

2015 SSA FALL CONFERENCE & TRADE SHOW

CAESARS PALACE • LAS VEGAS • SEPTEMBER 8-11



Where business happens...

Registration
Discounts Are
in Effect!

Register at www.selfstorage.org

DAILY SCHEDULE *(subject to modification)*

Tuesday, September 8

9:00a – 5:00p Exhibitor Set-up

9:00a – 5:00p **Conference and Trade Show Registration**
Cyber Café • SSA Membership, State Affiliates, Products & Services Booth

1:00p – 4:00p **SOCIAL MEDIA BOOT CAMP**

Optional event; requires separate fee.

Learn why marketing on the web is different. Rather than following the old rules of command-and-control, message-driven advertising and PR, speak directly to your customers and buyers with targeted messages that help them solve problems instead of bombarding them with advertising they'll likely ignore. This session walks you through setting up and managing your business accounts on the most popular social media outlets used in self storage.

1:00p – 4:00p **REGIONAL SUPERVISORS PROGRAM**

Optional event; requires separate fee.

The SSA Regional Supervisors Program (RSP) is an exciting education course for those who currently (or aspire to) oversee more than one property and management team. In addition to managers or regional district managers, the program is expected to draw new and prospective owners who need more insight on the management of multiple properties. This program is taught by top management experts and trainers in the industry.

4:00p – 6:00p **Young Leaders Group (YLG) Networking Reception**

Requires a company membership with the Self Storage Association and dues in the YLG. To join the YLG, please go to www.selfstorage.org

Generously sponsored by



6:00p – 7:15p **Chairman's VIP Reception**
Ticketed event; by invitation only.

6:00p – 7:15p **Canadian SSA Reception**

Wednesday, September 9

7:00a – 5:00p **Conference and Trade Show Registration**
Cyber Café • SSA Membership, State Affiliates, Products & Services Booth

7:00a – 8:30a **Breakfast Buffet and Networking**

7:30a – 8:20a **HOT COFFEE/HOT TOPICS (Two Sessions)**

Bring your questions and concerns to these facilitated discussions and collect new ideas to improve your business. Experienced self storage professionals will guide the discussions and provide insight on the topics at hand.

8:00a – 8:30a **ORIENTATION FOR FIRST-TIME ATTENDEES AND NEW MEMBERS**

This session will help make your first SSA Conference & Trade Show experience not only more enjoyable, but more productive as well. You'll learn to maneuver through all of the program activities in a timely, efficient manner, so you'll be able to plan your personal agenda for maximum effectiveness. Then you'll find out how you can put your SSA membership to work for you! Learn about new programs created specifically for owners and operators, new publications, and much more.

Learn something new...



Where your industry comes together...

8:45a – 10:00a **OPENING PANEL SESSION**

8:45a – 11:30a **MANAGERS SUMMIT**

Optional event; requires separate fee.

All self storage managers are welcome to attend this comprehensive session designed specifically for managers and owner/managers. This session combines lively lectures and hands-on group exercises. You'll learn how to add revenue, increase occupancy and retention, and have fun in the process! At the end, attendees will have practical ideas to implement, a new network of colleagues, and be further prepared for the unexpected.

9:00a – 5:00p **Direct Member Lounge**

Membership has its privileges, and we're rolling out the red carpet for direct members of the national SSA with a comfortable and relaxing lounge where you can sip on a complimentary beverage or enjoy a snack before visiting the trade show or next session. (Direct Member badge required upon entry)

Generously sponsored by



10:15a – 11:30a **SSA FOUNDATION HALL OF FAME INDUCTIONS**

This prestigious award goes to individuals who have made outstanding contributions not only to SSA but also to the storage industry as a whole.

FOUNDATION FORUM SPEAKER

Joseph A. Michelli, PhD, author of The Michelli Experience



11:30a – 3:00p **Trade Show and Lunch**

A buffet lunch will be served in the trade show hall. Tickets required for lunch.

1:30p – 6:00p **Large Owners Council Meeting**

For members who own 10 or more facilities and are dues-paying members of the LOC. Reception to follow.

