

**LOUISIANA  
INDEPENDENT TIRE  
DEALERS  
ASSOCIATION**

**2015 TRENDS & TREADS  
ANNUAL CONVENTION & TRADESHOW**

**MARCH 5 - 7, 2015  
HILTON BATON ROUGE CAPITOL CENTER  
BATON ROUGE, LA**



**LITDA**

**P.O. Box 82531, Baton Rouge, LA 70884**

**Ph (225) 767-7640 / Fax (225) 767-7648**

**LITDA@tatmangroup.com / www.litda.org**

# 2015 MEMBER & GUEST REGISTRATION

Name \_\_\_\_\_ Company \_\_\_\_\_  
 Address \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Please submit a COMPLETED registration form for each person. Joint payment is accepted.**

Registration	Amount
<input type="checkbox"/> Member Registration <i>*Includes all scheduled events</i>	\$195.00
<input type="checkbox"/> New Member Joining ( <b>EXCLUDES renewals</b> ) <i>*Includes all scheduled events &amp; 2015 dues for a company that has NEVER been a member of LITDA</i>	<del>\$250.00</del> <b>\$195.00</b>
<input type="checkbox"/> Guest and/or Spouse Registration <i>*Please indicate persons name: _____</i>	\$150.00
<input type="checkbox"/> Guest Program ( <i>included in Guest/Spouse Registration</i> ) <i>*Please indicate the type of wreath you would like to make   <input type="checkbox"/> Saints   <input type="checkbox"/> LSU   <input type="checkbox"/> Spring</i>	\$0.00
<input type="checkbox"/> Saturday ONLY Registration <i>*Includes breakfast, session &amp; tradeshow ONLY</i>	\$95.00
<input type="checkbox"/> Golf Registration <i>*Includes ONE golf registration &amp; lunch</i>	\$125.00
<input type="checkbox"/> Hall of Fame Reception ONLY <i>*Per person</i>	\$85.00
<input type="checkbox"/> Late Registration Fee (incurred after February 19, 2015)	\$25.00
<b>TOTAL AMOUNT DUE</b>	<b>\$</b>

## Payment Information

Method of Payment: (Circle One)  
 Credit Card:      MC      Visa      AMEX      Discover  
 Check:              (Payable to LITDA)  
 CC Account Number: \_\_\_\_\_  
 Exp. Date: \_\_\_\_\_ V-Code \_\_\_\_\_ 3-5 digit number on the back of your credit card  
 Signature \_\_\_\_\_

## Cancellation Policy

The full amount of the registration fee will be refunded until February 19, 2015. **There will not be any refunds after February 19, 2015. There will not be any refunds for no shows. You are held liable for payment in full for any amounts indicated on this form upon returning it to the LITDA Office.**

## Hotel Information

The Convention will be held at the Hilton Baton Rouge Capitol Center in Baton Rouge, LA. **Call the Hilton Baton Rouge Capitol Center at 800-955-6962 and make sure to mention "LA Ind. Tire" for our special \$139/night room rate. The special room rate Deadline is **Wednesday, February 11, 2015**. Accommodations made after the deadline will be subject to hotel availability and prevailing room rates.**

MAIL YOUR COMPLETED FORM(S) TO:  
 LITDA, P.O. Box 82531, Baton Rouge, LA 70884  
 Phone (225) 767-7640 Fax (225)767-7648

# 2015 ANNUAL CONVENTION AGENDA

***DON'T MISS OUT on Door Prizes will be awarded throughout the Convention!***

## THURSDAY, MARCH 5, 2015

- 5:30-6:30 p.m.      **Registration**  
6:30-8:00 p.m.      **Welcome Reception & Golf Team Pairings**

## FRIDAY, MARCH 6, 2015

- 10:00 a.m.-3:00 p.m.      **Golf Tournament** (*Lunch provided for players*)  
**Copper Mill Golf Club**  
2100 Copper Mill Blvd.  
Zachary, LA 70791
- 3:00-5:00 p.m.      **Exhibitors Set Up**, *Exhibit or Hall in Riverview Ballroom*
- 5:00-6:30 p.m.      **Registration**, *Outside Riverview Ballroom*
- 6:30-7:30 p.m.      **Reception**, *Exhibitor Hall in Riverview Ballroom*  
*Door Prizes will be awarded during the reception.*  
*You must be present to win!*  
***If you are planning to make dinner reservations, please schedule your reservations AFTER 7:30 p.m.***

