



# HVAC Sales Conference & Tradeshow

brought to you by **Heating & Cooling Supply**  
March 15, 2010

Pechanga Resort & Casino, Temecula California

## FEATURED SPEAKERS

**Scott Deming** – Author of “The Brand Who Cried Wolf” and Emotional Branding Guru that has guided hundreds of Companies and helped thousands of their employees to achieve higher sales goals. Scott will show you how to **Increase Your Sales** and **Create Customers for Life**. A few of the companies that he has helped: AT&T, Verizon Wireless, United Technologies, Delta Faucets, Emerson Climate Technologies, Royal Caribbean, and Tyco.

**Jack Nagy** – President Desert Consultants, Jack is a master of the Multi Media buy. Jack will show the Group how to best leverage the media to **Get More Sales Leads** than your competition! Jack worked with Rheem distributors and A/C contractors across the nation to get more leads in 2009. Want to Grow your Sales in 2010?

**Top Executives** from Rheem Manufacturing will be discussing "An Industry Snapshot" - current conditions, product insight and understanding your Metro Market Share.

### Tradeshow!

More than 30 Top HVAC Industry Manufacturers on hand to demonstrate New Energy Saving Products, Federal Tax Credit Qualifying products and Business Opportunities.

We would like to thank some of our vendor sponsors:

- Rheem
- Honeywell
- Mueller
- DuPont
- Modular Metals
- JP Lamborn
- Diversitech
- Prostock
- ICP
- Fujitsu
- Hardcast
- And Many More ...

**RSVP** please email, fax, or mail registration form to Heating and Cooling Supply. All Payments are due by 2/28/2010.

**Space is Limited** so register early. Hot Cash is Applicable.

Registration Forms are Available at your Local Service Center

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**Where:** Pechanga Resort & Casino

45000 Pechanga Parkway  
Temecula, CA 92592  
phone 888.732.4264

61 miles North of San Diego, 55 miles South of Ontario

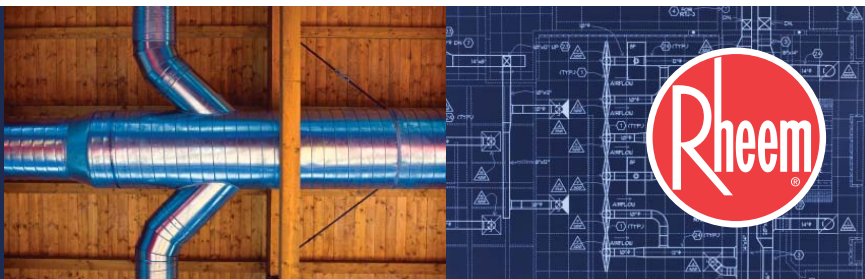
**When:** Monday March 15, 2010

Event Check In: 10:00am
Lunch: 11:30am - 12:30pm
Hotel Check In: 3:00pm
Sales Conference: 12:30pm - 5:30pm
Tradeshow: 6:00pm - 8:30pm
- Dinner & Open Bar Included

**Cost:** \$260.00 with hotel room

**Cost:** \$175.00 without hotel room

Heating and Cooling will provide one Deluxe Resort Accommodation room on March 15, 2010 to guests that pay the \$260 fee. If you want to stay additional nights please contact the hotel **(951) 693-1819** and let them know you are participating in the event to receive a discounted rate.



# 2010 Sales Conference & Trade Show Registration Form

March 15, 2010

Pechanga Resort & Casino

Registration Form and Payment are due 2-28-2010

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

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

\_\_\_\_\_

Telephone: \_\_\_\_\_

e-mail: \_\_\_\_\_

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

- Attendance Fees \$260.00 Per Attendee with Hotel Room
- Attendance Fees \$175.00 Per Attendee without Hotel Room

Please List Everyone Attending from Your Organization

	First Name	Last Name
1		
2		
3		
4		

Number of Attendees with a hotel room \_\_\_\_\_ x \$260 = \_\_\_\_\_

Number of Attendees **without** a hotel room \_\_\_\_\_ x \$175 = \_\_\_\_\_

**Total** \_\_\_\_\_

Payment may be made via Cash, Check, or Credit Card.

Credit Card  Visa  MasterCard

Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Checks should be made out to **Heating and Cooling Supply/NSI Supply** and delivered to:  
**Heating and Cooling Supply Attn: Leesa Mouw 1669 Brandywine Ave Suite A Chula Vista CA 91911**

To Register please fax form to 619.421.0822 or scan and email form to [lmouw@hvacgroup.com](mailto:lmouw@hvacgroup.com)