



International Balloon Association Annual Business Conference

2009



GATEWAY^{to} the FUTURE

September 22 - 24, 2009 • St. Louis, MO
Lumière Place Hotel & Casino

Coming together is a Beginning. Keeping together is Progress. Working together is Success.

"For me, having never been to an IBA Conference and being new to the industry, the Conference was an invaluable opportunity to meet the manufacturer's and my fellow distributors. Holding it close to the airport in a quality hotel was also important."

– Jeff Manke, MSR Wholesale
Seattle, WA

"The IBA Conference was great. It was also great to meet with the manufacturers one-on-one."

– Lynn Urry, Inflated Greetings
Mesa, AZ

"The IBA Conference is totally wonderful and a huge opportunity for all involved. The more we see our common goals the more we can pull together."

– Robina Bernard, Clik-Clik Systems
Mississauga, Ontario, Canada

"It's important for all industry members to attend this event."

– Jacqui Bennoch, Conwin, Inc.
Los Angeles, CA

Agenda:

Tuesday, Sept. 22

- 4:00 p.m. – 6:00 p.m. Check-In Registration
- 6:00 p.m. – 7:00 p.m. Cocktail Hour in Lobby Bar
- 7:00 p.m. Shuttles to J. Buck's begin
- 7:30 p.m. Welcoming Dinner at J. Buck's - Downtown St. Louis

Betallic is proud to sponsor the Welcoming Dinner for the annual IBA conference at J. Buck's Restaurant, an affiliate of Betallic. The restaurant is named after the legendary St. Louis broadcasting family of Jack, Joe and Julie Buck. Opened in 2007 and a short walk from Busch Stadium (home of the St. Louis Cardinals), the restaurant features casual dining with an upscale sports bar atmosphere. Shuttle services will be provided from HotelLumière.

Wednesday, Sept. 23

- 7:30 a.m. – 8:00 a.m. Continental Breakfast in meeting room
- 8:00 a.m. – Noon Social Networking Presentation/Workshop
Rob Amberg, Cushman/Amberg Communications
- 12:00 p.m. – 1:00 p.m. Lunch in Atrium
- 1:15 p.m. – 5:15 p.m. Manufacturers' Showcase Distributor Meetings
- 1:30 p.m. – 5:00 p.m. Associate Member Program:
Charge Up Your Creativity, presented by
Peggy Williams and Jan liams
New Product Showcase
- 5:15 p.m. – 6:00 p.m. Associate Members visit Manufacturers' Showcase
- 6:00 p.m. – 7:00 p.m. Cocktail Hour
- 7:00 p.m. Dinner

Thursday, Sept. 24

- 8:00 a.m. – 8:30 a.m. Continental Breakfast in meeting room
- 8:30 a.m. – 10:15 a.m. Social Networking Hands-on Workshop
- 10:30 a.m. – Noon IBA Annual Meeting
- 12:00 p.m. – 1:00 p.m. Lunch – Special Giveaway at conclusion of lunch,
must be present at 1 p.m. to win
- 1:30 p.m. – 5:00 p.m. Factory Tour of Betallic (optional)

Bring Balloons



Spouse Program

For an additional \$75, your spouse can join in the fun!

The amenities of St. Louis are at your spouse's fingertips! Your spouse can relax at the world class Spa at Four Seasons Hotel St. Louis, game at the 75,000 square foot casino, or shop at four luxury boutiques without stepping a foot outside in the gorgeous September weather in St. Louis. He/she may want to take a short trip to the beautiful and tranquil Missouri Botanical Gardens, or visit the lions, tigers, and bears at America's #1 Zoo, the St. Louis Zoo. With so much to do around town, your spouse won't want to miss it!

Spouse Program includes: Dinner Party at J. Buck's on Tuesday, breakfast, lunch and dinner on Wednesday, with breakfast and lunch on Thursday.

Stay & Play on Friday, September 25

Stay an extra day and play in St. Louis

Compete against your fellow balloon-mates in the 1st Annual IBA Golf Tournament, and enjoy a day at the greens of Annbriar Golf Course. Annbriar, rated 4-1/2 stars by Golf Digest, is one of the top courses in the St. Louis area and is a perfect golf getaway for any skilled golfer. See www.annbriar.com for additional information. Additional Expense.

Social Networking Presentation & Workshop

“Willie Sutton, when asked why he robbed banks, is often quoted as saying, ‘because that’s where the money is.’ When people ask me why they should consider incorporating social media outreach in their business marketing plans, I say ‘because that’s where your customers are.’”

-Rob Amberg

Millions of people are creating content for the social web every day. Your competitors are already there. Your customers have been there for a long time. If your business isn't putting itself out there, it ought to be.

Get connected with Rob Amberg as he takes you through an essential presentation and workshop on social networking. Find out how this exciting platform can benefit your business and connect you to your customers.

