

Kites, Toys and Innovation
Since 1983

ATTENDEE REGISTRATION
PACKET



Presented by Kite Trade Association International
28th Annual Trade Show and Convention

Las Vegas, Nevada

January 25-27, 2016

See page 4 for detailed schedule



Tuscany Suites & Casino

255 E. Flamingo Road
Las Vegas, NV 89169

Reservations:

Online at www.tuscanylv.com

877-887-2261

(KTAI Group Code: 13X3UW)

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28th Annual Trade Show and Convention

From the President of the KTAI



“Learning never exhausts the mind” ~ Leonardo daVinci

Exciting news: this year KTAI is going to Italy!

Well, not exactly.....but we ARE bringing the feel of an Italian vacation to our 28th Annual KTAI Trade Show & Convention! As President of the Kite Trade Association, International, I invite you to join me and our KTAI family at the beautiful **Tuscany Suites & Casino** in the heart of fabulous Las Vegas, Nevada! This location is quite a departure for us, and your Board of Directors and I

feel you will be delighted with the change! You can see for yourself by perusing www.tuscanylv.com for all the details. Unlike many of our other venues, this resort has the feel of a boutique hotel – separate buildings surrounding a beautiful pool area, casual and elegant restaurants, either quiet or upbeat bar/lounge areas (your choice!), and a casino completely separate from the hotel and convention space. And you will all love the location: right on Las Vegas’ famous “restaurant row,” and within walking distance of the Bellagio Hotel, Caesar’s Palace, and the heart of the exciting Las Vegas strip! Centrally located, it’s a closer, quicker (and decidedly cheaper) ride to and from the Las Vegas airport. Close enough to the Strip for easy access to fun and excitement, but providing as oasis of Mediterranean calm when you return to your room. And you’ll want to return, because each of the hotel’s homey suites is geared for both business and relaxation. You will find not only a large sleeping area, but a desk/work area, a complete kitchenette and dining area, and a lounge/sitting area in every room. All this at our special KTAI convention rate of only \$66.08 per night, which includes tax and resort fees! ☺ You’re welcome!

I’m sure many of you will want to come early and/or stay late to build in a tiny vacation attached to your convention stay, and you can do so at the inclusive convention rate; of \$66.08 Sunday through Thursday and \$122.08 Friday and Saturday. Our rates are guaranteed from January 22-30, 2016. But the REAL reason you come to the KTAI Trade Show and Convention, of course, is the incredible networking opportunities, the trade show deals that can save you hundreds if not thousands of dollars, the wealth of information and ideas you’ll gain, the chance to see and try out great new products, and the fun and sharing with both old and new KTAI friends. Our convention always feels more like a family reunion, but with real bottom-line-boosting business opportunities in a great vacation spot!

So now let’s talk business! Every year our education programs give you access to information vital to the success of your business. In no other industry do peers who are also sometimes competitors so willingly share their knowledge for the good of all of us in the KTAI. In response to member feedback, this year your Board is restructuring some of the education workshops to create an open forum moderated by a panel of experts in our industry, and a morning jump-start session on day two of the trade show. And returning in its original format is that perennial favorite, the Exhibitor Strut.

- At the **Great Ideas Forum** you can take advantage of the accumulated knowledge of a panel of successful longtime KTAI members and ask all those burning questions, from display ideas to new products to marketing to personnel issues – and everything in between! You can also share your own expertise about exciting new items, and things that have worked well for you. This Forum is a must for newbies and old-timers alike.
- At the **Exhibitor Strut** the exhibitors in our trade show will be showcasing their 2016 designs and discussing their “Trade Show Only” deals; hit the trade show floor armed with advance information, making your time there way more productive.
- Grab a cup of coffee at the **Best of Show – Trade Show, That Is!** Join us for an informal forum on the morning of the second day of the trade show, and wake up to what you might have missed on the first day! This is your chance to hear what other members found noteworthy on the first day, and to share your own exciting finds. More good info so you won’t miss out!

Take a good look at the schedule; programs have been planned more efficiently, so you don’t miss one second of the Great Ideas Forum, the Exhibitor Strut, the Best of Show, the Annual Business Meeting, or any of our social events. The Trade Show and Convention is more than just an event to attend; you get involved in the entire industry by meeting the designers of the products, holding the products in your hand, and testing them out for yourself. KTAI offers you the opportunity to really immerse yourself in “Kites, Toys And Innovation.”