## SATURDAY, MARCH 7, 2015

- 8:00-8:30 a.m.      **Registration & Continental Breakfast**,  
*Exhibitor Hall in Riverview Ballroom*
- 8:30-9:00 a.m.      **LITDA Business Meeting**
- 9:00-10:30 a.m.      **Round Table Discussion**
- 10:00a.m.-12:00 p.m.      **Guest Program: Deco Meche Wreath Making Class**  
**with Red Door Interiors** (*Brunch & Cocktails provided for attendees*),  
Hilton Baton Rouge Capitol Center
- 10:30 a.m.-12:00 p.m.      **Key Note Speaker: Coach Stanley "Skip" Bertman**
- 12:00-1:00 p.m.      **Lunch with Exhibitors**  
*Exhibitor Hall in Riverview Ballroom*
- 12:00-3:00 p.m.      **Tradeshow**, *Exhibitor Hall in Riverview Ballroom*
- 3:00 p.m.      **Exhibitor Teardown**, *Exhibitor Hall in Riverview Ballroom*
- 6:30-10:00 p.m.      **Hall of Fame Induction & Tailgate Reception**  
**honoring Paul Bernstein, Delta World Tire Co.**,  
*Heidleberg Room*

**If your company is interested in hosting a dealer meeting in conjunction with the convention, please contact the LITDA office at (225) 767-7640 or [LITDA@tatmangroup.com](mailto:LITDA@tatmangroup.com).**

***We make every effort to present the schedule as listed on the agenda. Due to unforeseen circumstances; times, location, speakers and/or presentations are subject to change.***

# LITDA SPONSORSHIP OPPORTUNITIES

## Platinum Level Sponsor - \$5,000 and above

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- TWO Exhibitor Registrations (includes 2-8x10 booths [optional], 2 convention registrations and 2 banquet tickets)
- FULL PAGE Ad in the Convention Program
- Company Logo on all marketing promotions
- Recognition throughout the Convention

### **Plus one of the following designations:**

- Hall of Fame Reception Sponsor: Sign placed at entrance of the Hall of Fame Induction and Dinner sponsor
- Friday Night Reception Sponsor: Sign placed at entrance designating the company as the reception sponsor

## Gold Level Sponsor - \$2,500

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- ONE Exhibitor Registration (includes 1-8x10 booth [optional], 1 convention registration and 1 banquet ticket)
- 1/2 page ad in the Convention Program
- Company Logo on all marketing promotions
- Recognition throughout the Convention

### **Plus one of the following 2 designations:**

- Thursday Night Reception Sponsor: Sign placed at entrance signaling the company as the reception sponsor

## Silver Level Sponsor - \$1,000

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- 1/4 page ad in the Convention Program
- Company Listing on all marketing promotions
- Recognition throughout the Convention

### **Plus one of the following designations:**

- Breakfast Sponsor: Sign placed in the Exhibit Hall during Breakfast on Saturday
- Golf Drink Cart Sponsor: Sign placed on drink cart during the Annual Golf Tournament
- Lunch Sponsor: Sign placed in the Exhibit Hall during Lunch on Saturday
- Speaker Sponsor: Sign placed in classroom during speaker session

## LITDA SPONSORSHIP OPPORTUNITIES

### Bronze Level Sponsor- \$500

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- Business card ad in the Convention Program
- Company Listing on all marketing promotions

#### Plus one of the following designations:

- Golf Sponsor: Recognition as a golf sponsor

### Golf Hole Sponsor- \$150

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- Recognition on hole at Golf Tournament
- Company Listing on all marketing promotion

### Miscellaneous Sponsor

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- All donations welcome
- Company Listing on all marketing promotions
- Recognition throughout the Convention

### Exhibitor- \$500

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- Includes all scheduled events for one person and a booth.  
(Golf tournament is not included)
- Booth Assistant(s) will be an additional charge of \$150 each

