

# STAFDA EVENT PLANNER

NOVEMBER 12-14 | AUSTIN, TEXAS

THE HOTTEST SHOW OF THE YEAR COMES TO THE COOLEST TOWN IN TEXAS!

Last year, our STAFDA Convention preview included tips to help you choose which of your employees to reward with a trip to the STAFDA Convention and how to help them make the most of the show itself. Those tips are online at [www.contractorsupplymagazine.com/file\\_open.php?id=151](http://www.contractorsupplymagazine.com/file_open.php?id=151) and we encourage you to review them as you plan your company's trip to this year's STAFDA Convention in Austin, Texas.

Austin is an especially exciting setting for this year's STAFDA Convention. Not only is the industry enjoying one of its best years in a decade (so your employees will be more than ready for a reward after their summer's labors) but Austin itself is a crown jewel of the South, one of the most vibrant, friendliest and prettiest cities in the country.

Don't take our word for it: Austin has been one of the fastest growing cities in America for decades. In fact, this city of 930,000 has doubled in population every 20 years.

Major employers such as Dell, IBM, the U.S. Government and the State of Texas, UT Austin, AT&T, AMD, Samsung, National Instruments and 3M, are drawing a new influx of young, high-talent professionals to the city.



Get ready to rock and roll Texas style as STAFDA visits the live music capital of the world, Austin, Texas, for the first time November 12-14.



And the city itself literally sings with culture. Home to the TV show "Austin City Limits," Austin is the "Live Music Capital of the World," with hundreds of music venues for every taste. STAFDA's Opening Block Party will feature several of Austin's top performers, Bob Schneider, Tameka Jones and the Minor Mishap Marching Band. Schneider and Jones will play double sets so attendees can catch both of these terrific talents.

Speaking of taste, where better to grab some Tex-Mex or authentic Mexican eats than in Texas? Do a quick online search for [austin.eater.com](http://austin.eater.com) and get set for a mouth-watering rundown of the cities best, from barbeque joints to high-end eateries. People here take their smoky meats seriously — the waiting time for some of the most popular food trucks can be up to two hours! Yes, we said food trucks!

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PHOTOS: COURTESY OF AUSTIN CONVENTION & VISITORS BUREAU



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Thankfully, STAFDA attendees can skip the long lines and eat their fill at STAFDA's Opening Block Party on November 12, which will take place both inside and outside of Austin City Limits itself! After Austin, you will never look at a food truck the same way again.

**HOTELS: BOOK NOW!**

Once you have chosen your "convention team" of employees for the show, book your rooms quickly. STAFDA's hotel room blocks fill up fast, so call today if you haven't already. This year's convention hotels are:

- JW Marriott Austin, (512) 474-4777
- Hilton Austin, (512) 482-8000
- Hilton Garden Inn Downtown, (512) 480-8181

**REMEMBER! BE SURE** to book your hotel rooms directly with STAFDA's official hotels and **BE SURE** to request rooms in the STAFDA room blocks at STAFDA's discounted rates. Scammers pop up every year and you have likely already received emails from one or two of them. These firms offer rooms but they **do not** have access to STAFDA's room blocks or STAFDA's negotiated convention rates. Booking with these scammers actually penalizes STAFDA. Just call the hotel directly and ask for the STAFDA room rate.



STAFDA packs more value into one day than most events get in three so be ready to hit the floor running when the Trade Show opens at Noon on Monday, November 13. The Trade Show runs for two days, but that's barely enough to see it all.



**STAR POWER**

There's no better place to get a recap of the industry than at STAFDA's General Session. This year's General Session, set for 8:30 a.m. on Monday, November 13, features State of the Industry addresses from **Joe**

**Smith**, president and CEO of Metabo Power Tools, North America, and **Tom Leahy**, STAFDA president and vice president of supplier relationship development for Border Construction Specialties.



For the keynote, STAFDA has nabbed a sure winner in **John Ratzenberger**. Those in the know recognize John as not just a highly successful actor but as an insatiable learner who is passionate about the importance of products "Made in America," which coincidentally, is the name of his former Travel Channel TV series. Don't miss him.

**SEMINARS: KNOWLEDGE ON TAP**

STAFDA offers more educational sessions than one person can attend, so divide your team by their interests or job types to cover as many sessions as a possible. This year's sessions cover the modern competitive landscape and how to succeed in it, revitalizing your employees' work ethic to create a culture of achievement, how to give feedback that drives performance improvement, creating teams that succeed and the evolving world of sales.

**THE TRADE SHOW: HIT IT!**

STAFDA packs more activity and value into one day than many trade groups get into three, so gear up for two days of Trade Show and Tech and Consultant's Pavilions, on Monday and Tuesday, November 13 and 14. For construction tool and supply distributors, STAFDA truly is the Super Bowl of trade shows. Innovative new products and valuable new contacts are in literally every booth, and every supplier is eager to meet you and help you grow your business and profits.

**THE BEST BANG FOR YOUR BUCK**

Against the trend of shrinking trade shows and growing threats on the internet, STAFDA is a thriving, "must-see" event because it delivers genuine value year after year. In today's intensely competitive construction industry, there is no better place than the STAFDA Convention & Trade Show for sourcing new products, building profitable new relationships and gaining skills to help you grow your business. Learn more at [www.STAFDA.org](http://www.STAFDA.org). We'll see you in Austin! **CS**



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2016 Statistics Show Highlights

Exhibitors companies	403
Floor Space Occupied sqm	17,571
Total Visitors Visits	29,903
Overseas Visitors Visits	4,109

92.3% Exhibitors are satisfied with the number and quality of the visitors.

68 Countries Represented

1. Japan	4. Germany
2. USA	5. France
3. Australia	8. Italy

ACCOMMODATION SUBSIDY

THS offers accommodation and airport pickup subsidy of **NTD 15,000** per person for professional buyers visiting Taiwan Hardware Show.



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