

Fall CONFERENCE & TRADE SHOW



- ▶ Self Storage Economic Summit II
"Capital Market Debt Maturity Issues, Realities & Solutions"
- ▶ Regional Supervisors Program
- ▶ KEYNOTE: Harness the Power of Online Marketing
- ▶ Effectively Branding Your Facility
- ▶ Internet Strategies 101 and 201: Advice from a Pro
- ▶ Developing, Building, and Operating Satellite and Remote Sites
- ▶ Money Saving Ideas for Your Facility
- ▶ Sessions for Mid-Sized Operators and Team One Sector
- ▶ Maximizing Revenues in a Bilingual Market
- ▶ "Solarizing" Your Facility



Foundation Forum
Bob Woodward:
"The New Administration"

Sign Up Today at
www.selfstorage.org



CAESARS PALACE (NEW MEETING ROOMS & EXHIBIT HALL)

LAS VEGAS

**SEPTEMBER
10-11-12, 2009**

YOUR BEST BET: JOIN SSA IN LAS VEGAS

Your business success is our goal. At our 2009 Fall Conference & Trade Show (September 10-12 at Caesars Palace), you'll find sessions jammed with topics geared to you, the facility owner/operator.

SSA events are developed by self storage professionals...for storage professionals. This is your chance to learn from the best, network with your peers and the industry's top suppliers, and have fun! Experience for yourself the power of SSA, as we present a program packed with timely information for individuals responsible for every segment of the self storage industry...site and area managers, owners, developers, suppliers...those who have made a significant investment in self storage.

THE SELF STORAGE ASSOCIATION

SSA is the official voice of the self storage industry, and the country's only not-for-profit trade association working solely for owners, operators, and suppliers of the self storage industry. For nearly 35 years, SSA has offered a professional network of information and a wealth of experience. SSA members have access to the advice, knowledge, and mastery of industry insiders and successful operators through our educational events. In Las Vegas, take the opportunity to learn from industry professionals who will share valuable advice and industry expertise to help you in all aspects of your business.

REGISTER EARLY AND SAVE!

Our "Super Saver Discounts" for all registrants are in effect until June 23.

Don't delay! Register NOW to participate in the event rated #1 by industry professionals.

Visit our website to register electronically: www.selfstorage.org

SSA registration fees may be deductible as a business expense.

Consult your personal tax advisor for specific provisions.



KEYNOTE SESSION (Thursday, September 10)

David Meerman Scott, Marketing strategist, business coach and bestselling author of "*The New Rules of Marketing & P.R.*" and "*World Wide Rave*"

"Harness the Power of Online Marketing"

David Meerman Scott is a marketing strategist, entrepreneur, speaker, seminar leader, and the author of the number-one best-selling PR and marketing book, *The New Rules of Marketing and PR: How To Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media To Reach Buyers Directly*, which is being published in 20 languages. His most recent book, which is sure to be on the best-seller list shortly, is *World Wide Rave*. Scott is a former VP of marketing for two publicly traded technology companies, and was also Asia marketing director for Knight-Ridder, at the time one of the world's largest newspaper and electronic information companies.

In his presentation tailored to the self storage industry, Scott will provide a framework for building an online marketing and viral marketing strategy for your self storage business. You'll learn to speak directly to your customers with targeted messages that will help them solve problems. Go "viral" by letting others tell your story for you.

GENERAL SESSION (Thursday, September 10)

A First! An SSA "Online Focus Group"

This will be an interactive audience session; attendees will provide a demographic profile by utilizing handheld voting devices to answer questions about their business, and the many critical issues facing the self storage industry today: occupancy, revenues, expenses, capital, credit and loan issues, and more. Be in on the first instantaneous online industry focus group and go away with a copy of the survey results. This session will be a real eye-opener.



FOUNDATION FORUM (Friday, September 11)

Bob Woodward, Journalist and Author

“Outlook on the New Administration”

Bob Woodward’s work at The Washington Post has won nearly every American journalism award: the Pulitzer Prize for his work with Carl Bernstein on the Watergate scandal; the National Affairs Pulitzer for his work on the aftermath of 9/11; and the Gerald R. Ford Prize for Distinguished Reporting on the Presidency. The Weekly Standard called him “the best pure reporter of his generation, perhaps ever.” Albert Hunt of The Wall Street Journal called Woodward “the most celebrated journalist of

our age.” And Bob Schieffer of CBS News said, “Woodward has established himself as the best reporter of our time. He may be the best reporter of all time.”

Woodward has authored or coauthored 14 books, all national bestsellers. Eleven of the 14 have been #1 nonfiction national bestsellers...more than any contemporary American author.

At the SSA Conference in Las Vegas, Woodward will present his thoughts on the last seven months in American politics, and his view on the New Administration and how it affects us personally and professionally.