**All sponsorship levels will receive recognition in the  
LITDA Quarterly E -Newsletter.**

**Sign designation is based on first come first serve basis.**

**Logo must be received at the LITDA office no later than  
February 19, 2015.**

**Do you have a door prize, golf prize or golfer bag item to donate?  
Contact the LITDA office at 225-767-7640 or [LITDA@tatmangroup.com](mailto:LITDA@tatmangroup.com) if  
you plan to donate  
a prize or a golf item.**

# LITDA VENDOR & SPONSOR REGISTRATION

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Registration	Amount
<input type="checkbox"/> Platinum Sponsor ( <i>Designation: _____</i> ) <i>*Includes all scheduled events for two people and 2 booths</i>	\$5,000.00
<input type="checkbox"/> Gold Sponsor ( <i>Designation: _____</i> ) <i>*Includes all scheduled events for one person and 1 booth</i>	\$2,500.00
<input type="checkbox"/> Silver Level Sponsor ( <i>Designation: _____</i> )	\$1,000.00
<input type="checkbox"/> Bronze Level Sponsor ( <i>Designation: _____</i> )	\$500.00
<input type="checkbox"/> Golf Hole Sponsor	\$150.00
<input type="checkbox"/> Miscellaneous Sponsor	\$ _____
<input type="checkbox"/> Exhibitor Registration (LITDA Members Only)	\$500.00
<input type="checkbox"/> New Member Joining Exhibitor Registration	\$650.00
<input type="checkbox"/> Booth Assistant, Guest and/or Spouse Registration <i>*Please indicate persons name: _____</i>	\$150.00
<input type="checkbox"/> Guest Program ( <i>included in Guest/Spouse Registration</i> ) <i>*Please indicate the type of wreath you would like to make</i> <input type="checkbox"/> Saints <input type="checkbox"/> LSU <input type="checkbox"/> Spring	\$0.00 <i>*Included with registration</i>
<input type="checkbox"/> Saturday ONLY Registration <i>*Includes breakfast, session &amp; tradeshow ONLY</i>	\$95.00
<input type="checkbox"/> Golf Registration <i>*Includes ONE golf registration &amp; lunch</i>	\$125.00
<input type="checkbox"/> Hall of Fame Reception ONLY <i>*Per person</i>	\$85.00
<input type="checkbox"/> Late Registration Fee (incurred after February 19, 2015)	\$25.00
<b>TOTAL AMOUNT DUE</b>	<b>\$ _____</b>

## Payment Information

Method of Payment: (Circle One)

Credit Card:      MC      Visa      AMEX      Discover

Check:              (Payable to LITDA)

CC Account Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ V-Code \_\_\_\_\_ 3-5 digit number on the back of your credit card)

Signature \_\_\_\_\_

# VENDOR INFORMATION

The 2015 LITDA Annual Convention will include a new and improved exhibitor hall. LITDA has contracted with Gulf Coast Event Services to provide pipe & drape services in the exhibitor hall, exhibitor services, and shipping services.  
Please review the LITDA Exhibitors Packet for more details at [LITDA.org](http://LITDA.org).

Exhibitor Registration includes one **full** registration for the conference and your booth space. Booth Assistant/Guest and/or Spouse Registration includes a **full** registration for the conference. **PLEASE NOTE:** The Golf Tournament is a separate function with an additional registration fee of \$125 per person.

Booth space includes one exhibitor registration, 8'x10' booth with 8' backdrop and 36" side dividers. The entire exhibitor hall is carpeted. Each booth will be provided with (1) ID sign, (1) 6' skirted table, (2) folding chairs, and (1) wastebasket. Electricity is **NOT** furnished.

Please download the LITDA Exhibitor Packet for additional services.

The Exhibitor registration fee is \$500, which includes one full registration, your booth, and attendance to all convention functions. Each additional person in your booth must register at \$150 per person, which includes all convention functions.

The Exhibit Hall will open for set-up on **Friday, March 6, 2015 from 3:00—5:00 PM**

Exhibit teardown is **Saturday, March 7, 2015 at 3:00 PM**

Please see page 3 for the complete Convention Agenda.

