

*The National Marine Distributors Association
has designed S.T.E.P. as an information
exchange where Manufacturers and their
Representatives, Distributor Salespeople and
Buyers can work together in the areas of
Sales, Training, Education and Purchasing.*

The Conference Center at the Maritime Institute

⌘ January 18 – 21, 2016

⌘ **S.T.E.P. Training** is a unique established conference bringing the Aftermarket Accessory Industry together. S.T.E.P. Training is a special opportunity for Manufacturers, Distributors and Manufacturers Representatives to kick off the 2016 season with two and a half days of concentrated Sales Training.

⌘ **Manufacturers** have a scheduled and captive audience to Sell, Train, Educate and Present new programs, tips and ideas. The primary purpose of S.T.E.P. 2016 is distributor salespeople training. Distributors are encouraged to send both inside and outside salespeople. ALL will benefit from training developed specifically for your company!

⌘ **Distributors** are asked to plan your training in advance of arrival; remember it is up to YOU to let the manufacturers know what it is that you would like training on. Salespeople get

face-to-face factory training not only on existing products but also on how to compete in the ever-changing distributor marketplace. Consider splitting your salespeople into smaller groups so each group can get exactly the training they need!

⌘ **Manufacturers' Reps** can receive additional sales and product training from the factories represented. By attending they also place themselves in an environment conducive to doing business with manufacturers and distributors.

⌘ **And** best of all, the Conference is designed by Distributors, Manufacturers and Reps, FOR Distributors, Manufacturers and Reps.

⌘ **Don't miss S.T.E.P. 2016!**
It's for real, it's established and it works!

2016 S.T.E.P. Hours

MONDAY, JANUARY 18, 2016

10:00 AM to 8 PM
Set Up Exhibits/Rooms

TUESDAY, JANUARY 19, 2016

Breakfast is available 6:30 AM – 9 AM*
Lunch is available 11:30 AM – 2 PM*

8:00 AM to 5:45 PM
Training Sessions

6:00 PM – 6:45 PM
Opening Reception
Dinner will be available immediately following
the reception

WEDNESDAY, JANUARY 20, 2016

Breakfast is available 6:30 AM – 9 AM*
Lunch is available 11:30 AM – 2 PM*

8:00 AM to 3:00 PM
Training Sessions

3:15 PM – 5:15 PM

General Session presented by
Beth Ziesenis, Your Nerdy Best Friend
*"A Day in the Life of a Nerdy Marine
Distributor Salesperson"*

Dinner is available 5:00 PM – 7:00 PM

THURSDAY, JANUARY 21, 2016

Breakfast is available 6:30 AM – 9 AM*
Lunch is available 11:30 AM – 2 PM*

8 AM to 2 PM
Training Sessions

2 PM to 10 PM
Exhibitor Move Out

If you are checking out on Friday, January 22,
dinner will be available 5:00 PM – 7:00 PM*

** Meal times subject to change, correct as of printing*

Exhibitor Information

Room Assignments

Priority attention will be given to requests for locations (see floor plan), but space will be assigned on a first-come, first-served basis. Please note that there are four buildings, Building 1 & 2 are connected and 3 & 4 are connected. There are less than 50 steps, via a covered walkway, between these buildings. Register early to get the space you want!

NMDA Members Only

Only NMDA Distributor and Associate Members may exhibit or attend S.T.E.P.

Rules and Regulations

Once you sign up for exhibit space you will be sent a copy of your signed contract noting any balance due. You will also receive information on shipping, move in/move out, etc.

⌘ This facility, the Conference Center at the Maritime Institute, is an actual teaching facility so each room is appropriate for training sessions. They are considerably larger and are LESS EXPENSIVE than the Training rooms we have used in the past

⌘ All training rooms will have A/V capability, electricity and room darkening ability. LCD projector and screen included in fees noted below.

⌘ NMDA has worked with the CCMIT to bring you the best service possible at the most affordable price

⌘ Each room will be set up classroom style with comfortable, executive type chairs. All rooms include LCD projector and screen.

⌘ *Breakfast, lunch and dinner* are included with your registration. 2 people are included in the Exhibitor's registration. Additional personnel can be added for a nominal fee (see registration form for specifics)

⌘ All registrants are encouraged to attend the General Session by "Your Nerdy Best Friend" where you will learn how to use technology for YOUR benefit - as well as the reception immediately following. This is an important opportunity to meet and greet others in the industry

Room Name	Sq. Footage	Price	Building	Seats
3 South	560 sq. ft.	\$1700	2	12
4 South	560 sq. ft.	\$1700	2	12
5 South	560 sq. ft.	\$1700	2	12
7 South	638 sq. ft.	\$2100	2	16
2 North	638 sq. ft.	\$2100	1	16
3 North	638 sq. ft.	\$2100	1	16
4 North	638 sq. ft.	\$2100	1	16
5 North	638 sq. ft.	\$2100	1	16
6 North	638 sq. ft.	\$2100	1	16
7 North	638 sq. ft.	\$2100	1	16
A 302	720 sq. ft.	\$2200	3	30
A 303	720 sq. ft.	\$2200	3	30
A 304	720 sq. ft.	\$2200	3	30
A 305	720 sq. ft.	\$2200	3	30
A 306	720 sq. ft.	\$2200	3	30
A 307	720 sq. ft.	\$2200	3	30
Deck C	888 sq. ft.	\$2300	2	35
Deck E	888 sq. ft.	\$2300	2	35
8 South	1025 sq. ft.	\$2350	2	35
Deck A	1144 sq. ft.	\$2450	2	35
Deck B	1144 sq. ft.	\$2450	2	35
A 300	1472 sq. ft.	\$2800	3	75
Bridgeroom	1536 sq. ft.	\$2800	3	75
A109	1536 sq. ft.	\$2800	4	30
A 111	1578 sq. ft.	\$2800	4	30
A 113	1578 sq. ft.	\$2800	4	30
A 115	1578 sq. ft.	\$2800	4	30
8 North	2436 sq. ft.	\$2800	1	80
Classroom 2	2652 sq. ft.	\$2800	3	100
Classroom 3	2652 sq. ft.	\$2800	3	80
Classroom 1	3150 sq. ft.	\$2800	3	120

**All Registrations Must Be Received and
Paid In Full by December 11, 2015**

We would like to make the selection process as simple as possible but understand there might be questions. Please call (860.767.7898) if you are unsure or just want more information about a specific room or room type.