Presentation Learning Outcomes:

- What is social networking and who is doing it?
- What are the most common and most effective tools?
- Examples of other business-to-business companies and industries that utilize it well
- Ideas on how to utilize social networking to grow your business
- Step-by-step methodology on strategically planning your social networking campaign

Hands-on Workshop Objectives:

- Understanding and working with Facebook groups
- Utilizing Twitter for business gain
- The pros and cons of starting a blog
- Free online tools to help your business
- Using the web for competitive analysis
- Positioning your company via the web



Rob Amberg

Robert Amberg is Vice President and General Manager of Cushman/Amberg Communications' St. Louis office. Robert has led teams in the areas of manufacturing, business services, recreation and tourism, real estate, law, hospitality, education, and technology. He is an active blogger and has designed numerous social media campaigns for clients involving blogs, viral videos, and utilization of social networks. He has authored articles or been quoted in publications such as Entrepreneur, Inc. Magazine, St. Louis Business Journal, PR News, PR Week, and St. Louis CEO.

Associate Member Program:

Peggy Williams from burton + BURTON and Jan Iiams, CBA from Betallic present:

Charge Up Your Creativity!

It will be positively shocking how much fun you'll have in Jan and Peggy's electrifying class! Power up your Portfolio and give your creativity a giant jolt with new, new, new designs from simple and sellable, to simply fabulous! See Centerpiece Secrets, Betallic Decor with an Artistic Twist, LINK-O-LOON Lovelies, and Classic Balloon Designs with fun new treatments and techniques, all presented in Ensemble Décor Vignettes. The girls will get you all wired up for maximum creativity and profit!

Bring your camera and room in your tote bags for prizes. Lightning won't strike twice with this dynamic duo tag team so don't even think about missing Jan and Peggy's high voltage seminar.

Jan Iiams

Jan, recipient of the prestigious IBAC Crystal award has been honored for competition centerpiece designs and has been a part of the balloon industry for over 20 years. She has a broad base of successful business and design experience, and is a popular and well known international teacher. She regularly contributes to several industry publications and her articles and designs appear on numerous industry web sites. Jan is well known for her original techniques for designing highly sellable arrangements for all types of businesses who sell balloons. She consistently showcases a fresh palette of designs and innovative techniques in her very entertaining and motivational presentations.



Peggy Williams

Peggy has worked in the balloon industry for well over two decades. Her vast experience as a decorator along with a retail balloon shop, wholesale balloon businesses, and the mass market enables her to offer a range of knowledge that is sure to enhance any business. Those who have attended burton + BURTON's Ballooniversity in recent years will recognize Peggy as part of the staff of instructors.

Approaching life with enthusiasm, Peggy will make certain you leave her class with a smile on your face, ideas in your notebook, and increased revenues for your store.

Lumière Place Hotel & Casino

HOTEL INFORMATION:

HoteLumière at Lumière Place
999 N. 2nd St.
St. Louis, MO 63102
Tel: 877-450-7711
Reservation Code:*
IBA 2009 Conference/G90260
www.lumiereplace.com



You will have more than enough room to rest and relax after an exciting day experiencing Lumière Place and the Gateway City. Featuring views of the Mississippi River, the downtown skyline, or the Gateway Arch, all of our suites include two flat panel TVs, iPod docking stations, Wi Fi internet access, refreshment centers, Wolfgang Puck and Gilchrist & Soames amenities, as well as our signature king-size Pinnacle Bed. After rejuvenating with our plush, pillow-top mattress, 100% Egyptian cotton sheets, fine terry robes, and imported Italian duvets, you may never want to leave!

* Please reserve rooms by **September 7** in order to take advantage of the special IBA rate.



GATEWAY to the FUTURE

September 22 - 24, 2009 • St. Louis, MO
Lumière Place Hotel & Casino

In these tough economic times, IBA's Gateway to the Future is something you can't afford to miss. New growth, new connections and offering new business solutions are just a sampling of what you will receive. Join us in St. Louis and work shoulder-to-shoulder with industry leaders as we learn, grow, and network at the IBA Annual Conference.

..... • Fill out the form below and fax to 866-858-2143

REGISTRATION

Name of Company: _____

Names of Attendees: _____

Company Group Special: First 2 attendees pay regular price, 3rd or more attendees, pay only \$199!

Member Registration (before August 1), first 2 attendees	_____	×	\$299	=	_____
Member Registration (after August 1), first 2 attendees	_____	×	\$349	=	_____
Non-Member Registration, first 2 attendees	_____	×	\$449	=	_____
Registration 3rd + Attendee \$199 Special	_____	×	\$199	=	_____
Spouse Program	_____	×	\$75	=	_____
			Total	=	_____

Total # of Distributors attending Manufacturer's Showcase: _____

Total # of participants in Associate Member Session: _____

Total # of participants in Betallic Factory Tour: _____

Total # of participants in Stay & Play Golf Tournament: _____

Method of payment: Check Credit Card # _____

Exp. Date _____ Name on Card: _____

Billing Address for Card: _____

Make checks payable to IBA. Mail to: IBA, 1600 Lynnhurst, Wichita, KS 67212

Fax credit card registrations to: 866-858-2143 or 316-941-4097

Please contact Marty Fish at 866-413-7358 or 316-943-7223 or e-mail Marty@IBAonline.net with questions.