

## REGISTRATION INFORMATION

REGISTER at <http://www.nfpa.com/IEOC>.

| Registration Fees: | On or before 7/9/10 | After 7/9/10 |
|--------------------|---------------------|--------------|
| NFPA Member:       | \$ 650              | \$ 750       |
| Invited Guest:     | \$ 750              | \$ 850       |
| Non-Member:        | \$1,200             | \$1,200      |

### Registration Cancellation Policy

On or before 7/11/10 – Full refund minus \$25 cancellation fee  
On or before 8/15/10 – Full refund minus \$75 cancellation fee  
After 8/15/10 – No refunds

## NFPA Foundation Invitational Golf Tournament



NFPA's Supplier Council is delighted to announce that the

2010 NFPA Education and Technology Foundation Invitational Golf Tournament will be held **Monday, August 16**, the afternoon preceding the NFPA Industry and Economic Outlook Conference. The Chevy Chase Country Club is the host venue again this year—a beautiful, affordable course just a chip shot away from the Westin Chicago North Shore in Wheeling—the site of the NFPA IEOC.

For the past two years, the NFPA Supplier Council has been the driving force behind making this NFPA Foundation fund-raising golf event a success and is committed to its future. **Open to ALL NFPA members and their Guests**, this event is a true invitational tournament. The 2010 goal is to double the number of 2009 golfers and sponsorship dollars. You may register individually, or let us know if you have a foursome and we'll help you register the group together.

For the low rate of \$125 you receive 18 holes of golf, cart with leader-board scoring, box lunch, and a post-tournament prize reception with beer, wine and snacks. Don't miss this opportunity to combine excellent networking with supporting the growth of the fluid power industry AND enjoy an afternoon of golf with your colleagues and guests at a very reasonable price.

**See you on the course!**

## HOTEL INFORMATION

### Reservation Deadline – July 22, 2010

NFPA has reserved a limited block of rooms at the Westin Chicago North Shore, 601 N. Milwaukee Avenue, Wheeling, Illinois 60090. The NFPA group rate is \$166 per night plus applicable taxes. This special rate will be available until the block is full or until **July 22, 2010**—whichever comes first. Make your reservation by calling (847) 777-6500 and by mentioning the **NFPA rate**.

### Sponsorship Opportunities

This event benefits the NFPA Education and Technology Foundation and we encourage all NFPA members and Guests to take part in this great fundraising event. Here are the options:

#### Hole Sponsorships—\$250

- Includes logo sign on designated hole. Acknowledgement at prize reception and from the podium at the NFPA Industry and Economic Outlook Conference the next day.
- Sponsors may donate logo items to be included in tournament "goodie bags"

#### Skill Prize Sponsorships—\$500

- Includes special logo sign at chosen prize hole. May include, but is not limited to, closest to the pin, longest drive, longest putt, etc. Acknowledgement at prize reception and from the podium at the NFPA Industry and Economic Outlook Conference the next day.
- Sponsors may donate logo items to be included in tournament "goodie bags"

#### Box Lunch Sponsorship—\$1000

- Includes "compliments of..." card inserted in each lunch as well as acknowledgement at prize reception and from the podium at the NFPA Industry and Economic Outlook Conference the next day.
- Sponsors may donate logo items to be included in tournament "goodie bags"

**SUPERSIZE** your IEOC experience with golf and sponsorships, by choosing the appropriate options when registering. *Take care of everything in one place!*



**National Fluid Power Association**  
3333 N. Mayfair Road  
Milwaukee, WI 53222-3219

*Address service requested*

FIRST CLASS  
PRESORT  
MAIL  
U.S. POSTAGE  
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Milwaukee, WI  
Permit No. 5068



### Here's what past attendees had to say:

"Of all the conferences I've attended, this was the best. The staff support was great, location great and the content up-to-date and really worthwhile. I've scratched going to other economic conferences because NFPA's is the most informative."

"Congratulations for creating such a stimulating and informative EOC. The value of this event exceeds the total cost of membership in the NFPA."

"Most anticipated event of the year! Great balance of speakers and topics!"

"Extremely valuable and timely information for my company's strategic planning."

"So much great content in one conference! Keep it up NFPA!"



