, March 10th:** Private meetings for ADG members.

TRAVEL AND ACCOMMODATIONS:

- Enjoy the reduced ADG Group Rate at the Saddlebrook Resort to conveniently attend all networking opportunities, which will be exclusively at the Saddlebrook. Plan to travel the day before your presentation or golf outing. ADG group rates for accommodations at the Saddlebrook Resort start at \$219.00 plus tax (7.0%). Rate is valid until January 14, 2019. Partners will be responsible for booking their Saddlebrook rooms directly.
- Please use group booking code ADG for web reservations at www.saddlebrook.com or call (800) 729-8383 and reserve a room as an American Dealer Group member. For anyone that may wish to extend their stay at the resort, group rates will be honored three (3) days before and after based on availability.

PRESENTATIONS:

- You will be presenting to dealership owners and principals. You can choose your topic, but it should include an explanation of profit opportunities. A projector is supplied for showcase presentations but you must provide your own laptop. You may use any form of digital presentations, handouts or samples. This is NOT a trade show, so no booths or trade show equipment is allowed. Attire is business casual for all Friday events. Name badges and ADG member contact information will be provided.

LIMITED AVAILABILITY:

- As a Showcase Presenter, you will enjoy this proven and unique event format and have access to owners and principals of 21 Dealerships for about \$100.00 per contact to go to market. ADG member attendance at this event is mandatory. All Showcase Presenter Partner opportunities and 2019 Supplier Partner Event Agreements are subject to availability and ADG Board of Directors approval. Priority is given to first come applications and/or strong product interest among members. Final Showcase presentation agenda will follow and is subject to change.

You can learn more about American Dealer Group [ADG] at www.americandealergroup.com, including our roster of Dealers and the list of Vendor Partners who have presented to ADG at past meetings. For additional information contact Joe Hillmann, ADG Vendor Partnership Director & Member at (952) 888-7332 (work),(612) 810-6512 (cell) or joe@standarddynamics.com.

AMERICAN DEALER GROUP 2019 SUPPLIER PARTNER EVENT AGREEMENT

Presentation Partners Agenda: The conference begins with the Golf Scramble on Thursday, March 7th. Tee times will be announced leading up to the event. Our Welcome Reception follows on Thursday evening from 6:00 p.m. to 7:30 p.m. at the Saddlebrook Tropics Terrace. On Friday, March 8th all sponsors are welcome for breakfast at the Tropics Restaurant at 7:00 a.m. Members have a brief meeting at 8:00 a.m., then each Platinum Event, Gold Showcase, and Showcase Partner will present to the ADG members privately. Time slots begin at 8:30 a.m. and continue through the day. A two hour lunch and learn session for returning vendors will begin at 12:00 p.m. at the Tropics Restaurant. Partner presentations will resume from 2:30 p.m. to 5:00 p.m. Our annual Partners Appreciation Night follows at the Tropics Terrace with a cocktail hour at 6:00 p.m. and dinner at 7:00 p.m.

All event details for Presenting Partners, Returning Partners, and Sponsors are as stated on the 2019 ADG rate chart. All Partner opportunities involving Showcase presentations and the 2019 Supplier Partner Event Agreement are subject to availability and ADG Board of Directors approval. Contact Joe Hillmann, ADG Vendor Partnership Director & Member, at (952) 888-7332 (work), (612) 810-6512 (cell), or joe@standarddynamics.com.

EVENT REGISTRATION

Company: _____

Address: _____

Contact Name: _____ Contact Title: _____

Contact email: _____ Contact Phone: _____

Attendee Name(s): _____

Attendee Mobile Phone(s): _____

Register us for:

- Platinum Event & Showcase Partner with extended presentation & Dinner Sponsorship \$5,500.00
- Gold Showcase Partner with extended presentation & cocktail hour **or** welcome reception Sponsorship \$3,250.00
- Showcase Partner with presentation \$2,250.00
- Returning Partner without presentation \$1,125.00
- Affinity Education Sponsor - Improving business efficiency, leasing, hiring, and best practices topics \$550.00
- Affinity Education Sponsor – Technical support training, service contracts, & labor rates topics \$550.00
- Affinity Education Sponsor – Sales, content marketing & web tips topics \$550.00
- Sponsor – Welcome reception \$275.00
- Sponsor – Breakfast or Lunch \$275.00
- Sponsor – Dinner or cocktail hour \$275.00

We ask our many legacy suppliers to consider being connected with the ADG mission as a Sponsor if not attending. Sponsors will be recognized in the event program. This is a nice opportunity to support the education mission of the ADG dealers who already represent your product line.

Authorized signature: _____ Date: _____

The ADG Member who encouraged us to register is: _____

Don't Delay. Please forward the signed agreement as soon as possible to Ellen Barrett by fax at (810) 238-9008 or ellen@midstatelitho.net. Ellen can be reached directly at (810) 238-7370. After a registration acceptance and ADG approval, you will be notified and an ADG invoice will be sent. Special deadline sensitive ADG group room rates are available at Saddlebrook Resort. Ellen will provide all group rate accommodation details with invoice. Payment is due prior to the event by January 14, 2019. Major credit cards accepted. Check payable to American Dealer Group. Forward payment to: American Dealer Group, c/o Ellen Barrett, ADG Treasurer, 5459 Fenton Rd., Flint, MI 48507.