

# HFIC

## PRODUCT SHOWCASE SCHEDULE

### Sunday, May 6, 2012

7:00am - 7:00pm Conference Registration  
 7:00am - 2:00pm Golf Tournament  
**7:00am - 4:00pm Product Showcase Set Up**  
 5:00pm - 6:30pm Opening General Session  
 6:45pm Welcome Reception & Dinner

### Monday, May 7, 2012

7:00am - 7:00pm Conference Registration  
**7:15am - 9:30am Breakfast in the Showcase**  
 9:30am - 10:45am General Session  
**10:45am - 11:15am Morning Break in the Showcase**  
 11:15am - 12:15pm After Session Discussion  
 12:15pm - 1:45pm Lunch  
 2:00pm - 3:10pm Breakouts  
**3:10pm - 3:30pm Afternoon Break in the Showcase**  
 3:40pm - 4:50pm Breakouts  
**5:00pm - 6:00pm Product Showcase Spectacular**  
**6:00pm - 6:45pm Reception in the Showcase**  
 7:00pm Dine-a-round

### Tuesday, May 8, 2012

7:00am - Noon Conference Registration  
**7:15am - 9:30am Breakfast in the Product Showcase**  
 9:30am - 10:30am General Session  
 10:45am - 12:00pm Breakouts  
**12:15pm - 1:30pm Lunch in the Showcase**  
 1:45pm - 2:45pm Breakouts  
**2:45pm - 3:15pm Afternoon Break in the Showcase**  
**3:15pm Showcase Load Out**  
 3:15pm - 4:45pm Closing General Session  
 5:30pm - 6:30pm Joint Reception with Partners  
 7:00pm - Midnight Thank You Celebration

### Wednesday, May 9, 2012

**6:00am - 8:00am Showcase Load Out**

## Previous Exhibitors

4Warranty Furn. Protection Plans  
 Aita & Associates, Inc.  
 Argo Select  
 BA Merchant Services  
 Banner Marketing  
 Certegy Check Services  
 Color Ad  
 Delivery Solutions Inc  
 ESRI  
 Furniture Retail Operations Group  
 Furniture Wizard Software  
 FurnitureCore.com  
 FurnitureDealer.net  
 GE Capital  
 Guardian Products, Inc.  
 Guardsman, a business unit of Valspar Corp.  
 Interior Design Society  
 International Storage Systems, Inc  
 James G. Parker Insurance Associates  
 JRM Sales & Management  
 Julius M. Feinblum Real Estate  
 Mail America  
 Med-Lift & Mobility Inc.  
 MicroD Inc  
 Myriad Software  
 Nourison  
 Phoenix AMD Int'l. Inc.  
 Profitability Consulting  
 R & A Marketing  
 Reputation Accelerator  
 Runzheimer International  
 Serta Mattress  
 STORIS Management Systems  
 Surya  
 Tempur-Pedic, Inc.  
 TruckSkin, LLC  
 Twin-Star International  
 Wahlquist Management Corp  
 Zenith Global Logistics Solutions

# Exhibitor Registration INFORMATION 2012 HFIC Product Showcase

california dreamin'  
 GAINING THE EDGE

register online at [www.homefurnishingsconference.com](http://www.homefurnishingsconference.com)



Featuring the first ever  
*"Let's Make a Deal"*  
 Product Bonanza



**palm springs** **MAY 6-8**  
 WESTIN MISSION HILLS



# Welcome to the HFIC Product Showcase

When hundreds of successful retailers and industry professionals come together to find solutions, the outcome is a benefit to the bottom line of every operation. From top 100 retailers to one store operations, each attendee is here to do business and improve their products and operations. In the hallways, the meeting rooms, the showcase or while enjoying a cocktail, you will make contacts and relationships that will last a lifetime.