**Mail your completed Vendor/Sponsor/Additional Registration to:**

LITDA / P.O. Box 82531/ Baton Rouge, LA 70884

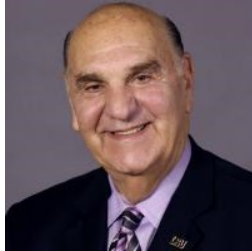
**If paying with a credit card, you can fax your completed registration form(s) including your credit card information to 225-767-7648.**

**Questions? Contact LITDA at 225-767-7640 or [LITDA@tatmangroup.com](mailto:LITDA@tatmangroup.com)**

Shipping Instructions (Additional fees may apply; all inbound shipments should be prepaid)	
<p><b><u>SHIP TO GULF COAST WAREHOUSE</u></b> Must arrive prior to: <b>Thursday, February 19, 2015</b> Ship To: <b>Gulf Coast Event Services, Suite X LITDA Convention / Vendor Name / Booth # 17257 La Hwy 44 Prairieville, La. 70769</b></p>	<p><b><u>SHIP DIRECTLY TO HILTON</u></b> Arrive on Move-In day only: <b>Friday, March 6, 2015</b> Ship To: <b>Hilton Baton Rouge Capitol Center LITDA Convention / GCES / Vendor Name / Booth # 201 Lafayette St Baton Rouge, LA 70801</b></p>
<p><i>For more information on shipping, please see Page 12 of the LITDA Exhibitor Packet. If you have questions regarding the LITDA 2015 Convention or Sponsorship &amp; Exhibitor Opportunities, please contact the LITDA office at (225) 767-7640 or <a href="mailto:LITDA@tatmangroup.com">LITDA@tatmangroup.com</a></i></p>	

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## Featured Speaker



J. Stanley "Skip" Bertman (born May 23, 1938 in Detroit), is a former college baseball coach and athletic director at LSU. He led the LSU Tigers baseball team to College World Series Championships in 1991, 1993, 1996, 1997, and 2000.

Bertman began coaching at LSU in 1984 and would transform LSU into a baseball power house, guiding the Tigers to 16 NCAA Tournament appearances, 11 College World Series appearances, 7 SEC Championships and 5 NCAA Baseball National Championships

in his 18 seasons as the LSU Head Coach. His teams also drew large crowds to LSU's Alex Box Stadium, as the Tigers led the nation in collegiate baseball attendance in each of his final six seasons (1996–2001). He also served as head coach of the 1996 U.S. Olympic team, which captured the bronze medal in Atlanta.

In 2001, the section of South Stadium Drive between River Road and Nicholson Drive-site of the original Alex Box Stadium- was renamed Skip Bertman Drive. Bertman's No. 15 jersey was also retired at LSU.

Bertman has been inducted, in June 2002, into the Louisiana Sports Hall of Fame. He was inducted into the American Baseball Coaches Association Hall of Fame in January 2003, and was a member of the inaugural class of the College Baseball Hall of Fame on July 4, 2006.

On May 17, 2013, during a pre-game ceremony that also celebrated the 20th anniversary of Bertman's 1993 National Championship team, the field at Alex Box Stadium was officially dedicated "Skip Bertman Field." It will now be known as Alex Box Stadium, Skip Bertman Field.

In a Baseball America poll published in 1999, Bertman was voted the second greatest college baseball coach of the 20th century, trailing Rod Dedeaux of Southern California.

## LOUISIANA INDEPENDENT TIRE DEALERS ASSOCIATION

# 2015

# ANNUAL TRADESHOW

## SATURDAY

Network in the Exhibit Hall!

## MARCH 7

Food & Beverages Provided!

## 12:00 - 3:00 P.M.

Door prizes will be awarded!



2015

Louisiana Independent Tire Dealers Association  
Hall of Fame Induction & Tailgate Reception

March 7

6:30 p.m. - 10:00 p.m.

Hilton Baton Rouge Capitol Center  
Honoring Inductee  
Paul Bernstein, Delta World Tire Co.

About Paul Bernstein & LITDA Hall of Fame:

Paul Bernstein is the president of Delta World Tire Company. Delta World Tire presently operates 16 retail locations and a Mighty Auto Parts Franchise. Bernstein has served on the LITDA board of directors since 2000, acting as president from 2007-2008. He was a member of Michelin's Dealer Advisory Council from 2004 – 2012, serving as president for six years. He was also a member of the Young Entrepreneurs' Organization and currently sits on the board for the Better Business Bureau.



