



REGISTRATION MATERIALS



SHUFFLE your STRATEGIES



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Let's face it, 2009 was a difficult year for the travel and tourism industry. Now, as the economy begins a slow rebound, companies are looking for ways to gain the upper hand on their competitors in 2010 and beyond.

With the stakes higher than ever, you can't afford to miss the 2010 SWDA Convention & Trade Show in Las Vegas. To stay competitive, you need new ideas, new solutions and new methods to see you through these times. And the best way to up the ante on your competition is to interact and learn from your colleagues facing similar challenges.

It's all about CONNECTIONS

Your connections are the key to getting things done and staying competitive in a down economy. Whether you're looking for a new vendor, a new product, a creative solution to a business problem, or someone with an "in," you can be sure you'll meet the right connections at the SWDA Convention & Trade Show.

Don't GAMBLE on your company's future.

Attending the Annual Convention & Trade Show is a sound investment in your business to target your buying efforts, increase your business savvy, and share ideas with your colleagues. As the largest gathering of its kind for distributors of post cards and souvenirs, this is your opportunity to do a year's worth of business in one trip at one low price.

Responding to the needs of our members, SWDA has made significant changes to the annual convention to allow you to maximize your investment. We have lowered registration fees, and secured outstanding room rates for our members. And by co-locating with the Las Vegas Gift Show, you are betting on a sure thing with easy access to both shows with your SWDA registration.

Best BUSINESS practices panel discussions will take place on Sunday afternoon, September 19. Industry leaders share their experiences in the areas of **Cash Flow, Financing & Credit; Inventory Control & Closeouts; and Websites & Selling Practices.**





convention HIGHLIGHTS

The **Hospitality Lounge** will be open on Sunday as well as Tuesday evenings as an informal gathering place before dinner. This is the first networking event of the convention, and open to all attendees. Drop in anytime before hitting the famous Las Vegas Strip to meet up with old friends and make new contacts. Complimentary beverages and hors d'oeuvres will be provided.

The annual **Awards Banquet** on Monday evening will celebrate the world's best post card and souvenir design work. *Distributor of the Year*, *Printer of the Year* and *Souvenir Supplier of the Year* awards will be presented, plus the winners of the Silent Auction to benefit the Ricky Riggs Memorial Foundation will be announced.

6th Annual Silent Auction

to Benefit the Ricky Riggs Memorial Foundation

Once again, we are encouraging all members to participate in this fundraiser. Bid on dozens of donated items with the winning bids declared during the Awards Banquet. This event has raised over \$50,000 for the Foundation since its inception. This is a wonderful opportunity to mingle with your colleagues while supporting a great cause. To donate auction items, complete the enclosed form and return to SWDA.

Golf Tournament to Benefit the Ricky Riggs Memorial Foundation will take place at the **Silverstone Golf Club** on **Saturday, September 18** from **1 pm to 6 pm**. Join your industry friends and colleagues for an afternoon of fun at the Silverstone Golf Club, minutes from the Las Vegas strip. The emphasis is on fun in this scramble tournament, where high handicappers and scratch golfers alike can compete for prizes. Silverstone Golf Club, host of the Las Vegas Celebrity Players Tour Stop, features three unique layouts including the longest par-5 in Nevada.

This year's tournament is again hosted by the Ricky Riggs Memorial Foundation, which is dedicated to raising funds for children's charities throughout the country. Twenty-five dollars of each golfer's tournament fee will go to support the foundation's work.

Don't miss this opportunity to enjoy an afternoon with your fellow SWDA members, and help raise money for a good cause too! In addition to the Foundation contribution, your **tournament fee of \$135** includes transportation via luxury charter bus, green fees, cart and lunch.

CONVENTION AGENDA

SATURDAY, SEPT 18

1 pm - 6 pm
Pre-Conference Event
Golf Tournament
(Silverstone Golf Club)

SUNDAY, SEPT 19

7:30 am - 5 pm
Attendee Registration (Springhill Suites)

8 am - 5 pm
Awards Viewing (Springhill Suites)

10 am - 12 pm
Board of Directors Meeting
(Springhill Suites)

12 pm - 1 pm
Lunch (Springhill Suites)

1 pm - 5 pm
General Session & Speakers / Panels
(Springhill Suites)

6 pm - 8 pm
Hospitality Happy Hour (Springhill Suites)

MONDAY, SEPT 20

9 am - 5 pm
Trade Show with Lunch (LVCC)

7 pm - 10 pm
Awards Banquet (Springhill Suites)

TUESDAY, SEPT 21

9 am - 1 pm
Trade Show (LVCC)

1 pm - 6 pm
Trade Show Move-Out

2 pm - 4 pm
Board of Directors Meeting
(Springhill Suites)

5 pm - 7 pm
Hospitality Happy Hour (Springhill Suites)



Thanks to our 2010 **EVENT SPONSORS:**



How to REGISTER

Everything you need to register for the 38th Annual Convention & 2010 Trade Show is included in this packet. Complete and return the enclosed registration form to SWDA headquarters, along with full payment. **Register by August 7, 2010 and pay just \$150 per person.** *After that date, a \$50 late fee is added to all registrations.*

REGISTRATION Policy

Only companies who are members in good standing of SWDA may attend. Everyone who wishes to attend SWDA events, including the trade show, must be registered. Your attendee badge will be required for admission to ALL convention activities.

