



IWPA'S
World of Wood
CONVENTION 2015
LAS VEGAS • NEVADA • USA • MARCH 18 – 20

International Wood Products Association
59th World of Wood Annual Convention
March 18-20, 2015

The IWPA Annual Convention provides access to over 300 importers, U.S. manufacturers, exporters, wholesalers, offshore suppliers and service providers of wood products from nearly 30 countries. As an attendee, you will experience informative educational sessions, fun activities and networking events. Our convention will give you new ideas for your business, provide important market intelligence and include opportunities to network with colleagues from around the globe.

IWPA offers several options for registration and enhanced registration through sponsorships.

Be sure to register and make your hotel reservations by December 31st for the best rates!

SPONSORSHIP OPPORTUNITIES

ONLINE • ONSITE • IN PRINT

As an IWPA convention sponsor, you will receive year-round visibility. Depending on your sponsorship level, your company will enjoy a variety of great benefits including listings in IWPA convention emails and handouts along with special recognition at the Convention between presentations. All sponsors will be listed on our convention website at their level of sponsorship.

LEAD KEYNOTE SPONSOR: \$7,500 (SOLD) DON COOPER – THE SALES HERETIC™

The Myth of Price – Why you should charge more and how to do it



Anyone who has anything to do with sales should attend this session. If you are a marketing manager, customer service representative, customer service manager, regional manager or a CEO, this session is for you. If you have any impact on the customer, either directly or indirectly, this session will provide everything you need to know about sales. Business owners, independent agents and professionals should come as well. This one program could mean the difference between stagnant sales and a banner year for your business.

Don Cooper – The Sales Heretic™ is an internationally-acclaimed sales expert who helps salespeople, business owners and professionals dramatically increase their sales. His clients include Yamaha, Costco, Nissan Canada, Johnson & Johnson, and Harley-Davidson. A frequent guest on television and radio, Don has written regular columns for five different business publications, has co-authored three books, and is currently working on two more. Find free articles, tips and more at www.DonCooper.com.

*Special recognition to our Lead Sponsor
 – Wood Brokerage International*



SPONSORSHIP LEVELS

Select a sponsorship level and one sponsorship activity (where appropriate).

GOLD SPONSOR: \$5,000 (LIMITED)

Includes complimentary registration for 2 delegates and spouses, and company logo on convention notepad.

Choice of exclusive sponsorship of one of the following:

- Thursday Networking Lunch – **SOLD**
- All Networking Breaks – **SOLD**
- Passing the Gavel Reception
- Networking Lounge & Charging Station (a place to connect & juice up your devices)

SILVER SPONSOR: \$3,000 (LIMITED)

Includes one complimentary registration and company logo on convention notepad.

Choice of exclusive sponsorship of one of the following:

- President's Reception – Bar
- President's Reception – Food
- Continental Breakfast – Thursday, March 19 – **SOLD**
- Continental Breakfast – Friday, March 20
- Lanyards – **SOLD**
- Hoover Dam Discovery Spouse and Guest Tour
- Attendee Gift

WHISKEY TASTING SPONSOR \$2,500 (EXCLUSIVE)

A Unique Twist – taste a flight of whiskey while getting tips from a whiskey connoisseur. Sponsorship includes your logo on stainless steel whiskey rocks – chill your fine whiskey without dilution at the Thursday Whiskey Tasting Reception.

BRONZE SPONSOR: \$1,500

Choice of exclusive sponsorship of one of the following:

- Coffee Station
- Golf Sponsor – **SOLD**
- Pocket Schedule – **SOLD**

EXHIBIT TABLE SPONSOR: \$2,000 (Member Exhibitors) \$2,500 (Non-Member Exhibitors)

Includes:

- Registration for one delegate from the sponsorship company.
- Exhibition space (approx. 10' x 10').
- Table and furnishings for literature.
- Small samples display in the networking lounge or general session hall for 2 full days with signage.
- Listed at IWPA website for Exhibit Table Sponsors.
- Company name and description in the convention schedule.

SUPPORTING SPONSOR: \$1,000

Open to all companies who would like to contribute to the convention. Includes recognition throughout the convention, listing on the website, handouts and recognition between presentations.

PRESIDENT'S 3K FUN RUN/WALK SPONSORSHIP: \$500.00 (plus cost of t-shirts) (SOLD)

Friday, March 20th (7:00-7:30a.m.)