PRE-CONFERENCE OPTIONAL EVENT

Wednesday, September 9 ♦ 1:00p to 5:00p

SSA Regional Supervisors Program: “Managing the Management”

This exciting new program is designed for those who are currently (or aspire to be) overseeing more than one property and management team. The program is delivered by the most experienced management experts and trainers in the industry.

The Regional Supervisors Program has six segments, to be offered in a series at future SSA events.

The segments planned for Las Vegas are:

Managing and Educating Staff

- ▶ Assessing and meeting training needs
- ▶ Effective training methods and standard skill development
- ▶ Evaluating training effectiveness
- ▶ Establishing, documenting, and disseminating policies and procedures
- ▶ Updating procedures and policies documentation
- ▶ Recruiting, hiring, firing, and supervising managers:
Practical tips and requirements

Presenter: **Carol Krendl**, SkilCheck Services

Budgeting and Financial Management

- ▶ Budgeting and accounting on a regional level
- ▶ How to read and use reports
- ▶ How and why to benchmark

Presenter: **Robert Francis**, CPM, The Heron Group



PRE-CONFERENCE OPTIONAL EVENT

Wednesday, September 9 ♦ 1:00p to 5:00p

Special Program: SSA's Self Storage Economic Summit II "Capital Market Debt Maturity Issues, Realities & Solutions"

This half-day session includes two special panels designed for self storage owner-operator CEOs, CFOs and investors. The audience will hear a wide range of insights from a panel of capital market experts from banking, lending, brokerage, insurance company / fund management and joint venture backgrounds. No sense being in denial of debt maturity in the next 18-24 months -- hear from the experts on all of the vital issues, the stark realities, and alternative solutions on how to best refinance self storage loans coming due.

- ▶ **Panel One:** Capital Market Experts
- ▶ **Panel Two:** Self Storage Brokers
- ▶ **Panel Three:** Self Storage Owner/Operators

Space is very limited. Register BEFORE August 31 for this program. All registrants are invited to the SSA Chairman's Reception, following this course.

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 10-12, 2009, 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. SSA will be one of the first conventions in the hotel's brand new convention and expo tower. 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 "economic stimulus" rates for our attendees: \$135 plus tax single/double through Thursday, September 10; and \$165 plus tax single/double for Friday and Saturday, September 11 and 12. Call the hotel directly at (702) 731-7222, or toll-free at (866) 227-5944, to reserve your room NOW.

The SSA room block is likely to sell out well before the cut-off date of August 14, 2009. Be sure to identify your affiliation with the "Self Storage Association" to receive special SSA hotel room rates! We urge you to make your room reservations **ASAP!** Our block of rooms usually sells out early.

WHEN YOU ARRIVE IN LAS VEGAS

Ground transportation is located just outside Baggage Claim of McCarran International Airport. Taxis run 24 hours a day, and cost about \$10-\$15 per cab each way, depending on traffic. Shuttles serve all of the hotels, and are \$5.50 per trip.

Caesars is located at 3570 Las Vegas Boulevard, South, right on The Strip.

The SSA Registration Desk is open from 10a to 7p on Wednesday, 7a to 5p Thursday, and 7a to 4p on Friday. Stop by during these hours to get your badge and conference materials (if you're pre-registered), or to register on-site as necessary.

ATTENTION NON-MEMBERS

Join now and save! Members receive discounted prices for most conference activities, as well as a downloadable library of all session recordings and slides. You qualify for member pricing if you join SSA when you register. Call SSA headquarters at (888)-735-3784, or visit our website at www.selfstorage.org for a membership application today.

SSA MEMBERSHIP BOOTH

The Self Storage Association Membership Booth will be staffed Thursday and Friday, September 10 and 11, from 7am to 5pm; and again on Saturday morning, September 12, from 7am to 10am. Members of the SSA staff and National Board Members will be on hand to answer questions about the industry, membership categories and benefits, affiliated state associations, and more. SSA publications, including new releases, will be available for sale on site. In addition, you may purchase products from the SSA Store (logo shirts, tools, awards, mugs, golf balls, and much more) at the Membership Booth.

SSA TRADE SHOW

Spend time in the exhibit hall. Talk with our vendors and receive valuable information on the products and services you need to take your business to the next level. SSA is committed to giving you access to the best resources necessary to strengthen your business. Exhibitors are eager to share their knowledge, new concepts, and to help you fine-tune your operations in innovative and profitable ways. (Insurance Regulations do not permit children under 18 in the exhibit hall.)

