

See Buckeye Vacuum Cleaner Supply Co. in booth #1027

# Join Us For 2012 VDTA / SDTA Convention

900 Convention Center Blvd., New Orleans, LA

**Feb 26-29, exhibits open Feb. 27-29.**

*The trade show for the independent floor care, sewing and quilting retailer.*

## Explore NEW ORLEANS

There's never a dull moment in New Orleans. It's a place the whole family will enjoy. For centuries, the city, with its lush, tropical climate, exotic architecture and sensual atmosphere, has been a source of inspiration for writers, musicians and visual artists alike. Once described as the Cultural Capital of the South, New Orleans is undergoing a creative renaissance and reclaiming that title, as it continues to reign as one of the top destinations in the country.

## Quilting Pavilion at 2012 VDTA SDTA Show!

The 2012 New Orleans Trade Show and Convention will welcome back the Quilting Pavilion. This section of the floor will be dedicated to all things quilting -- from fabric and patterns to machines and frames. Our show has always featured quilting and now we are really shining the spotlight on it. Checker Distributing is making a return to the VDTA/SDTA and will be an anchor booth. Tin Lizziet8, Brewer, Bernina, and Grace Frame will also be anchors in the Quilting Pavilion. Be sure to watch this magazine for future announcements of vendors filling in the remaining spots. We are sure to have a fantastic show and the Quilting Pavilion just gives you another great reason to make your reservations early for New Orleans.

## Exhibit Hours

Feb. 27	11 am - 5 pm
Feb. 28	11 am - 5 pm
Feb. 29	9 am - Noon

## Seminar Hours

Feb. 25 - RNK Classes	8:30 am - 5 pm
Feb. 26	9 am - 7:30 pm
Feb. 27-28	8:30 am - 5 pm
Feb. 29	8 am - Noon

Visit Tacony's  
Vacuum Museum  
at the Convention.



### Keynote by **Hank Trisler** "No Bull Selling"

Feb. 27 at 8:30 am

"No Bull Selling will make you money and make you grin."



### Claude Whitacre Presents Workshop

Learn How To  
Dominate Google,  
Yahoo & Bing

Quickly & Easily! \$99 per person  
• Feb. 26 10 am to 1 pm • Sign up by  
calling 800-367-5651



### Mardi Gras Indians Will Perform During Opening Ceremonies!

\*Sponsored by AllBrands.com  
& GE Capital

Feb. 26, at 7 pm  
Awards ceremony & cocktail  
party will be  
New & Improved for 2012!

## Win An iPad

Exhibitors Sales Reps Contest

Invite your dealers to the 2012  
VDTA/SDTA Trade Show and  
Convention

for a chance to win an iPad!

Call VDTA/SDTA for contest  
rules at 800-367-5651  
or visit [www.vdta.com](http://www.vdta.com)





# 2012 Convention Registration Form

Please complete the form below and mail or fax to:  
VDTA/SDTA, 2724 2nd Ave., Des Moines, IA 50313  
fax (515) 282-4483 or to register by phone please call 800-367-5651



NAME \_\_\_\_\_  
COMPANY NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY/STATE/ZIP \_\_\_\_\_  
PHONE ( ) \_\_\_\_\_ FAX ( ) \_\_\_\_\_  
EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_  
SALES REP WHO SUGGESTED I COME TO THE SHOW \_\_\_\_\_  
IS THIS YOUR FIRST VDTA/SDTA CONVENTION?  Yes  No  
 YES, I'D LIKE TO JOIN VDTA/SDTA TODAY FOR \$121 AND HAVE MY CONVENTION REGISTRATION FEE WAIVED.