2015 IWPA CONVENTION SCHEDULE

TUESDAY, MARCH 17

- 3:00 – 5:00 pm Executive Committee (CLOSED)
5:30 – 6:30 pm Board of Directors Reception (CLOSED)

WEDNESDAY, MARCH 18

- 7:30 am – 1:00 pm IWPA Annual Golf Classic (OPTIONAL)
8:00 am – noon Global Timber Forum Executive Committee Meeting (INVITATION ONLY)
2:00 – 5:30 pm Board of Directors Meeting (CLOSED)
5:30 – 6:00 pm Spouse Reception
6:00 – 7:30 pm President's Opening Reception

THURSDAY, MARCH 19

- 8:00 – 9:00 am Networking Breakfast with Exhibits
9:00 – 9:45 am Opening Welcome & Business Session:
Cindy Squires – EXECUTIVE DIRECTOR
Chris Connelly – PRESIDENT
9:45 – 10:45 am **Keynote Speaker:**
Don Cooper - *The Myth of Price*
10:45 – 11:00 am Networking Break with Exhibits
11:00 – 11:45 pm **John Min PhD** CHIEF ECONOMIST
WORLD FIRST FOREIGN EXCHANGE
Global Currency Trends and Forecasts
12:00 – 1:30 pm Networking Lunch
12:30 – 5:00 pm Spouse Program: Hoover Dam Discovery Tour (OPTIONAL)
1:30 – 2:45 pm General Session: III
2:45 – 3:00 pm Networking Break with Exhibits
3:00 – 4:30 pm General Session: IV
4:30 – 5:30 pm NHLA Member Reception (BY INVITATION ONLY)
5:30 – 6:30 pm Networking Reception: Whiskey Flight Tasting

FRIDAY, MARCH 20

- 7:00 – 7:30 am President's 3K Fun Run / Walk
8:00 – 9:00 am Networking Breakfast with Exhibits
9:00 – 10:00 am **Keynote Speaker:**
Scott Clemons BROWN BROTHERS & HARRIMAN
CHIEF INVESTMENT STRATEGIST ***Economic,***
Financial and Wood Markets Outlook
10:00 – 10:15 am Networking Break with Exhibits
10:15 am – noon General Session V
12:00 – 2:00 pm Lunch on own
12:15 – 2:00 pm IWPA Past President's Luncheon (CLOSED)
2:00 – 4:00 pm Committee Meetings / Educational Sessions
4:15 – 5:00 pm IWPA PAC Appreciation Reception (BY INVITATION ONLY)
5:00 – 6:30 pm Passing the Gavel Reception
7:00 – 10:00 pm Jersey Boys Show
LIMITED TICKETS AVAILABLE FOR PURCHASE

NOTE: Convention registration includes admission to all general sessions and IWPA receptions and other meal functions.

All optional events (e.g. Golfing, Hoover Dam Discovery Tour, Jersey Boys) require separate fees. All children and youth (under 18) automatically receive free registration. Please include their names on the registration form. For security reasons, badges must be worn at all IWPA functions and will be checked by hotel staff.

OPTIONAL ACTIVITIES



WEDNESDAY, MARCH 18

IWPA ANNUAL GOLF CLASSIC

Time: 7:30 am – 1:00 pm

Price: \$265 per player • Golf Club Rental: \$63

Treat yourself and your game to a round at Bali Hai Golf Club. You deserve it. This is the nationally-ranked Las Vegas golf course that takes you from the hustle and bustle of the casino floor, to 7,002 yards of tropical gold paradise. Find yourself transported to the tranquility and beauty of the South Pacific, with the Strip still in your sights.

Bali Hai is a tropical golfer's paradise, highlighted by seven acres of water features, a signature island green, more than 4,000 trees including 2,500 stands of towering palms and 100,000 tropical plants and flowers. Transition zones are accented with Augusta white sand and set off by black volcanic rock outcroppings.

Snacks will be served.

Early registration is recommended.

Only 16 slots are available on a first come, first served basis.

HOTEL RESERVATIONS



THE COSMOPOLITAN OF LAS VEGAS

3708 Las Vegas Blvd. South • Las Vegas, NV 89109 • USA

www.cosmopolitanlasvegas.com

The Cosmopolitan is the most original destination in the heart of The Las Vegas Strip. This unique luxury resort & casino is unlike any other. Enjoy residential-styled living spaces with private terraces and breathtaking views of the Las Vegas skyline. Dining is reinvented with a one-of-a-kind restaurant collection featuring world-class chefs making their Las Vegas debut. Stylish design and art engage cultural sensibilities while a vibrant nightlife scene captivates perceptions. Combine it all with an eclectic mix of hand-selected boutiques, an unrivaled Pool District, a 100,000 square-foot casino and the serenity of Sahara Spa & Hammam to redefine your luxury resort experience.

THURSDAY, MARCH 19

HOOVER DAM DISCOVERY TOUR

Time: 12:30 pm – 5:00 pm • Price: \$100



It's the Wonder of the Modern World weighing over 6,600,000 tons. It's the structure that contains over three million cubic yards of concrete, enough to pave a road between San Francisco and New York. It's the marvel that began in 1931 and was completed in 1936, two years ahead of schedule.