Keep Lookin’ Up,

*~Elaine Leitner, President
Kite Trade Association, International*

28th Annual Trade Show and Convention

Tuscany Suites & Casino

The Tuscany Suites & Casino is an all-suites property, featuring large 650 sq. ft. suites in a resort setting, just minutes from the famed Las Vegas Strip. Curved pathways wind through 27 acres of lush landscape, pools, and fountains. Our full-service hotel provides warm, personalized service to surpass all of your needs from concierge service to business center, and state-of-the-art fitness center with massage services. Experience the sophisticated yet approachable take on Italian Fine Dining in the romantic setting of Tuscany Gardens. Enjoy the bold flavors of Mexico and creative chef's specials in the Cantina. Marilyn's Café provides around the clock option, with 24-hr breakfast menu and the best in American comfort food. No doubt their four restaurants and four bars will surpass your expectations!



Discover the pleasures of our all-suites Las Vegas Resort. Tuscany Suites & Casino features the best in spacious hotel accommodations, award-winning dining, exciting casino gaming, and a variety of live entertainment. Experience the excitement of all Las Vegas has to offer in a prime location, just two blocks away from the famous Las Vegas Strip and minutes away from the Las Vegas Convention Center and McCarran International Airport.

Tuscany Suites and Casino Hotel is the perfect destination for relaxing vacations, meetings, weddings, spa getaways, and soaking up everything the city has to offer. Think of us as Vegas luxury without Vegas prices and crowds. The moment you walk through our doors, you feel at home. We're all about low-key and high style, without sacrificing the fabulous hotel amenities and features of the larger luxury resorts.



Thrill in the 24/7 action of the Tuscany Casino with over 800 of your favorite slot and video poker machines, as well as a full complement of table games including Blackjack, Craps, Roulette, and Super Fun 21. Sports fans can get in on all the action at the William Hill Sports Book, just inside the casino main entrance. Voted the Best Player's Club in 2011 by the Las Vegas Review-Journal.

Tuscany Suites and Hotel

255 E. Flamingo Road | Las Vegas, NV 89169

Reservations: Online www.tuscanylv.com OR 877-887-2261 (KTAI Group Code: 13X3UW)

King: \$66.08, inclusive | Check in 3:00 PM - Check out 11:00 AM | Friday/Saturday rate: \$122.08, inclusive

Room rate cutoff date is 12/25/2015

Includes: Wi-Fi, work desk, kitchenette, state-of-the-art fitness center, business center, four restaurants and four bars!

28th Annual Trade Show and Convention



Schedule of Events

Monday, January 25th

Registration	8:00 AM - 10:00 PM
Exhibitor Set Up	8:00 AM - 10:00 PM
Enjoy one of the beautiful restaurants at Tuscany Suites and then join us for the First Timers Forum or the Great Ideas Forum!	
First Timers Forum & Mentor Match Up	12:30 PM - 1:00 PM
Great Ideas Forum	1:10 PM - 2:10 PM
Break (Exhibitors & Retailers)	2:10 PM - 2:30 PM
Great Ideas Forum Continued	2:30 PM - 3:30 PM
Exhibitor Strut	3:40 PM - 4:30 PM
KTAI Member Welcome Reception	4:30 PM - 6:00 PM

Tuesday, January 26th

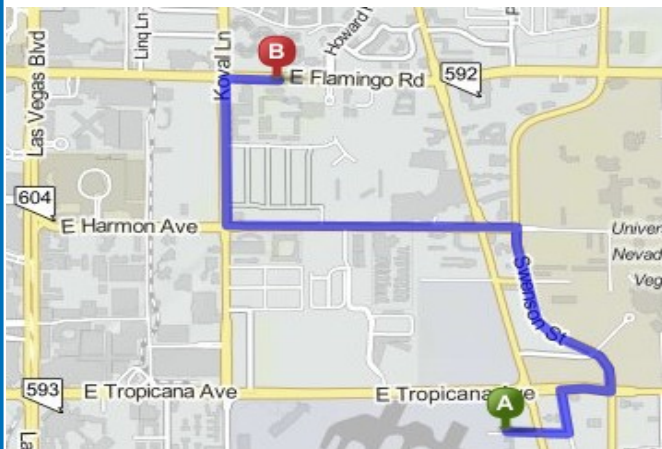
Registration	8:00 AM - 5:00 PM
Exhibitor Strut	9:00 AM - 9:50 AM
Trade Show	10:00 AM - 5:00 PM
Annual Business Meeting	5:10 PM - 6:10 PM

Wednesday, January 27th

Registration	8:00 AM - 4:00 PM
Best of Show-Trade Show That is!	8:45 AM - 9:50 AM
Trade Show	10:00 AM - 4:00 PM
Reception	6:30 PM - 7:15 PM
Dinner and Awards	7:15 PM - 8:45 PM

Directions from McCarran International Airport (A):

- Head east on Bell Dr. toward Paradise Rd.
- Turn left onto Palo Verde Rd.
- Turn right onto E Tropicana Ave / NV-593
- Take the first left onto Swenson St.
- Turn left onto E Harmon Ave.
- Turn right onto Koval Ln.
- Turn right onto Flamingo Rd / NV-592
- Arrive at Tuscany Suites & Casino (B)



First Timers

If you are a First Timer or haven't attended in three years, we ask that you let us know (on the form) and please attend the First Timers Forum and Mentor Match-Up!