Attendee REGISTRATION

\$150 per person

Registration fee includes general session and panel attendance, lunch on meeting day and trade show day one, hospitality lounge access, plus participation and voting privileges in Awards Contest. **This fee does NOT include the awards banquet. Tickets to the awards banquet can be purchased a la carte for all attendees at a cost of \$65 per person.**

GUEST/SPOUSE Policy

Accompanying guests or spouses not attending business functions, who only wish to attend the evening social functions, may also purchase tickets to the Awards Banquet (\$65).

See the enclosed registration form for complete details and pricing.

Springhill Suites by MARRIOTT

2989 Paradise Road, Las Vegas, Nevada 89109

Worldwide Reservations: 1-888-287-2166

Hotel Direct: 702-433-5880

Hotel Reservation Deadline: September 3, 2010

While there are many hotel options in Las Vegas, SWDA has designated the SpringHill Suites by Marriott as the headquarters hotel for the SWDA 2010 Convention & Trade Show, offering members a group rate of \$84 per night. This rate includes a **full breakfast buffet** each morning, **complimentary wireless internet** in guest rooms and all common areas, and **free parking** for hotel guests. The hotel also features a full service Business Center, rooftop pool and fitness center.

The SpringHill Suites is the closest hotel to the exhibit hall for the 2010 SWDA Trade Show, located just across the street at the Las Vegas Convention Center. All meetings, including the awards viewing and banquet, plus the hospitality lounge will take place at the SpringHill Suites.

SWDA has negotiated an outstanding room rate of \$84 single/double for SWDA attendees. To book your room in the SWDA block, call Marriott Reservations at **1-888-287-2166** or call the hotel directly at **702-433-5880**, and reference **SWDA**. You can also book online by visiting the SWDA website at **www.souvenircentral.org**. The deadline to secure the group rate is **September 3, 2010**.

TRAVEL Information

Las Vegas continues to build upon its reputation as a vibrant showcase for the extraordinary. This is the city that attracts more than 36 million visitors a year by offering the grandest hotels, the biggest stars in entertainment, the highest caliber of award-winning chefs and master sommeliers, and, of course, the brightest lights.

Las Vegas is easy and affordable to access from points all over the globe through McCarran International Airport (LAS), featuring daily flights from 30 different air carriers. The SpringHill Suites & the Las Vegas Convention Center are located approximately 2.5 miles from McCarran International Airport. The hotel does not provide shuttle service, but a taxi costs approximately \$20 each way.

QUESTIONS?

Contact SWDA Association Coordinator

2105 Laurel Bush Rd., Suite 200, Bel Air, MD 21015

443-640-1055 x115 • Fax: 443-640-1031

nina@ksgroup.org • www.souvenircentral.org



REGISTRATION form



38th Annual Convention & 2010 Trade Show
September 19-21, 2010 Las Vegas Convention Center & Marriott Springhill Suites Las Vegas, Nevada

PLEASE TYPE OR PRINT information as you want it to appear on your badge. Please photocopy form for additional registrants. Payment **must** accompany this form!

Company _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ E-mail _____

Person to contact in case of emergency during meeting (Name) _____

Phone _____ Relation to Attendee _____

Full name	nickname for badge	title	1st conference?	
Member 1 _____	_____	_____	yes	no
Member 2 _____	_____	_____	yes	no
Member 3 _____	_____	_____	yes	no
Member 4 _____	_____	_____	yes	no

Event	Cost	Member 1	Member 2	Member 3	Member 4
Convention Registration* (by August 7, 2010)	\$150	\$	\$	\$	\$
Late Fee (if registering after August 7, 2010)	\$50	\$	\$	\$	\$
Golf Tournament (Saturday, Sept. 18)	\$135	\$	\$	\$	\$
Awards Banquet (Monday, Sept. 20)	\$65	\$	\$	\$	\$
Fees Due for Each Attendee		\$	\$	\$	\$
Add'l. Banquet Tickets _____ (qty.) at \$65 each	\$				
TOTAL AMOUNT DUE:	\$				

* Convention Registration fee includes general session and panel attendance, lunch on meeting day and trade show day one, hospitality lounge access, plus participation and voting privileges in Awards Contest. **This fee does NOT include the awards banquet. Tickets to the awards banquet can be purchased a la carte for all attendees at a cost of \$65 per person.**

Payment: Check (payable to SWDA) VISA MasterCard American Express

Card # _____ Cardholder Name _____

Cardholder Address (if different from above) _____

Exp. Date _____ Signature _____

Registration Details: All attendees over age 16 attending the business sessions, social events and trade show must register. Spouses or family members, including children, not attending the sessions or trade show who only wish to attend the social events can pay per event. Contact SWDA at 443-640-1055 for pricing of individual social events. **ALL REGISTRATIONS RECEIVED AFTER AUGUST 7, 2010 WILL BE CHARGED AN EXTRA \$50 PER REGISTRANT.**

Cancellation Policy: All cancellations must be in writing. No refunds will be made after August 7, 2010. Cancellation prior to August 7 will be charged a \$50 administrative fee.

EARLYBIRD DEADLINE: AUGUST 7, 2010

Important: If you have a **disability** or **dietary request** and require special accommodation in order to fully participate in this event, please check the box on the left. Attach a written description of needs. **We can only provide access if we have prior knowledge.**

RETURN THIS FORM with payment to SWDA at:
 2105 Laurel Bush Rd., Suite 200, Bel Air, MD 21015
 Phone: 443-640-1055 • Fax: 443-640-1031
 www.souvenircentral.org