

- gain visibility
- reach customers
- network with peers

become an **FTDC** sponsor

Footwear Traffic Distribution and Customs



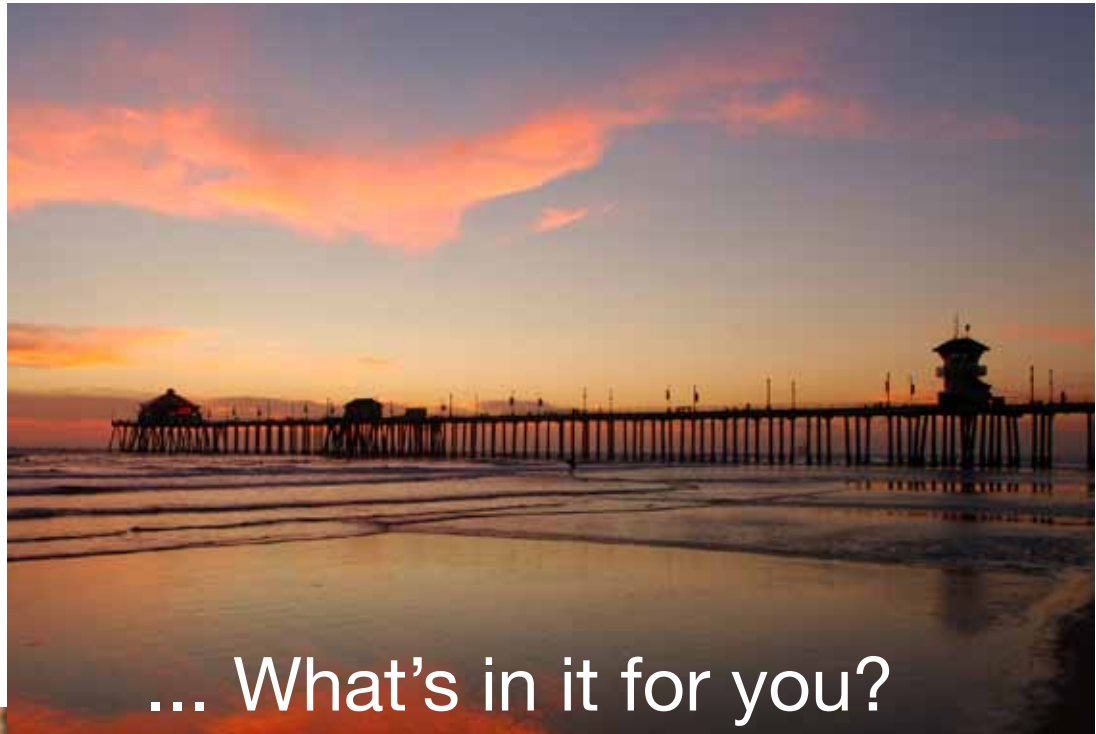
Footwear Traffic Distribution Customs (FTDC) Conference
October 23-26, 2011
Hilton Waterfront Beach Resort
Huntington Beach, CA

The FTDC Conference brings top logistics executives and decision-makers from footwear retailers and brands together with transportation and distribution executives from around the world. The conference is broken up into two segments: traffic and customs.

The conference is attended by:

- Footwear traffic, distribution specialists
- Customs, classification, valuation, and entry procedure specialists
- Service providers: ocean carriers, freight forwarders, customs brokers, 3PL and logistics firms, surface carriers

Sponsorship opportunities range from \$3,000-\$15,000. From a coffee networking break to a dinner reception, there are multiple sponsorships for you to choose from, in order to gain the most valuable exposure for your company.



... What's in it for you?



All sponsors will receive:

- :: Recognition on the FTDC website
- :: Listing on all electronic FTDC marketing promotions
- :: Feature in FTDC printed registration brochure (mailed to more than 1,200 prospects; must receive commitment by May 31)
- :: Signage with your company logo onsite at event
- :: Listing in onsite program materials
- :: An exhibit table at no charge



2010 Agenda

Sample Agenda from FTDC, October 3-6, 2010 in Portland, Oregon

Traffic portion

Customs portion

Sunday, October 3

6:30 pm FTDC Reception sponsored by OHL Global Freight Management & Logistics

Monday, October 4

8:00 am Continental Breakfast & Exhibits

8:30 am Opening Remarks with Mayor Sam Adams, City of Portland & Matt Priest, FDRA

8:45 am Product Movement: A Global Perspective – Keynote Speaker Peter Tirschwell, Journal of Commerce and SVP, UBM Global Trade

9:45 am Networking Break

10:00 am Box Optimization: A Case Study – Rick Hawley, PACCESS Packaging

10:20 am To Label or Not to Label: Opposing Paths – Sonny Zayas, Avery Dennison

10:40 am Exporting to the U.S: View from Foreign Ports – Richard Chan, Chiwan Container Terminal, Shenzhen

11:00 am Load Planning: A Case Study – Cathy Yang, Tungya, Ltd. & Dave Milton, Collective Brands, Inc.