Convention Fee Costs		
Fee Discount	Before Jan. 1	After Jan. 1
<b>Dealers</b>		
VDTA/SDTA Members	\$10	\$25/\$10
Non Member	\$130/*\$25	\$150/*\$35
<b>Non Member</b>		
MFG/DIST	\$1000	\$1200
Associate Member	\$500/*\$250	\$750/*\$250
• Fee for each Additional Person		

### MEMBERSHIP STATUS

- SEA member
- VDTA/SDTA member
- Associate member
- Non-member
- Unsure of status

### CLASSIFICATION

- Independent dealer
- Manufacturer
- Distributor
- Educator
- Manufacturer rep.
- Exhibitor

### PRODUCTS SOLD

- Sewing - domestic
- Sewing - Ind/Com
- Sewing - notions
- Sergers
- Quilting equipment
- Fabric - quilt
- Steam cleaner
- Vacuum - domestic
- Vacuum - Ind/Com
- Vacuum stick broom/hand
- Central vacuum
- Cleaning chemicals
- Air purifiers/allergy relief
- Rental equipment
- Other \_\_\_\_\_

EVENT FEE \$ \_\_\_\_\_  
CONVENTION FEE \$ \_\_\_\_\_  
FEE TOTAL \$ \_\_\_\_\_

Cameras, audio and video recording equipment are prohibited in the exhibition area, unless given exclusive permission by VDTA/SDTA. Cameras may be confiscated.

## - Corrected Hours -

**Seminars Begin Feb. 26 at 8 am**  
**RNK Seminars begin Feb. 25**

### Exhibit Hours

Feb. 27, 2012 from 11 am – 5 pm  
Feb. 28, 2012 from 11 am – 5 pm  
**Feb. 29, 2012 from 9 am – Noon**

**Events are at the Morial Convention Center, Hall B**

### Accommodations:

**Sheraton New Orleans**  
500 Canal Street, New Orleans, LA 70130

**Reservations can be made**  
by calling 888-627-7033 or online at  
[www.starwoodmeeting.com/Book/vdta12](http://www.starwoodmeeting.com/Book/vdta12).

**Shuttles will be provided from the Sheraton to the convention center.**

### Airline Discounts

**Travel American Airlines**  
[www.AA.com](http://www.AA.com) \* 800-433-1790  
VDTA Promotion Code 1222AS

**Travel United**  
[www.united.com](http://www.united.com)  
VDTA Promotion Code 587FS

**Travel Delta**  
800-328-1111  
VDTA Promotion Code NM7JF

### Preregistration Requested:

#### February 26 Events

- 9 am – 1 pm – HOST Carpet Cleaning School
- 9 am – 4 pm – IQ Air; Air Cleaner College
- 10 am – 1 pm – **How to Dominate Google, Yahoo, and Bing Quickly & Easily. Workshop by Claude Whitacre, FEE \$99**
- 1 pm – 5 pm – AccuQuilt Retreat
- 4 pm – 6 pm – SuckCess Program
- 7 pm – Opening Ceremonies & Awards

#### February 27 Events

- 8:30 am – 10 am -- Keynote by Hank Trisler
- 10 am – 1 pm How To Rock That Overlock Demo by Bernadette Griffith (Limit 20)
- 10:15 am – 12:15 pm – Advanced Lawsuit Protection, Tax Reduction & Estate Planning by Larry Oxenham
- 10:15 am – 12:15 pm – Central Vac Education Track, Part 1
- 1 pm – 5 pm – AccuQuilt Retreat
- 5 pm – 7 pm – Sewing Internet Town Hall Meeting - **You must register at [internetsewing.org](http://internetsewing.org)**

#### February 28 Events

- 8:30 am – 10:30 am – SewCess Program
- 8:30 am – 1:30 pm – Central Vac Education Track, Part II and III. Plus Expert Roundtable.
- 1 pm – 5 pm – AccuQuilt Retreat
- 4 pm – 5 pm – Dealer Appreciation Social Event
- 6 pm – **VDTA/Epstein Charity Poker Tournament & Fun Night, FEE \$100 to play**
- 6 pm – VDTA/Epstein Charity Poker Tournament & Fun Night, Spectator Only, FREE

PAYMENT METHOD  Check/Money Order enclosed (Payable to : VDTA/SDTA)

I authorize a charge of \$ \_\_\_\_\_ on my  Visa or  MasterCard  
CC# \_\_\_\_\_ Exp. Date \_\_\_\_\_ CCID # \_\_\_\_\_

NAME (as it appears on card, please print) \_\_\_\_\_

SIGNATURE \_\_\_\_\_