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First Timers Forum and Mentor Match-Up

This workshop is an updated version of our annual Retail Boot Camp, and it's a must for any first-time attendees! "Old-timers" can also learn a few new tricks, and share their expertise with newcomers. We will be discussing how to get the most out of the trade show so you can tailor your strategy to meet your retail goals.

In addition, we continue our successful mentor program and we'll be matching up interested first timers with seasoned KTAI veterans for individualized assistance, not only at the convention but throughout the year. Past mentor relationships have proved helpful for the mentees and rewarding for the mentors. Any experienced KTAI members who would like to contribute to the success of our new attendees are encouraged to attend this workshop. Stop by the registration desk if you are unable to attend this workshop, but want to be a part of the mentor program.

Mentor Meet-Up!

This informal half-hour before the banquet is an opportunity for mentors and mentees to get together and debrief after the trade show, socialize, and exchange contact information for ongoing discussions throughout the year.

Great Ideas Forum

This is an open forum moderated by a panel of experts: successful longtime KTAI members who have agreed to share their own accumulated knowledge, and also to draw on the expertise of those attending the forum. What questions would you ask if you had the ear of some of the most successful kite retailers, manufacturers and distributors in the world? Well, here they are, so ask away. What is the best way to merchandise this new product? What are the best practices for hiring, training and retaining great staff? I love this one item – but it isn't selling for me – why not? How can I best display certain items? What should I look for to get the most out of the 2016 Trade Show? What's the most effective way to use social media? What do I wear to the Banquet – and what time is lunch?

And please draw on your own experience to share things you've learned; what's worked well for you and what hasn't. If you want to share info on a cool new product you're excited about, which we encourage, please bring a sample and the manufacturer/distributor's contact information. This Forum is a must for newbies and old-timers alike. Come share your ideas and pick up some great tips from your colleagues.

Sixth Annual Exhibitors' Strut!

Now in its sixth year, this popular workshop gives exhibitors a chance to "strut their stuff"; to showcase their hot new designs, demonstrate products, answer questions from retailers, talk about show specials, and more! Retailers get a sneak peek at what their favorite vendors have to offer and also have a chance to meet new exhibitors and learn how their products can help boost sales! Attendees will have a definite advantage when they hit the trade show floor on opening day. Knowing in advance about show specials and new designs means you use your valuable time for specific questions and order writing when you visit exhibitors' booths. Exhibitors appreciate the opportunity to have everyone hear the same information all at once, so they can focus more on the needs of individual businesses on the trade show floor. Don't miss this head start on the trade show!

BEST OF SHOW – TRADE SHOW, THAT IS!

It's the morning after the first day of the trade show. Get your morning wakeup coffee at this informal gathering for sharing experiences. Now is your chance to focus on what you have seen the first day of the show. What new products "lit your fire?" What did you find that you can't wait to try out in your store? Any surprises? Curious about what others have discovered? Come share your finds and make sure you aren't missing something important when you return to the trade show floor for day two!

28th Annual Trade Show and Convention

RULES AND REGULATIONS

- Attendees are invited to view and test the products of paid exhibitors. Attendees are not to solicit, distribute materials or display products either in the Trade Show or in any area of the Convention hotel.
- Cameras and/or videos are not allowed except by permission of the exhibitor and with the exhibitor in attendance.

CANCELLATION AND REFUND POLICY

A full refund is obtainable up to thirty (30) days prior to the start date of the Trade Show. Thereafter, refunds are subject to a \$25 service charge. No cancellations accepted twenty-one (21) days prior to the start date of the Trade Show. Substitution of another person allowed any time.

Questions? Please contact: Maggie Vohs

Phone: 541-994-9647 Fax: 503-419-4369

Email: ExDir@KiteTrade.org

Mail: Kite Trade Association International
P.O. Box 6898
Bend, Oregon 97708 U.S.A.