3:15p – 4:30p **ROUNDTABLE DISCUSSIONS**

Just about every self storage topic you can think of will be addressed in small discussion groups led by knowledgeable facilitators. Table-hopping several times during the session offers you a chance to get as much information as possible on a variety of topics. We have nearly 30 topics...so select the tables where the discussion will benefit you most! We will ring the bell at regular intervals to allow you to participate in different table discussions.

4:45p – 6:00p **CONCURRENT EDUCATIONAL SESSIONS**

■ **Managers Track**

■ **Owners Track**

4:45p – 6:00p **NEVADA SELF STORAGE ASSOCIATION MEETING / EDUCATIONAL SEMINAR**

6:30p – 7:45p **Nevada Self Storage Association Silent Auction**

6:30p – 7:45p **Welcome to Las Vegas Reception**

Thank you to our 2015 Fall Event Sponsors:



Thursday, September 10

7:00a – 3:30p **Conference and Trade Show Registration**

7:00a – 5:00p **Cyber Café • SSA Membership, State Affiliates, Products & Services Booth**

7:00a – 8:15a **Breakfast Buffet and Networking**

7:30a – 8:20a **HOT COFFEE/HOT TOPICS (Two Sessions)**

Bring your questions and concerns to these vendor-facilitated discussions and collect new ideas to improve your business. Experienced self storage professionals will guide the discussions and provide insight on the topics at hand.

8:30a – 9:45a **ROUNDTABLE DISCUSSIONS**

Our facilitators pick up from the day before with more great topics and advice. Tables fill up fast so be sure to plan ahead and get a seat at the table with the critical subject matter that means the most to you.

8:30a – 10:00a **CANADIAN TOPIC PANEL DISCUSSIONS**

9:00a – 5:00p **SELF STORAGE MARKETS IN LATIN AMERICA**

Optional event; requires separate fee. Fee includes Trade Show and lunch. Prominent industry leaders from different countries throughout Central and South America will gather to discuss a variety of pertinent topics that relate to Self Storage in Latin American countries. Issues such as growth and development of the industry, effective marketing strategies, and dealing with legal issues are just a few of the topics on the agenda. Generously sponsored by



AGENDA	
9:00a	Introduction - Lucia Darnell
9:15a	Mexico Association
9:45a	Brazil Association
10:15a	Social Media
10:35a	Security
11:30a	Trade Show and Lunch
1:40p	Operations
2:40p	Development in Latin America
3:40p	Development in Latin America, Part II
4:40p	Closing statement and questions

9:00a – 5:00p **Direct Member Lounge**

Membership has its privileges, and we're rolling out the red carpet for direct members of the national SSA with a comfortable and relaxing lounge where you can sip on a complimentary beverage or enjoy a snack before visiting the trade show or next session. (Direct Member badge required upon entry) Generously sponsored by



10:00a – 11:30a **KEYNOTE ADDRESS**

Ronald L. Havner, Jr, Chairman of the Board, Chief Executive Officer and President, Public Storage



11:30a – 2:30p **Trade Show and Lunch**

A buffet lunch will be served in the trade show hall. Tickets required for lunch.

3:30p–5:00p **YOUNG LEADERS GROUP (YLG) MEETING**

Requires a company membership with the Self Storage Association and dues in the YLG. To join the YLG, please go to www.selfstorage.org.

Generously sponsored by



2:45p – 4:00p **CONCURRENT EDUCATIONAL SESSIONS**

■ **Managers Track**

■ **Owners Track**

4:15p – 5:30p **CONCURRENT EDUCATIONAL SESSIONS**

■ **Managers Track**

■ **Owners Track**

5:30p – 7:30p **Young Leaders Group (YLG) Offsite Networking Reception**

Requires a company membership with the Self Storage Association and dues in the YLG. To join the YLG, please go to www.selfstorage.org. Generously sponsored by



Friday, September 11

7:00a – 8:15a **Breakfast Buffet and Networking**

7:00a – 10:00a **SSA Membership, State Affiliates, Products & Services Booth**

7:00a – 11:30a **Cyber Café**

7:30a – 8:20a **HOT COFFEE/HOT TOPICS (Two Sessions)**

Bring your questions and concerns to these facilitated discussions and collect new ideas to improve your business. Experienced self storage professionals will guide the discussions and provide insight on the topics at hand.

