

**JANUARY 27 - 28, 2012**

**NASHVILLE  
TENNESSEE**

**SPRING  
DEALER  
MARKET  
2012**

**GOLD RECORD \$ SAVINGS**

**YOU'RE INVITED!**

**2012 SPRING DEALER MARKET**

**NASHVILLE CONVENTION CENTER**

**601 COMMERCE ST.; NASHVILLE, TN 37203**



**SOUTHERN  
HARDWARE  
Company, Inc.**

A Bostwick-Braun Company

Since 1855

**The Bostwick-Braun Company**

ISO9001 2008 Registered





# SCHEDULE

NCC = Nashville Convention Center  
RNH = Renaissance Nashville Hotel

Thursday, January 26, 2012		
*Please note: Lunch will NOT be served on Thursday, January 26, 2012		
9:00 AM - 12:00 PM	Rental Seminar*	Off Site
1:30 PM - 3:00 PM	"Managing Your Margin" Seminar*	NCC - RM#110
3:30 PM - 5:00 PM	Painting for Profit*	NCC - RM#110
4:00 PM - 7:00 PM	Market Preview*	NCC
6:00 PM - 9:00 PM	Dinner & Entertainment	RNH
Friday, January 27, 2012		
7:15 AM	Breakfast Buys	NCC
9:00 AM	Dealer Market Opens	NCC
12:00 PM - 1:30 PM	Lunch	NCC
5:00 PM	Market Closes	NCC
6:00 PM - 9:00 PM	Dinner & Entertainment	RNH
Saturday, January 28, 2012		
7:00 AM - 9:00 AM	Breakfast	RNH
9:00 AM	Dealer Market Opens	NCC
12:00 PM - 1:30 PM	Lunch	NCC
3:00 PM	Dealer Market Closes	NCC

## ENTERTAINMENT



### Thursday Night Bluegrass Boys

This trio will play instrumental western and bluegrass music in the background during our Thursday Night Reception.



### Friday Night The Best Band in Town

For Country, Top 40's, dance or background dinner music, Marty and his diverse band play the best of from yesterday and today.

### Thursday, 4pm to 7pm "Market Preview"

Ever want to check out the market, plan your market strategy, or peruse the specials before it begins? Here is your chance! At 4pm the doors will be open to the Market. No vendors. Just you, your Dealer Sales Representative and the show floor.



# 2012 SPRING DEALER TRAVEL PROGRAM

## MAKING IT EASIER THAN EVER TO COME TO MARKET!

*The goal of the Fall Dealer Travel Program is to help you offset the major costs of attending the 2012 Spring Dealer Market.*

### How do I earn Travel Credits?

It's simple! An amount equal to 5% of your November & December 2011 stock purchases will be accrued to offset your actual expenses of attending the 2012 Bostwick-Braun & Southern Hardware Spring Dealer Market.

### Do I have to sign up for the Travel Program?

There's no need to sign up for the travel program. You'll be automatically signed up when you register for the 2012 Spring Dealer Market.

### What expenses qualify?

The following market-related expenses qualify: up to 2 nights stay at the Renaissance Nashville Hotel, Nashville Convention Center, round-trip mileage (forty cents per mile) from your store to the Nashville Convention Center or coach airfare and airport parking.

### How do I get reimbursed?

It's easy! There will be a reimbursement form included in the registration packet you'll receive when you arrive at the 2012 Spring Dealer Market.

It will show your November & December 2011 stock purchases and the amount of expense reimbursement you've earned. Fill out the form with your qualifying expenses. Attach your receipts and mail them to the address indicated on the form. Your room and tax at the hotel (3 listed previously) will be part of our master billing, but please attach the paid receipt any way. You will receive a credit for your submitted expenses - up to your earned amount - on your statement.

### What if I have money left over?

Our goal is to help you offset the major expenses of attending the 2012 Spring Dealer Market, but if your qualifying expenses do not exceed the 5% accrual generated through your November & December 2011 stock purchases, the difference won't be carried over or rebated.

### Are there other qualifications?

In order to qualify, your account must be in good standing, and you must purchase a minimum of \$5,000 at the 2012 Spring Dealer Market.

