



The Driving School Association of the Americas, Inc.

"Dedicated to Saving Lives in the Americas since 1973"



ALL EXHIBITORS AND PARTNERSHIP PROGRAM PARTICIPANTS

Dear Safety Associates:

The DSAA 2009 Conference Committee would like to invite your company to participate in the 37th Annual Driving School Association of the Americas' International Convention.

As in the past, kick-off will be a reception in the exhibit area Wednesday, November 11th from 7:00 pm to 8:00 pm. This allows you to welcome delegates to the exhibitor hall and introduce yourself. You may want to personally invite them back during the regular exhibitor hours.

Friday and Saturday mornings a continental breakfast will be served in the exhibit area. This has proven to attract many convention participants and ensures the opportunity for everyone to visit the trade booths. Delegates use this opportunity to set up appointments with exhibitors so they can return and speak privately.

The fee for **The 2009 DSAA International Driving School Convention** as an exhibitor is **\$1,200.00**. Each registration includes a booth (approx. 10'X 5' area) with one six-foot table, draping, electricity (with prior written request), 2 chairs, one full convention registration and 1/4 page (approx. 4 1/4" x 5 1/2") black & white ad in the convention program book.

Full registration includes attendance for one company representative to all seminars, plus Wednesday evening-cocktail party, Thursday - opening breakfast, Thursday evening - social, Friday evening - cocktail party and banquet, and Saturday - president's luncheon. Additional company representatives may participate in all convention activities at the rate of \$125.00 per person.

All DSAA Partnership Program Members and exhibitors must complete the enclosed exhibitor's registration form to the conference committee by October 1, 2009 to ensure your space is reserved. Shipping information will be sent to all participants at a later date. To receive information on the DSAA Partnership Program or advertising in the DualNews magazine contact Kathy Clausen at 847-965-6565 or kathyclausen1011@aol.com.

SET-UP TIME:

Wednesday, 2:00 pm – 6:00 pm

WELCOME TO ALL DELEGATES

Cocktail Party

Wednesday, 7:00 pm – 8:00 pm

TENTATIVE EXHIBIT HOURS ARE AS FOLLOWS:

- Wednesday 7:00 pm to 8:00 pm
- Thursday 7:30 am to 9:00 am and 10:30 to 1:00 pm
- Friday 7:30 am to Noon
- Saturday 7:30 am to Noon

LET THE CONFERENCE COMMITTEE KNOW IF YOU WOULD LIKE TO SCHEDULE INDIVIDUAL APPOINTMENTS AT OTHER TIME

If we can be of further assistance, please contact one of the convention committee persons.

2009 Conference Committee

Kathy Clausen – 847-965-6565, kathyclausen@thedsaa.org

**DRIVING SCHOOL ASSOCIATION OF THE AMERICAS, INC.
2009 ANNUAL INTERNATIONAL CONFERENCE
EXHIBITOR REGISTRATION**

COMPANY NAME:
D/B/A (IF DIFFERENT)
TYPES OF PRODUCTS / SERVICES OFFERED:
DSAA PARTNERSHIP LEVEL:
BUSINESS ADDRESS:
CONTACT NAME:
E-MAIL ADDRESS:
TOLL FREE PHONE:
OTHER BUSINESS PHONE
BUSINESS FAX:

NUMBER OF REPRESENTATIVES ATTENDING: •NON-DSAA PARTNER EXHIBITOR FEES INCLUDE S 1 (ONE) FULL CONFERENCE REGISTRATION •\$125.00 PER ADDITIONAL PERSON	EXHIBITS ONLY		<i>MUST COMPLETE A CONVENTION REGISTRATION FORM FOR EACH PERSON ATTENDING SEMINARS AND SOCIAL FUNCTIONS.</i>
	FULL CONFERENCE		
	SOCIAL ONLY		

NAME OF EACH REPRESENTATIVE	NAME	NAME
	TITLE	TITLE
	NAME	NAME
	TITLE	TITLE

TYPE OF DISPLAY:

- TABLE TOP
- STANDING PARTITION (SIZE : _____)
- NUMBER OF AUTOMOBILES

ELECTRICITY REQUESTED (CIRCLE ONE)

TELEPHONE LINE, TV, VCR OR OTHER ADDITIONAL EQUIPMENT MUST BE ARRANGED WITH THE HOTEL AT EXHIBITOR'S EXPENSE

YES

NO

(MUST BE REQUESTED ON THIS REGISTRATION FORM)

EXHIBIT SPACES ARE 10' WIDE X 5' DEEP IF YOUR EXHIBIT IS LARGER, AN ADDITIONAL SPACE MUST BE PURCHASED (additional advertising space not included)

20' X 5' (total booth space) - \$500

30' X 5' (total booth space) - \$700

DSAA CONFERENCE CONTACTS:

Kathy Clausen – 847-956-6565

**DSAA OFFICE
USE ONLY**

MAIL COMPLETED FORM PAYMENT BY :

DEADLINE: OCTOBER 1, 2009

DSAA

12676 Bass Lake Rd.
Maple Grove, MN 55369

Date Received:

**EMAIL BLACK AND WHITE AD ONLY
FOR PROGRAM BOOK TO:**

DEADLINE: OCTOBER 1, 2009

dsaa@bellsouth.net

Date Received:

DON'T FORGET TO CALL THE HOTEL AND MAKE YOUR OWN RESERVATIONS.

DSAA 2009 INTERNATIONAL CONVENTION

SARASOTA, FLORIDA—NOVEMBER 11-14

REGISTRATION FORM FOR EXHIBITORS AND PARTNERS

Company Name _____ Phone _____

Address _____ FAX Number _____

City, State/Provience, Zip/Postal Code _____ E-Mail Address for Confirmation _____

1st Delegate Name: _____ Social Only Name: _____

Additional Delegate (s) ** Name: _____ Social Only Name: _____

EXHIBITOR & PARTNER

EXHIBITOR FEE (APPROXIMATELY 10' x 5' SPACE), ONE 6' TABLE, 2 CHAIRS, 1 CONVENTION REGISTRATION, 1/4 PAGE AD IN PROGRAM BOOK (ALL ADS ARE BLACK & WHITE)	\$1,200.00
ADDITIONAL SPACE (20' x 5")	+ 500.00
ADDITIONAL SPACE (30' x 5")	+ 700.00
ADDITIONAL ATTENDEE	+ 125.00

Discover **Check Your Method of Payment** Description of Fees **Amount**
 Visa Enclose Check or Money Order
 MasterCard
 American Express
Exp. date _____

NAME ON CARD _____

Credit Card # _____

Signature _____ Total: _____

PLEASE RESPOND TO THE FOLLOWING

WHICH DSAA FUNCTION ARE YOU PLANNING TO ATTEND ?

Golf Tournament Tuesday, 11/10/2009 (**GREAT OPPORTUNITY !!**)

- ◆ **Opening Breakfast Thursday, 11/11/2009**
- ◆ **Social Function (TBA)**
- ◆ **Evening Entertainment**
- ◆ **President's Luncheon**
- ◆ **Awards Banquet**

NO	YES	IF YES...HOW MANY?

*2009 DSAA MEMBERSHIP DUES MUST BE PAID ; **ADDITIONAL DELEGATES MUST BE FROM THE SAME SCHOOL

◆ THESE EVENTS INCLUDED WITH REGISTRATION, A TOTAL OF SEVEN (7) MEALS



FAX WITH CREDIT CARD INFORMATION TO: 651-277-9398
DSAA-2009 INTERNATIONAL DRIVING SCHOOL CONVENTION
12676 BASS LAKE RD., MAPLE GROVE, MN 55369
CALL IF ANY QUESTIONS: 1-800-270-DSAA (3722)
WWW.THEDSAA.ORG