Please join us at the intersection of marketing and strategy for the

## 2010 NFPA Industry and Economic Outlook Conference

**August 16 – 18, 2010**

Westin Chicago North Shore, Wheeling, Illinois





# WHY Should You Attend This Year's Conference?

**You can't afford not to.** NFPA plans this premier, day-and-a-half event with hard data and expert analysis for everyone in the fluid power supply chain—augmented this year with an additional focus on advancements across the fluid power supply chain.

A conference like no other, this year's Industry and Economic Outlook Conference will offer critical insight into four major areas—**Economics, Market Forecasts, Supply Chain Advantage**, plus unparalleled **Networking Opportunities**.



## ECONOMICS

Bringing you a stellar lineup of speakers to offer you compelling numbers and powerful projections.



### Alan Beaulieu, Institute for Trend Research (ITR)

#### U.S. and Global Economic Forecast

Alan will explore the future of the U.S. and global economy using a variety of perspectives from the industry-level to the macro-level. You'll get a complete overview of what the future has in store, with an added focus into key international markets.



### Dr. Bill Conerly, Conerly Consulting, LLC

#### Economic Challenges to Strategic Planning

Bill will review and assess our industry's business environment and its relation to some of today's leading strategic issues. Building off this assessment, he will explain what smart companies should be doing to come out on top.

**NEW!**



### Aric Newhouse, National Association of Manufacturers (NAM)

#### New Regulatory Landscapes for Industry

Aric will provide an up-to-the-minute overview of activities on Capitol Hill and their likely impact on industry.



## MARKET FORECASTS

Offering you expert forecasts for fluid power's key customer markets.



### Mobile Outlook Breakouts

- Heavy Trucks – Eric Starks, FTR Associates
- Agriculture Machinery – Speaker to be announced
- Construction Machinery – Frank Manfredi, Manfredi & Associates, Inc.



### Industrial Outlook Breakouts

- Industrial Markets – Dan Meckstroth, MAPI, Inc.
- Material Handling and Metalworking Machinery – Ken Kremar, Global Insight
- Topic and Speaker to be announced



### Eli Lustgarten, ESL Consultants, Inc.

#### Fluid Power Customer Markets Overview

Eli will offer a general overview and detailed forecast for the industry's largest customer markets, including on-highway vehicles, process machinery, construction and agricultural machinery, and many more.



### Jim Meil, Eaton Corporation

#### Fluid Power Market Forecast

Jim will discuss everything that influences the fluid power market, including a detailed outlook for the market and related indicators.



## SUPPLY CHAIN ADVANTAGE

This year's conference offers you unique opportunities to leverage NFPA's supply chain forum for the health of your business.

**NEW!**



### Advances Across the Supply Chain

Supplier and Distributor members of NFPA will provide case study examples of how they're adding value to the supply chain through technology advancements and creative partnerships.



### Supplier & Service Member Tabletop Displays

Open to all NFPA Product and Service Supplier members, NFPA tabletop displays are the best value you'll find to showcase

your products and services. These displays will offer all attendees the opportunity to view product samples and literature during breakfast, refreshment breaks, lunch and the evening reception on **Tuesday, August 17**—the first full-day of the conference.

Tuesday's lunch sponsorship is included in the Tabletop fee. All tabletop participants will be acknowledged as a sponsor of the lunch.

Your display should be casual and scaled for a conversational approach—*this is not a trade show!* Displays should be self-explanatory, but attended by a representative from your company during breakfast, breaks and lunch. This representative must also be a registered attendee of the NFPA Industry and Economic Outlook Conference. For *Policies and Guidelines* visit [www.nfpa.com/IEOC](http://www.nfpa.com/IEOC).

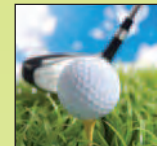
We are limited to how many tabletop displays can be placed in the area assigned, so be sure and sign up as soon as possible. If we have more companies interested than space allows, past participants will have priority. **REGISTER TODAY!**

Contact Leslie Miller at (414) 778-3369 or [lmiller@nfpa.com](mailto:lmiller@nfpa.com).



## NETWORKING

Another great NFPA event bringing decision-makers together from across the fluid power supply chain in ONE place for the connections necessary to get business done.