8:30a – 9:45a **SPECIAL PANEL SESSION**

10:00a – 11:15a **CLOSING GENERAL SESSION**

“Live from Vegas: The Self Storage Legal Network’s Legal Power Hour”

A Q&A session for owners and managers addressing the latest legal and regulatory developments impacting the self storage industry. Hear two of the nation’s leading self storage legal experts discuss the topics that pertain to you and your business. Our attorneys will be your attorneys and take your questions for as long as time permits. This session will be well worth staying over an extra night in Las Vegas—free legal information brought to you by the Self Storage Legal Network.

Presenters: Carlos Kaslow, Self Storage Legal Network and SSA General Counsel and Scott Zucker, Self Storage Legal Network / Weissmann Zucker Euster Morochnik P.C.

Industry specialists keep you engaged...



THANKS TO OUR PARTNER PLUS SPONSORS...

AN EMPLOYEE OWNED COMPANY
BADER
Be Assured

JERNIGAN
Capital
SELF STORAGE LENDING

openedge
A division of globalpayments

YARDI

OUR PARTNER SPONSORS...

Charity Storage

Marcus & Millichap
NATIONAL SELF-STORAGE GROUP

OUR PATRON SPONSORS...

On The Move Inc.
Complete Rental Truck Program
800.645.9949 www.onthemovetrucks.com

MiniCo

CUBESMART
management

Chateau

Storage Treasures.com
HUNT.BUY.SELL.PROFIT

STORAGE BATTLES
ONLINE SELF-STORAGE AUCTIONS

Uncle Bob's management

AND OUR EVENT SPONSORS...

Self Storage Manager™
Enterprise Management Software

SpareFoot

storelocal
own your future

BVA BayView Advisors

StorageStuff.Bid
Licensed Auctioneers



MEGAS

Where it all happens...

ACCOMMODATIONS/HOTEL

CAESARS PALACE

Las Vegas continues to capture the world's imagination as the destination where anything is possible. With its award-winning restaurants, luxurious spas, fantastic shopping, world-class golf, and truly unique entertainment, Las Vegas remains one of the most exciting convention destinations in the world. Mark your calendar and join SSA September 8-11 in Las Vegas! You'll have an opportunity to learn from industry professionals who will teach you how to beat the odds and stack the deck to prepare for a winning future.

ACCOMMODATIONS

All of our functions will be held at the luxurious Caesars Palace on the Las Vegas Strip. If you were with us last fall, you know how convenient the hotel's convention tower is. You'll be just an elevator ride or a short walk away from all of the SSA activities and your industry peers; no need to brave the heat, since everything will be under one roof—enclosed and cool!

SSA has negotiated the lowest rates available: from \$155 plus tax single/double Sunday, September 6 through Thursday, September 10. Friday and Saturday rates start at \$191 plus tax single/double. To ensure you receive these rates, call Caesars toll-free at (866) 227-5944 to reserve your room and associate yourself with the Self Storage Association conference.

The SSA room block is likely to sell out well before the cut-off date of August 12. We urge you to make your room reservations ASAP! Our block of rooms at the discounted rate usually sells out early.

WHEN YOU ARRIVE IN LAS VEGAS

The SSA Registration Desk is open from 9 am to 5 pm on Tuesday, 7 am to 5 pm Wednesday, and 7 am to 3:30 pm on Thursday. Stop by during these hours to get your badge and conference materials (if you're pre-registered), or to register on-site as necessary.

Registration discounts are now in effect! Register today at www.selfstorage.org

REGISTRATION FORM AND FEES – FALL 2015

or go to www.selfstorage.org to register

Substitution and Refund Policies: If you register and then are unable to attend, you may send someone in your place at no additional charge. Notify the SSA registrar in writing or by FAX (514) 289-9844 or email SSA@Showcare.com, as far in advance of the conference as possible. Cancellations faxed or postmarked on or before August 21, 2015, will be subject to a \$50 cancellation fee per registrant (\$20 for Guest and \$35 for One-Day Only registrants), with the remainder refunded. **No refund will be granted for cancellations faxed or postmarked after August 21, 2015!**

One registration per form. For additional registrations, please copy this form.