REGISTRATION FORM:

Company _____

Address _____

City _____

State _____

Zip/Postal Code _____

Country _____

Email _____

Phone _____

Fax _____

Web Site _____

Resale License No. (US Companies) _____

- ☐ Please use this information to add me as a new member of KTAI. I understand by **checking this box** that I will include \$150 for regular membership, and will pay the KTAI member pricing for registration.
- ☐ I am a First Time Attendee, or I have not attended this Trade Show in the past three years.

REPRESENTATIVES ATTENDING

Please print name as you wish it to appear on your badge.

1. _____
2. _____
3. _____
4. _____

CREDENTIALS FOR BUSINESSES:

Retail business license, resale tax certificate or VAT certificate Imprinted business check, or business credit/debit card. Internet businesses must provide proof of operational e-commerce.

Each attendee must provide: Valid government issued photo ID (driver's license, passport or government ID)

It is important to us that you enjoy the 27th Annual International Kite Trade Show. If due to a disability, or if you have any special needs or requirements, please let us know immediately and we will do our best to accommodate your needs.

Primary Business (Circle One) Retailer Wholesaler Manufacturer Other: Please specify _____

Full Registration includes: Information Packet, Badge, Receptions, Lunches, Seminars, Workshops, Demonstrations, Trade Show & Banquet.

Trade Show Only includes: One information packet per company and a badge for each attendee.

	QTY	KTAI MEMBER	NON MEMBER	EXT
New Membership	1		\$150	_____
First Full Registration, per person	1	\$175	\$300	_____
Each Additional Full Registration, per person	_____	\$165	\$250	_____
On-site or after December 20, 2015	_____	\$200	\$250	_____
Banquet Only	_____	\$ 50	\$ 50	_____
Trade Show Only, BEFORE November 1, 2015	_____	\$ 0	\$ 0	_____
Trade Show Only, AFTER November 1, 2015	_____	\$ 25	\$ 50*	_____
*Join KTAI while you are at the trade show for \$150 and get a \$25 credit on your Trade Show Only or Full Restrtaion.		Total Payment Enclosed: _____		
Payment Options (Circle One) Check (payable to KTAI) Visa MasterCard Discover American Express				
Card Number	Exp. Date	Billing Zip Code	Security Code	
Name on Card	Authorized Signature			

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Testimonials



KTAI Retail Member:

San Francisco Kite Company - San Francisco, CA

"My business partner and I had very little experience with kiting, the kites themselves and the kite related business network when we set out to open our first kite store in 2009. That all changed after attending the 2009 KTAI national convention! I cannot stress

enough how critical this event was to our early successes. The willingness to share information, the depth of knowledge and the general courtesy and openness of everyone we spoke with was, well, frankly unexpected. With over 50 years of combined business experience, John and I have certainly attended our share of conventions. That's why we were so pleasantly surprised with how genuinely helpful everyone was. You would expect that other retailers in particular might be sensitive to sharing their "secrets to success", especially those in our own region. Quite the opposite was the case. We were savvy enough then to understand the value and leverage that we gained from that convention and having been in business for our first year, have enjoyed the leverage and returns that came directly from our early engagements with KTAI members. Last year, our second, we had a similarly valuable experience and once again left feeling very inspired and humbled by the outpouring of support we received for our business. Don't get me wrong, we actively reached out at these events and worked

hard to meet with as many folks as we could. That said, even an introvert could pay for their investment in this event simply by attending the events and workshops. We made some great friends, learned invaluable short cuts and even joined the Board in order to try in some modest way to give back for all that we had gleaned from our association with the KTAI. If you are new to the industry, I strongly suggest you consider attending the next convention and joining the KTAI, you won't regret it. If you are an "old dawg" in the industry, show up and be open to learning a new trick...I bet you a cold one you won't be disappointed!"

Daren Henderson

KTAI Retail Member: Must Like Mud - Santa Clara, CA

Thanks for the warm and generous welcome we received from the membership of the KTAI. As newbies to retailing, brand new KTAI members and first-time trade show attendees, we were thrilled at the support offered by our fellow business folk. Demo Day was a great introduction to other members- we had two new business mentors in the first hour! Membership benefits and trade show attendance should include "money we saved by not making THAT mistake!" Thanks KTAI: the openness of other members to share frankly and without reservation is more than worth the annual dues.

This kind of info is worth the price of KTAI membership...all by itself! Thank you!

Anne Phoenix



Why should you attend the Trade Show?

- Take advantage of a unique opportunity to view the hottest products on the market for 2016!
- Learn directly from the manufacturers the best ways to market and merchandise their products!
- Take advantage of show specials and other discounts not available to anyone except those in attendance!
- Build relationships with suppliers!
- Network with your peers. Share what's hot, what's not and learn from each other's successes and mistakes!