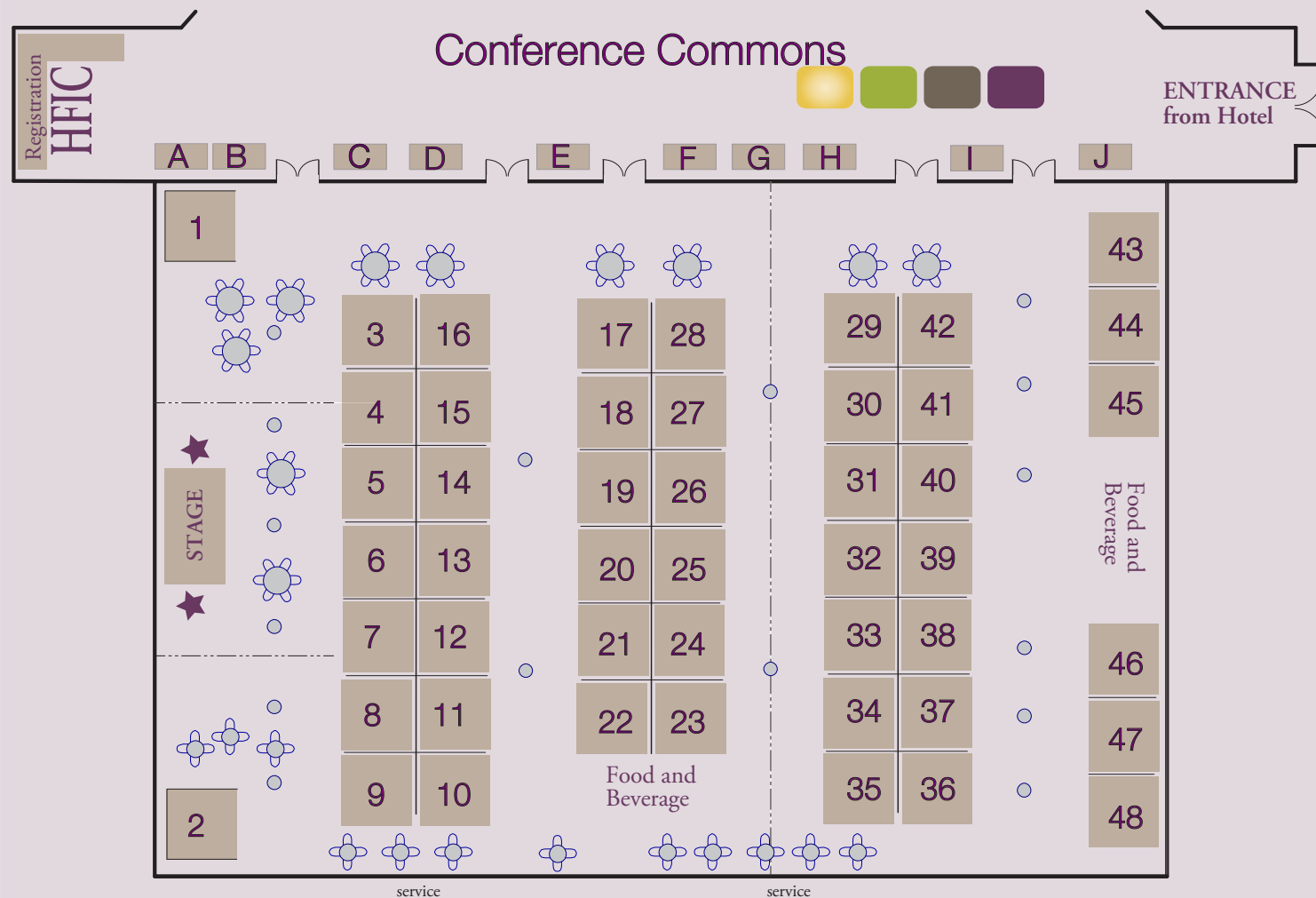
## Exhibit Fees

|  | Before March 1, 2012 | After March 1, 2012 |
|--|----------------------|---------------------|
| <b>Premium 6' Table Top A-J</b>          | <b>\$1795.00</b>     | <b>\$1995.00</b>    |
| <i>Includes table drape and 2 chairs</i> |                      |                     |
| <b>10 x 10 Showroom Booths</b>           | <b>\$1595.00</b>     | <b>\$1795.00</b>    |
| <i>Includes pipe and drape</i>           |                      |                     |

Package includes:

- **Free** Conference Registration with every booth reservation.\*
- **Free** Exhibitor Listing: Listed in conference materials, announced in press releases, email campaigns & more.
- **Free** Website Listing: An active link from our website to yours.
- **Free** Product Bonanza flyer production.

*\*BOGO offer does not apply to exhibitor registration*



## Welcome to the HFIC Product Showcase:

- **Over 400 Attendees - Top 100 Retailers - Nationwide Exposure Proven ROI**
- **Featuring “Let’s Make a Deal” Product Bonanza! ONE HOUR DEAL.**

Come prepared to offer one SUPER & SECRET special only to be revealed for the Product Bonanza. All retailers shop this hour. Total sales generated from event will be shared at the final night gala!

- **Meals and More!** Breakfasts, breaks, lunch and receptions all planned in the showcase
- **Multiple and Premium booth spaces available**
- **Not a manufacturer ~ no problem.** Your specials will be just as important. Service providers receive special mention in the Showcase catalog!
- Attend sessions alongside retailers while Showcase is closed.
- Nationwide exposure will have you seeing fresh faces and bringing home new business. Don't miss the best opportunity this year to connect.

HFIC is growing to become the industry's premier conference. You don't want to miss the opportunity to Connect, Learn & Enjoy!

*Travel info:*

**Host Property:** The Westin Mission Hills, Rancho Mirage, CA  
Group Rate: \$149.00 per night single/double standard room. All applicable taxes apply and are subject to change without notice. Rates valid May 1, 2012 – May 14, 2012.

Reservation #(888) 627-8396 or reserve online at  
[www.homefurnishingsconference.com](http://www.homefurnishingsconference.com) Group Code # HFIC2C

**Avis AWD code: T271699.** Call AVIS directly at (800) 331-1600 to receive the best car rental rates available. Or book your reservation online at [www.avis.com](http://www.avis.com) and enter the Avis Worldwide Discount number in the Corporate Account Number space provided.

*Note: With so many travel websites and deals today, research all your options before booking your travel. We cannot guarantee that our pricing beats the best deals offered on any given day.*