11:30 am Port Operations: Bringing in the Goods – Jerry Jensen, Expeditors International; Ken Uriu, Port of Long Beach; Sue Coffey, Port of Tacoma & Jahan Byrne, Port of Oakland

12:30 pm Lunch

2:00 pm Waterside Tour of Port of Portland sponsored by Port of Portland

6:00 pm World Trade Center Reception hosted by Port of Portland

Tuesday, October 5

8:00 am Continental Breakfast & Exhibits

8:30 am Port Operations: Getting the Goods Out – Stephanie Kang, Port of Seattle; Sam Ruda, Port of Portland & Christopher Chase, Port of Los Angeles

9:30 am Global Ocean Movement: A Chinese Perspective – Keynote Speaker Erxin Yao, President, Orient Overseas Container Line (USA), Inc. (OOCL)

10:15 am Networking Break

10:45 am Customs and International Trade Update – Keynote Speaker Pete Mento, C.H. Robinson Worldwide, Inc.

12:00 pm Update on Product Safety Issues Impacting Footwear: Proposition 65, CPSIA, REACH – James Mattesich, Greenberg Traurig, LLP & Matt Priest, FDRA

1:00 pm Lunch (Open to both Traffic and Customs attendees)

Customs portion of conference begins...

2:30 pm FDRA Customs Program/Non-Classification Issues – John Pellegrini, McGuire Woods, LLP, FDRA Customs Counsel

3:45 pm Networking Break

4:00 pm Non-Classification Continued

5:15 pm Adjournment

Wednesday, October 6

8:00 am Continental Breakfast & Exhibits

8:30 am Update from Washington: Affordable Footwear Act (AFA), MTB's, Fabric Outsoles – Matt Priest, FDRA

9:00 am Classification Issues Continued & Classification Basics – John Pellegrini, McGuire Woods, LLP, FDRA Customs Counsel

11:00 am Networking Break

11:30 am Classification Issues: Interactive Sample Review – Stacey Kalkines, National Import Specialist for Footwear, CBP & John Pellegrini, McGuire Woods, LLP, FDRA Customs Counsel

1:00 pm Adjournment

2010 FTDC Attendees



Adidas	ENK International	Port of Long Beach
Aetrex Worldwide, Inc.	Euro Cargo Express	Port of Los Angeles
Air Tiger Express, Inc.	Expeditors International of WA, Inc.	Port of Oakland
Albatrans	Fabricas de Calzado Andrea S.A. de C.V.	Port of Portland
Argix Direct	FDRA	Port of Seattle
ASICS America Corporation	Fortna	Port of Tacoma
Atsco Footwear	FRASA	Pro Line Manufacturing Co., LLC
Avery Dennison	Genesco, Inc.	PUMA North America
BBC International	Graves Import Co.	R.G. Barry Corporation
Belk	Great World	Rack Room Shoes, Inc.
Brooks Sports, Inc.	Greenberg Traurig, LLP	Reebok International
Brown Shoe Company	Guardian Laboratories, Inc.	Regal Logistics
Bureau Veritas	H.H. Brown Shoe Company, Inc.	Rocky Brands
C.H. Robinson Worldwide, Inc.	Hanjin Shipping	Russell A. Farrow
Capital Transportation & CHB Corp.	Hongkong International Terminals	Schneider Logistics
Cargo Business News	Horizon Lines	SG Footwear
Carmichael International Service	Hutchinson Port Holdings	Skechers USA, Inc.
Cels Enterprises, Inc.	Hutchinson Ports South China	Sole Technology
Century Distribution Systems	Impo International	Special Dispatch of California, Inc.
CEVA	J.C. Penney	Taylormade Adidas Golf Company
Chiwan & Shekou Container Terminals, China Merchants Maritime	Journal of Commerce	The Gilbert Company
Clarks Companies, N.A.	KEEN	The Topline Corporation
CMS Consulting Services	LaCrosse Footwear	Totes Isotoner Corp.
Cole Haan	Li Ning Sports USA, Inc.	Transmodal Corporation
Collective Brands	McGuire Woods, LLP	Tungya Logistics
Columbia Sportswear Company	Micro-Pak USA, Inc.	U.S. Customs and Border Protection (CBP)
Consumer Testing Laboratories	MOL America	U.S. Lines, LLC
Converse, Inc.	Nike, Inc.	Valley Lane Industries
Crocs	Nordstrom, Inc.	Vandegrift Forwarding Co., Inc.
Customs Laboratory Services, LLC	NYK Logistics Americas	VF Outdoor, Inc.
Deer Stags Concepts, Inc.	Oceanair, Inc.	Wolverine World Wide
Descartes Systems Group	OHL Global Freight Management and Logistics	Xpress Global Systems
Eddie Bauer, LLC	Orient Overseas Container Line (USA)	Yantian International Container Terminals
Elan-Polo, Inc.	PACCESS Packaging	