A knowledgeable guide will prepare guests with a history-filled dialogue as they travel from the Las Vegas Strip, 30 miles east to Boulder City, the location of the Hoover Dam. Upon arrival to the Dam, guests will begin the self-guided tour making several stops including a brief video introduction followed by a trip down 530-feet through the rock wall of the Black Canyon to view eight of the 17 generators. A stroll on the observation deck is essential, as it offers up

the perfect panoramic views of the Hoover Dam, Colorado River and Lake Mead. Guests can also see the Mike O'Callaghan/Pat Tillman Memorial Bridge that was built to alleviate the traffic caused by 15,000 people passing through each day. Additional stops on the tour include the Winged Figures of the Republic, the spillways (large enough to float a WWII battleship), and the intake towers. Participants will have approximately two-hours at the Hoover Dam to leisurely tour and learn about this masterful site.

Snacks will be served.

Early registration is recommended.

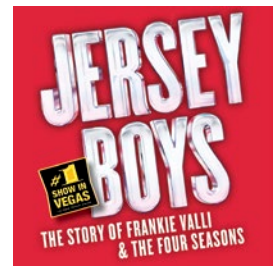
Space is limited.

FRIDAY, MARCH 20

JERSEY BOYS

Time: 7:00 pm – 9:30pm • Price: \$148

Venue: Le Theatre Des Arts at Paris Las Vegas



Jersey Boys is the true chronicle about four boys from New Jersey that would hit the top of the rock charts over and over again with their debonair quartet singing group, The Four Seasons. Frankie Valli, Bob Gaudio, Nick Massi, and Tommy DeVito are the Jersey Boys. Tickets to this famed Las Vegas show will bring you back to a golden era in music. With a sweet story of friendship, love and loss, Jersey Boys is sure to affect your emotions. It'll put a tear in your eye, but also make you laugh. It's no wonder why this show had a hugely successfully run on Broadway, but you don't have to go to New York to catch the magic of Jersey Boys. Las Vegas has the Tony Award-Winning Best Musical in the heart of the Strip. Out of all the Las Vegas shows, this one will steal your heart.

REVIEWS

"Tap your feet to the music of Jersey Boys, the acclaimed Broadway hit about Frankie Valli and the Four Seasons." – Fodor's

"The Tony-award winning musical Jersey Boys, a cinematic journey through the lives of The Four Seasons, has found a new home at Paris Las Vegas." – Caroline Fontein, Vegas.com

"The production, which is brilliantly staged with genius execution, rockets along at jet-smooth speed and one moment you're laughing and the next tears well-up." – Robin Leach

Early registration is recommended.

Limited number of tickets have been reserved!

HOTEL RESERVATIONS

You may make your [reservations online](#) or call the hotel directly at 702-698-7575 (local) or 855-435-0005 (toll free).

All hotel rooms must be reserved by February 13th, 2015.

Please ensure that when calling, you mention the convention with the International Wood Products Association and the group code (SIWPA5) to receive these special rates:

(Rates are per room per night, plus taxes.)

CITY ROOM: \$219.00

A spacious, urban-inspired Las Vegas suite with two deluxe queen-sized beds.

TERRACE STUDIO: \$249.00

Early Bird Rate of \$219.00 – if you book your room by December 31, 2014!

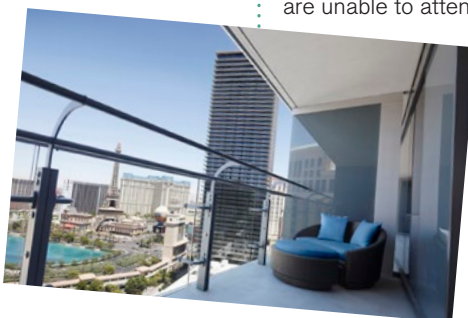
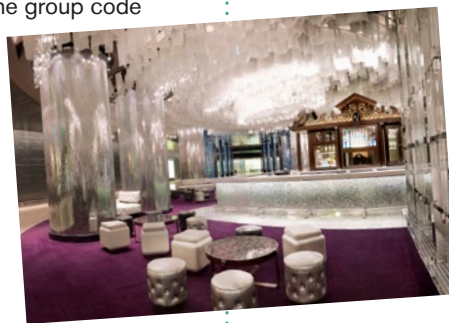
Enjoy an oversized private terrace, a spacious king-sized bed and amenities not found in your typical luxury Las Vegas hotel room. Terrace Studios booked on or before December 31, 2014 will receive the IWPA Early Bird Rate of \$219.00. Any Terrace Studios reserved on or after January 1, 2015 will be at the rate of \$249.00.

TERRACE SUITE: \$500.00

This elegant Las Vegas suite has amazing views of the Vegas skyline and famous fountains from the private terrace. Master bath includes a bubbler tub.