While growing up, Bernstein worked at Delta World Tire, the family business. He attended high school in New Orleans and graduated from the University of Louisiana at Lafayette. In 1993, he began his fulltime career with the company, following in the footsteps of other Delta World Tire LITDA hall of fame members: Abe Bernstein, Paul's great grandfather; Sterling Broussard, Sr. and Marvin Bernstein, Paul's father.

Bernstein lives in Lakeview with his wife Jennifer and their three children; Olivia, Abe, and Kate. In his spare time, Bernstein volunteers in his community and at his children's schools. He is also an avid golfer.

The LITDA Hall of Fame is given to the individuals who have played a significant role in the growth and development of the Tire Industry and the Louisiana Independent Tire Dealers Association. The Hall of Fame Induction & Tailgate Reception will not only honor Bernstein, but will offer those in attendance an opportunity to network with others in the tire industry while enjoying cocktails and great local food.

Please turn to the Member Registration Form on page 2 or the Vendor Registration Form on page 6 to register each person attending the Hall of Fame Banquet. If you are not attending the convention, the fee for attending the Hall of Fame Banquet ONLY is \$85 per person.

*Questions: Contact LITDA at 225-767-7640 or at [LITDA@tatmangroup.com](mailto:LITDA@tatmangroup.com)*

# Please Join Us for the Annual LITDA Golf Tournament

**Friday, March 6, 2015**  
**Copper Mill**  
**Golf Club**  
2100 Copper Mill Blvd.  
Zachary, LA 70791

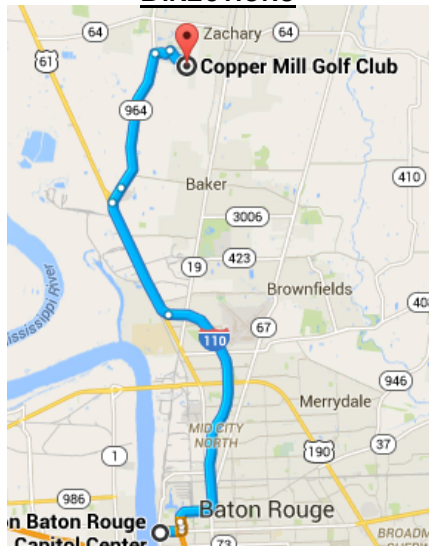
Teams will be formed at the  
Welcome Reception on  
Thursday, March 5, 2015  
6:30-7:30 PM

Registration begins at 10 a.m.  
Shotgun Start at 11:00 a.m.  
Golf Tournament Fee is \$125.  
Lunch and Refreshments  
Provided!




**GOLF PRIZES WILL BE  
AWARDED!**

## DIRECTIONS



1. Start at Hilton Baton Rouge Capitol Center at 201 Lafayette St., Baton Rouge, LA 70801
2. Head south on Lafayette St. toward Convention St.
3. Take the 1st right onto Convention St.
4. Turn right onto River Rd.
5. Take the 1st right onto Florida St.
6. Turn left on N 10th St.
7. Slight left to merge onto I-110 N
8. Take exit 8C to merge onto US-61 N toward Natchez
9. Take exit toward LA-964 N
10. Continue onto LA-964 N
11. Turn right onto Coppermill Blvd.
12. Turn right onto S. Tumberry
13. Turn right onto Muirfield



*Please join us for the*  
**2015 LITDA  
Spouse/Guest Program  
Deco Mesh Wreath  
Making Class**

- *Choose from LSU, Saints or Spring Wreath* •

*Saturday, March 7*

*10:00 a.m. to Noon*

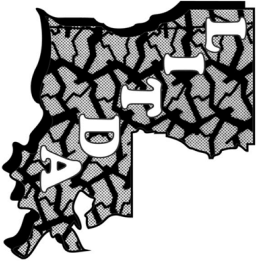
*Hilton Baton Rouge Capitol Center*

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**Register by selecting registration on  
page 2 or 6 on the registration form.**

**The Spouse/Guest Program is included  
with the Spouse/Guest Registration.**

**Brunch & Cocktails  
Provided**



LITDA  
P. O. Box 82531  
Baton Rouge, LA 70884  
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Website: [www.litda.org](http://www.litda.org)  
Email: [LITDA@tamangroup.com](mailto:LITDA@tamangroup.com)

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THANK YOU TO OUR EXHIBITORS!  
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