PART A – ATTENDEE INFORMATION

First Name _____ Last Name _____
 Title _____ Nickname (for badge) _____
 Company Name _____ **Is your company a member of SSA?** Not yet
 Address _____ Yes: Member No. _____
 City _____ State _____ Zip _____
 Phone (_____) _____ Fax (_____) _____
 Email _____ May we share your email address with exhibiting companies? Yes No
Is this your first SSA Conference & Trade Show? Yes No
What best describes your company: Single Facility Multiple Facilities Management Firm Vendor to the Industry
Your designation: Facility Manager Facility Owner Regional Manager/Supervisor Developer Vendor Other _____
What responsibilities do you have in making decisions for purchases of goods and services for your facility?
 No responsibility Recommend purchases to my owner or supervisor Full responsibility for all purchasing decisions

PART B – REGISTRATION INFORMATION

Direct Members Only: Full and Additional Rep registration fees include a downloadable library of session recordings and slides.

Optional Events. Not included in Full, Additional, 1 Day, Trade Show, Guest and Nevada registration categories.

	REQUIRES SSA MEMBERSHIP ID NUMBER					Non-Members
	Direct Members Only Super Saver By 7/17/15	SSA Direct Members ³		International & State Affiliate (Indirect) Members ⁴		
		By 8/21/15	After 8/21/15 and On-Site	By 8/21/15	After 8/21/15 and On-Site	
<input type="checkbox"/> FULL REGISTRANT	\$625	\$675	\$750	\$750	\$800	\$900
<input type="checkbox"/> ADDITIONAL REP (same company)	\$500	\$550	\$625	\$625	\$675	\$800
<input type="checkbox"/> 1 DAY ONLY <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	\$325	\$375	\$425	\$425	\$475	\$550
<input type="checkbox"/> TRADE SHOW ONLY ¹ <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday	\$125	\$130	\$145	\$145	\$155	\$190
<input type="checkbox"/> GUEST REGISTRANT Name: _____	\$300	\$325	\$350	\$350	\$375	\$425
<input type="checkbox"/> NV ONE DAY SPECIAL ² (Wednesday, September 9)	\$300	\$350	\$375	\$350	\$375	\$425
<input type="checkbox"/> SOCIAL MEDIA BOOT CAMP (Tuesday, September 8)	\$225	\$225	\$250	\$250	\$275	\$395
<input type="checkbox"/> REGIONAL SUPERVISORS (Tuesday, September 8)	\$225	\$250	\$295	\$295	\$325	\$400
<input type="checkbox"/> MANAGERS SUMMIT (Wednesday, September 9)	\$125	\$150	\$175	\$175	\$275	\$300
<input type="checkbox"/> LATIN AMERICA MARKETS (Thursday, September 10)	\$199	\$199	\$199	\$199	\$199	\$300

¹ Vendors who are not exhibiting **must** register in the Full Registrant category only
² For owner/operators in Nevada

³ Those who have a valid ID number

⁴ Canadian SSA and various state affiliated association members who have an SSA ID number

PART C – PAYMENT INFORMATION

Registration Fee \$ _____
 Guest Fee \$ _____
 NV One Day Special \$ _____
 Social Media Boot Camp \$ _____
 Regional Supervisors Program \$ _____
 Managers Summit \$ _____
 Latin American Markets \$ _____
 Gift Certificate # _____ - \$ _____
Total Fees* (\$ US) \$ _____

Enclose check payable to SSA in U.S. funds, or charge: Visa MC AMEX

Card # _____ Exp Date ____/____

Print Name on Card _____

Billing Address _____

Signature _____

Mail or fax your completed registration form before September 1, 2015 to (514) 289-9844; SSA c/o Showcare Event Solutions, 1200 G Street NW, Suite 800, Washington DC, 20005-6705. **Registration forms received after September 1, 2015 will not be processed in advance. Instead, please register onsite at the SSA desk at Caesars Palace. NOTE: Registration without payment will not be processed.**

Questions? Contact the SSA Registrar: Phone (514) 228-3076 | Fax: (514) 289-9844 | email: SSA@Showcare.com

Please check here if you are disabled and require special services; attach a written description of your needs.

* SSA reserves the right to charge the correct amount if different from the amount listed above.