### 3rd Annual NFPA Education and Technology Foundation Invitational Golf Tournament

This fun-filled, invitational golf tournament precedes the conference on Monday afternoon, August 16. Open to all NFPA members and their guests, this event is the perfect way to begin your IEOC experience. Sponsorships are available too! **Don't miss it!** (More details on page 5.)



### Future Leaders Network Events

The 2010 Industry and Economic Outlook Conference will host two exclusive education and networking events for the NFPA Future Leaders Network:

**Future Leaders Breakfast:** Tuesday, August 18, 8:00 am – 9:00 am. Networking breakfast featuring a presentation by Eric Lanke, NFPA's Executive Director. Eric will highlight the opportunities for Future Leader involvement within NFPA.

**Future Leaders Lunch:** Tuesday August 18, 11:45 am – 12:45 pm. Networking lunch with special guest presenter, Allen Carlson, President and CEO, Sun Hydraulics Corporation and Immediate Past Chairman of the NFPA Board of Directors.

*These events are open ONLY to qualified members of the NFPA Future Leaders Network. To see if you qualify, visit <http://www.nfpa.com/events/futureleaders.asp>.*



### Power of Association Reception and Dinner

This annual dinner event has become a conference networking highlight, providing the best possible opportunity to interact with the entire conference delegation. To help facilitate these interactions, this year's event will be held on-property at the Westin Chicago North Shore.

## SCHEDULE OF EVENTS

### Monday, 16 August 2010

1:00 pm - 6:00 pm NFPA Foundation Invitational Golf Tournament

### Tuesday, 17 August 2010

7:30 am - 5:00 pm Conference Registration  
 7:30 am - 8:30 am Pneumatics Council Meeting  
 8:00 am - 6:30 pm NFPA Supplier Tabletop Exhibits  
 8:00 am - 9:00 am Future Leaders Breakfast – Eric Lanke, NFPA Executive Director  
 8:00 am - 9:45 am Tabletop Networking Breakfast  
 10:00 am - 10:15 am Conference Opening Remarks – Greg Willard, Quality Control Corp.  
 10:15 am - 11:45 am U.S. and Global Economic Trends – Alan Beaulieu, Institute for Trend Research (ITR)  
 11:45 am - 12:45 pm Future Leaders Lunch – Allen Carlson, Sun Hydraulics Corp.  
 11:45 am - 12:45 pm Lunch

#### 1:00 pm - 3:00 pm Mobile Outlook Breakout Session

12:45 pm - 1:30 pm Heavy Truck Market Forecast – Eric Starks, FTR Associates  
 1:30 pm - 2:15 pm Agriculture Machinery – Speaker to be announced  
 2:15 pm - 3:00 pm Construction Machinery – Frank Manfredi, Manfredi & Associates, Inc.

#### 1:00 pm - 3:00 pm Industrial Outlook Breakout Session

12:45 pm - 1:30 pm Industrial Markets Overview – Dan Meckstroth, Manufacturers Alliance/MAPI, Inc.  
 1:30 pm - 2:15 pm Material Handling & Metalworking Machinery Forecast – Ken Kremar, Global Insight  
 2:15 pm - 3:00 pm Topic and Speaker to be announced

3:00 pm - 3:15 pm Break  
 3:15 pm - 4:30 pm Fluid Power Customer Markets Overview – Eli Lustgarten, ESL Consultants, Inc.  
 4:30 pm - 5:30 pm New Regulatory Landscapes for Industry – Aric Newhouse, National Association of Manufacturers (NAM)  
 5:30 pm - 6:30 pm Power of Association Networking Reception  
 6:30 pm - 8:30 pm Power of Association Networking Dinner

### Wednesday, 18 August 2010

7:30 am - 8:00 am Networking Breakfast  
 8:00 am - 9:30 am Advances Across the Supply Chain  
 9:30 am - 9:45 am Break  
 9:45 am - 10:45 am Economic Challenges to Strategic Planning – Dr. Bill Conerly, Conerly Consulting LLC  
 10:45 am - 12:00 pm Fluid Power Market Forecast – Jim Meil, Eaton Corp.  
 12:00 pm Adjournment  
 12:00 pm - 2:00 pm IFPE Management Committee Meeting  
 12:00 pm - 2:00 pm Marketing Committee Meeting