



Learn, Share and Earn!

Eastern Regional Meeting

November 3-4, 2006

Renaissance Concourse Hotel - Atlanta, Georgia



Don't forget! NAELB members will receive two points towards Master Member status for attendance at this regional event!

Interest rates are going up, but NAELB Regional Conference pricing is coming down!

Name: _____ Title: _____

Name for Badge: _____ Designation(s): _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____

REGISTRATION FEES

All registrations must be received by the office no later than October 24, 2006. After this date, you must register on-site. On-site registrations will also be an additional \$25.

Member		Non-Member	
<input type="radio"/> Broker Member	\$99.00	<input type="radio"/> Broker Non-Member	\$125.00
<input type="radio"/> Broker Additional Member	\$99.00	<input type="radio"/> Broker Additional Non-Member	\$105.00
<input type="radio"/> Associate Member	\$235.00	<input type="radio"/> Associate Non-Member	\$250.00
<input type="radio"/> Associate Additional Member	\$175.00	<input type="radio"/> Associate Additional Non-Member	\$200.00
<input type="radio"/> Funder Member	\$235.00	<input type="radio"/> Funder Non-Member	\$250.00
<input type="radio"/> Funder Additional Member	\$175.00	<input type="radio"/> Funder Additional Non-Member	\$200.00

Membership: Non-member companies who join NAELB at this meeting will receive a \$50 attendee fee credit towards their 2007 membership dues and are entitled to membership privileges for the balance of 2006.

Please check all that apply.

- This is my first NAELB Meeting.
- I am a new member of NAELB. (*Joined within the last 12 months*)
- Disability:** Please check the circle if you have a disability or dietary need and require special accommodations in order to fully participate in this event. Attach a written description of your needs. We can only provide access if we have prior knowledge.

ROUND TABLE DISCUSSION TOPICS

Round Table Discussions have been added to this year's agenda in lieu of educational sessions. Below is a list of possible topics for these round tables. Please select 10 discussion topics you would like to have on the agenda for the Western Regional. The top selections will be discussed at the meeting.

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|---|---|
| <input type="radio"/> Adding Value to Client and Vendor Relationships | <input type="radio"/> Overcoming the Rate Issue |
| <input type="radio"/> Additional Sources of Income | <input type="radio"/> Pre Qualify or Disqualify Potential Prospects |
| <input type="radio"/> Advertising: The Good, the Bad, and the Really Bad | <input type="radio"/> Recognizing Fraud |
| <input type="radio"/> Building a Non-Vendor Based Brokerage | <input type="radio"/> Recruiting, Hiring & Training Sales People |
| <input type="radio"/> Business Networking Ideas That Work | <input type="radio"/> Referral Fees to Vendors |
| <input type="radio"/> Commitment Fees: When Are They Earned and When Are They Not | <input type="radio"/> Sales Rep Compensation |
| <input type="radio"/> Competing with the Banks, Captives and Large Lessors | <input type="radio"/> Structuring Deals to Enhance Profits |
| <input type="radio"/> Direct Mail and E-mail Marketing | <input type="radio"/> Successful Trade Shows: What Works, What Doesn't |
| <input type="radio"/> Do They Pass the Smell Test: Quick Due Diligence | <input type="radio"/> Telemarketing: Success and Failure Stories |
| <input type="radio"/> Establishing Broker/Funder Relationships with Local Banks | <input type="radio"/> Uncovering New Market Niches |
| <input type="radio"/> From Brokering to Discounting: Is It Right For You? | <input type="radio"/> Using Trade Shows to Generate Business |
| <input type="radio"/> Marketing Techniques That Work | <input type="radio"/> Vendor Agreements: Do They Work or Are They Worthless |
| <input type="radio"/> Marketing to Your Existing Base | <input type="radio"/> What Every Broker Should Know About the Internet |
| <input type="radio"/> Niche vs. Generalization/Local vs. National | <input type="radio"/> Winding Down the Business: Sell, Merge or Close |
| <input type="radio"/> Office Automation | |

EMERGENCY CONTACT

Please provide the following information in case of an emergency during the event.

Name _____
Daytime Phone _____
Evening Phone _____

PAYMENT INFORMATION

Sorry, NAELB cannot bill you. All fees must be paid in advance and accompany this registration form.

Payment Information: Check (payable to NAELB) AMEX Visa MasterCard _____
Credit Card Number: _____
Expiration Date: _____
Cardholder's Name: _____
Signature: _____

CANCELLATION POLICY

Cancellations submitted in writing to NAELB by October 24, 2006 will be refunded, less a \$25 processing fee. There will be no refunds for cancellations received after this date. All refunds will be processed after the meeting.

Please complete all information and return this form with payment to:



304 West Liberty Street
Suite 201
Louisville, KY 40202
Phone: 800/996-2352
Fax: 502/589-3602

FOR OFFICE USE ONLY Member ID: _____ Amount Paid: _____ Balance Due: _____ Confirmation Date: _____ <input type="radio"/> Fax <input type="radio"/> Mail
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