2010 FTDC Sponsors

OHL Global Freight Management & Logistics
Port of Portland
Bureau Veritas
PACCESS Packaging
Expeditors International - PDX
Chiwon Container Terminal, Shekou Container
Terminals and China Merchants Maritime Logistics
NYK Logistics
Port of Long Beach
Orient Overseas Container Line
Cargo Business News
Avery Dennison
Port of Oakland
Horizon Lines
Port of Los Angeles
Port of Seattle
ICTSI Oregon, Inc.
Evergreen line
Tungya Logistics
Hutchinson Port Holdings
Port of Tacoma
ENK Shows
PUMA
Wolverine World Wide

sponsorship registration

Please select the sponsorship you would like and complete the following information:

Sunday Dinner Reception	\$15,000	RESERVED	Monday Breakfast:	\$4,000
Monday Evening Dessert Reception	\$3,500		Monday Morning Break:	\$3,000
Badge Lanyards (with your company logo):	\$3,000	RESERVED	Monday Afternoon Break:	\$3,000
Conference Tote Bags (with your company logo):	\$3,000	RESERVED	Monday Lunch	\$7,500
Event Mailing & Postage:	\$4,000		Tuesday Breakfast:	\$4,000
Event Umbrellas (with your logo):	\$4,000		Tuesday Morning Break:	\$3,000
Event Audio/Visual:	\$5,000		Tuesday Lunch:	\$7,500
Event Binders:	\$5,000		Tuesday Afternoon Break:	\$3,000
FTDC Web Support & Graphic Design	\$3,000		Wednesday Breakfast:	\$4,000
FTDC Facility Engineering	\$3,000		Wednesday Morning Break:	\$3,000

Contact Name _____

Company _____

Email _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Payment

Total Amount Enclosed for Sponsorship \$ _____

Check (payable to FDRA)

Fax or email form to 202.638-2615/flewis@fdra.org. Mail original with payment to address below.

VISA* MC* AMEX*

Card Number _____ Exp. _____

*NOTE: All credit card payments must include the billing address for the card in order to process:

Address _____

City _____ State _____ Zip _____

Please return form to FDRA at the address or fax number below. If you have any questions, please give us a call. Thank you!

Cancellation policy: 75% refund for cancellations received in writing by October 6, 2011. No refunds thereafter.

exhibitor registration

FTDC
October 23-26, 2011
Hilton Waterfront Beach Resort
Huntington Beach, CA

Reach Your Customers by Becoming an Exhibitor!

As a sponsor of the FTDC conference, you are entitled to an exhibit space at no charge.

Companies may exhibit during breakfast and networking coffee breaks on Mon, Tues, and Wed of the conference. During these hours, exhibitors are invited to meet their customers and display literature at individual tables. All companies and executives who are registered for the conference will be admitted to the exhibit area.

To register as an exhibitor, please fill out the form below.

Set Up: Monday, Oct. 24, 6:00am - 7:30am

Tear Down: Wednesday, Oct. 26, 1:00pm - 2:00pm

Date _____

Exhibitor Name _____

Names of set-up helpers (if any) _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

If you are a registered sponsor, please disregard the following Payment section.

Payment

Exhibitor Registration Fee: \$150 includes a table with 2 chairs.
Exhibit space will be available on a first-come, first-served basis.

Total amount enclosed \$ _____

Please select one of the following payment methods:

Check enclosed, payable to FDRA. Must be in US dollars, drawn on a US bank.

Wire: Citibank, F.S.B., 1400 G Street, NW, Washington, DC 20005

Account Name: Footwear Distributors & Retailers of America #3, ABA #254070116, Account #1537 7581

Credit Card: VISA MasterCard American Express

Card Number _____ Expiration Date _____

Signature _____

Name as it appears on card _____

Billing Address _____

Please send payment with this form to FDRA, 1319 F Street, NW, Suite 700, Washington, DC 20004 or fax to 202-638-2615.

For questions, or to submit a payment over the phone, please contact Faith Lewis at 202-737-5660 or flewis@fdra.org.



FOOTWEAR DISTRIBUTORS AND RETAILERS OF AMERICA