# 2012 SPRING MARKET REBATE PROGRAM

## *Making the Market More Profitable!*

### Here's how it works:

- You will earn a 2% rebate on the first \$25,000 of stock and direct purchases you make at the market.
- You will earn a 5% rebate on total stock and direct purchases in excess of \$25,000.

Single owner, multiple location dealers will have their purchases combined in order to arrive at their

rebate. Maximum rebate available to any single or multiple location dealers is \$20,000. Account must be in good standing to qualify for rebate. Rebate will appear as a credit on your April, 2011 statement.



A Bostwick-Braun Company



# REGISTRATION FORM

601 Commerce St., Nashville, TN 37203

Store Name: \_\_\_\_\_

BB/SHC Account#

Phone#: \_\_\_\_\_

## Attendee Name(s)

Please PRINT legibly the names for all attendees. Your name badge will be made from this form. List each attendee's name individually and check the box under each event you plan to attend.

	Rental Seminar	Margin Seminar	Paint Seminar	Fri. Breakfast Buys	Friday Market	Friday Night Dinner	Sat. Breakfast	Saturday Market
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Hotel Registration

Free Shuttle Service from Hotel to Convention Center

**Rooms are limited! Register Early!**

# of Rooms:

Room 1: Name: \_\_\_\_\_ Name: \_\_\_\_\_

- Jan. 25, 2012     Jan. 26, 2012  
 Jan. 27, 2012     Jan. 28, 2012  
 1 Bed     2 Beds     Handicap Access  
 Special \_\_\_\_\_

Room 2: Name: \_\_\_\_\_ Name: \_\_\_\_\_

- Jan. 25, 2012     Jan. 26, 2012  
 Jan. 27, 2012     Jan. 28, 2012  
 1 Bed     2 Beds     Handicap Access  
 Special \_\_\_\_\_

### Hotel Information:

**Renaissance Nashville Hotel,**  
Nashville Convention Center (per night):

- Single or Double: \$129 + Tax
- Triple: \$139 + Tax
- Quadruple: \$149 + Tax

### Bostwick-Braun Customers:

Attention: Melody Williams  
 Fax: (419) 259-3622  
 or Call: (800) 660-1432 or  
 (419) 259-3600 ext. 3914, 3993 or 3631

### Southern Hardware Customers:

Attention: Deb Lewis  
 Fax: (800) 349-6410  
 or Call: (800) 844-3861

All reservations are guaranteed. If not cancelled by 6:00 p.m. on your arrival date, YOU WILL BE BILLED. Check in is at 3:00 p.m.; check out is at 12:00 noon. Hotel reservations or changes must be confirmed at Bostwick-Braun or Southern Hardware by **December 1, 2011**.

Additional hotel expenses are payable at check out.



# SEMINAR

**THURSDAY, 9am - 12pm**

## **GROW YOUR BUSINESS WITH A RENTAL PROGRAM**

**Do you want to find out more about how rental may fit into your business?**

**Are you looking for a way to compete with the national chain stores?**

**Do you think you have to devote a lot of floor space for rental?**

**Find out how you can start out small and work your way up with this seminar.**



**TRANSPORTATION  
WILL BE  
PROVIDED!**

**Presented by Mark Ammerman  
MTA Distributors  
555 Hickory Hills Blvd.  
Whites Creek, TN 37189  
(30 short minutes from the Renaissance  
Nashville Hotel)**

**This seminar is  
being hosted by MTA  
Distributors at their  
facility in order to  
display all of the rental  
equipment available to  
your store.**



# SEMINARS

## THURSDAY, 1:30pm - 3pm GUITARS, COWBOY HATS AND GROSS MARGIN

“Three ways to bottom line success”  
Nashville presents “Margin Man”

Presented by Mark Foss  
National Accounts Manager  
The Bostwick-Braun Company

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## THURSDAY, 3:30pm - 5pm “PAINTING FOR PROFIT”

“Best Practices in Selling Paint”

Presented by: Craig Bland  
Bostwick-Braun Paint Specialist  
23 years of experience in the paint industry  
20 years with The Sherwin Williams Company  
3 years with Lancaster Distributors

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