WRAP AROUND TERRACE SUITE: \$600.00

Glass doors open to an expansive wraparound terrace with panoramic views of the Vegas skyline. This Las Vegas suite features one bedroom and two luxurious baths.



BE AWARE OF THIRD PARTY SCAMMERS

Please be cautious of third-party companies who claim themselves as travel agents, wholesalers or destination management companies to book your hotel room at the Cosmopolitan of Las Vegas.

IWPA does not endorse any hotel reservation sources other than through our website link or contacting the Cosmopolitan of Las Vegas hotel directly. **Do not accept hotel reservations from any third party source.**

If you receive a phone call or email of a third party company attempting to book your hotel reservations, please contact [Felicia Johnson](#) or call our office at 703-820-6696 in order for us to gather as much information as possible.

CANCELLATION POLICY

All cancellations must be received by February 13, 2015. Registration refunds prior to February 13, 2015 are subject to a \$100 administrative fee. No refunds will be made for requests received after that date. If you are unable to attend, you may substitute someone in your place.

Cancellations must be received in writing by email: felicia@iwpawood.org

or by fax:

703-820-8550 ATTN: Felicia Johnson

or by US mail:

4214 King Street, Alexandria, VA 22302

ATTN: Felicia Johnson

Refunds will be processed after the convention.



DELEGATE REGISTRATION & SPONSORSHIP FORM

Please complete and return to IWPA with payment information. Please use a separate form for each primary delegate.

IWPA will publish your company information on registration lists. Please complete this optional section with 25 words or less. IWPA reserves the right to edit if description is too long.

- Please check to repeat last year's verbiage.
- Please check to write a new description below:

FIRST NAME: _____

LAST NAME: _____

NAME FOR BADGE: _____

SPOUSE NAME: _____

YOUTH NAME(S): _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____

STATE / PROVINCE: _____

ZIP/POSTAL CODE: _____

COUNTRY: _____

PHONE: _____

FAX: _____

EMAIL: _____
(published on registration lists)

REGISTRANT TYPE	EARLY BIRD BY DECEMBER 31	REGULAR RATE BY FEBRUARY 13	LATE RATE AFTER FEBRUARY 14
<input type="checkbox"/> USA/Canada-based delegate – IWPA Member	<input type="checkbox"/> \$695	<input type="checkbox"/> \$795	<input type="checkbox"/> \$895
<input type="checkbox"/> USA/Canada-based delegate – Non-Member	<input type="checkbox"/> \$995	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,195
<input type="checkbox"/> Overseas-based delegate – Member or Non-Member	<input type="checkbox"/> \$495	<input type="checkbox"/> \$595	<input type="checkbox"/> \$695
<input type="checkbox"/> Spouse/Youth(s) over 18	<input type="checkbox"/> \$195 x _____	<input type="checkbox"/> \$195 x _____	<input type="checkbox"/> \$195 x _____
<input type="checkbox"/> Youth(s) under 18	<input type="checkbox"/> NC	<input type="checkbox"/> NC	<input type="checkbox"/> NC

SUBTOTAL: _____

CONVENTION SPONSORSHIP LEVEL	
<input type="checkbox"/> Gold Level	<input type="checkbox"/> \$5,000
<input type="checkbox"/> Silver Level	<input type="checkbox"/> \$3,000
<input type="checkbox"/> Whiskey Tasting Sponsor	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Bronze Level	<input type="checkbox"/> \$1,500
<input type="checkbox"/> Exhibit Table Sponsor – IWPA Member	<input type="checkbox"/> \$2,000
<input type="checkbox"/> Exhibit Table Sponsor – Non-Member	<input type="checkbox"/> \$2,500
<input type="checkbox"/> Supporting Sponsor	<input type="checkbox"/> \$1,000

SUBTOTAL: _____

OPTIONAL ACTIVITIES	
<input type="checkbox"/> IWPA Golf Classic <i>Wednesday, March 18</i>	<input type="checkbox"/> \$265
<input type="checkbox"/> Rental Golf Clubs	<input type="checkbox"/> \$63
<input type="checkbox"/> Hoover Dam Discovery Tour <i>Thursday, March 19</i>	<input type="checkbox"/> \$100
<input type="checkbox"/> Jersey Boys <i>Friday, March 20</i>	<input type="checkbox"/> \$148.00

SUBTOTAL: _____

REGISTRANT SUBTOTAL: \$ _____

SPONSORSHIP SUBTOTAL: \$ _____

OPTIONAL ACTIVITIES SUBTOTAL: \$ _____

TOTAL FEES: \$

PAYMENT INFORMATION

- Check enclosed made payable to IWPA
- Please charge credit card (MC/VISA/American Express)

Card #: _____

Exp. Date: _____ CVC Code (required): _____

Name on Card: _____

Signature: _____

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