Our exhibitors represent many sectors of the industry, including:

- ▶ Acquisitions
- ▶ Accounting, Security, Facility Management
- ▶ Advertising and Marketing
- ▶ Appraisal and Valuation
- ▶ Architectural Services
- ▶ Boat and RV Storage
- ▶ Brokerage
- ▶ Building Components
- ▶ Business Consulting and Management
- ▶ Computer Software
- ▶ Credit Card Processing
- ▶ Design and Construction
- ▶ Development and Site Selection
- ▶ Doors and Partitions
- ▶ Energy Conservation and Environmental Equipment
- ▶ Facility Maintenance and Repair
- ▶ Fencing
- ▶ Financing and Mortgages
- ▶ Gates and Access Systems
- ▶ Insurance
- ▶ Internet and Web Sites
- ▶ Kiosks
- ▶ Locks/Door Hardware
- ▶ Manager Employment Services
- ▶ Manager Training
- ▶ Mobile and Portable Storage
- ▶ Moving/Shipping Supplies
- ▶ Records Storage
- ▶ Roofs, Roofing, Coatings
- ▶ Tenant Screening
- ▶ Training Materials and Manuals
- ▶ Truck Rentals
- ▶ ...and more!

INNOVATION ALLEY

Looking to find out about newly launched products and services? Innovation Alley is just the place for you! Several of our exhibitors will be making presentations in Innovation Alley, located inside the SSA exhibit hall. Watch for further details on the SSA website.

TRADE SHOW ONLY REGISTRATION

This special registration category is for those individuals who cannot participate in all of the conference activities, but still want to learn about the self storage industry. Our exhibit hall is open on Thursday and Friday, September 10-11 (see pages 6 and 7 for hours). If you are interested in attending only the Trade Show, you may pre-register for as low as \$65 (for SSA members). This fee *includes lunch in the exhibit hall*, plus valuable networking with our exhibitors. It does not include Concurrent or General Sessions, Roundtable Discussions, or and networking sessions. Insurance regulations do not permit children under the age of 18 in the exhibit hall.

SCHEDULE-AT-A-GLANCE

SCHEDULE AT A GLANCE (Subject to modification)

Wednesday, September 9

10:00a – 7:00p	Conference and Trade Show Registration
1:00p – 5:00p	Regional Supervisors Program*
1:00p – 5:00p	SSA's Self Storage Economic Summit II*
1:00p – 5:00p	Affiliated Associations Council (AAC) <i>By invitation only</i>
6:00p – 7:15p	Canadian SSA Reception
6:00p – 7:15p	SSA Chairman's Reception <i>By invitation only; registrants of Economic Summit II are included</i> <i>*These are optional events; separate fee required for each.</i>

Thursday, September 10

7:00a – 5:00p	Conference and Trade Show Registration
7:00a – 8:20a	Networking Breakfast
7:30a – 8:15a	New Member/First Timer Orientation
8:30a – 9:00a	Opening Session SSA Report on Legislative Activity at the State Level Industry "Hot Topics" 2009 SSA Hall of Fame Inductions
9:00a – 10:10a	Keynote Session "Are You Capturing Your Market Share?"
10:30a – 11:15a	General Session "A Live Interactive Self Storage Focus Group"
11:20a – 3:05p	Exhibits and Lunch <i>A buffet lunch is included with all paid registrations</i>
11:30a – 3:00p	Innovation Alley Back by popular demand. Several companies who have launched new products or services in the last 12 months will be making brief presentations in The Alley. This takes place in the Exhibit Hall, and is included in your registration fee.
1:30p – 6:00p	Large Owners Council <i>By invitation; for members who own 10 or more facilities</i>
3:10p – 4:25p	Concurrent Sessions The Self Storage Legal Network presents... Customer Privacy Regulations: Is Your Facility Prepared? <ul style="list-style-type: none">▶ Storing and maintaining tenant information▶ Disposing of tenant information▶ What to do when there is a security breach▶ Handling abandoned business records▶ Foreclosure sales and tenant files Presenters: Carlos Kaslow, Esq. , and Scott Zucker, Esq. , Self Storage Legal Network

Effectively Branding Your Facility

Branding is important for marketing your site(s). In this session, you will learn

- ▶ What is branding?
- ▶ Effective and ineffective brands
- ▶ When you buy an existing site, what happens with the brand?
- ▶ Legal considerations
- ▶ Marketing considerations

Presenter: **Steve Lavery**, Infinite Self Storage

Internet 101: What's All the Hype About?

- ▶ A fundamental overview of the Internet with definitions of key terms
- ▶ Where the masses are heading. Migration from traditional media to digital media.
- ▶ Who's doing what on the Internet? Key market trends and indicators.
- ▶ Storage online? A closer look at the storage industry online.
- ▶ Key components of your Internet media strategy

Presenter: **Michael Hurt**, comScore, Inc.

4:30p – 5:45p

Roundtable Discussions

Just about every topic you can think of in self storage 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.

6:00p – 7:15p

Opening Reception

Join your industry peers for an evening of food, libation, entertainment, and plenty of networking.

Friday, September 11

7:00a – 4:00p

Conference and Trade Show Registration

7:00a – 8:20a

Networking Breakfast

7:30a – 8:15a

Hot Coffee/Hot Topics

Join self storage professionals and gather ideas, information, and updates on topics that are important to the industry. This morning's discussion topics (tentative) will be:

- ▶ Construction Costs and Trends
- ▶ Customer Retention Tips

8:30a - 9:45a

Concurrent Sessions

Internet 201: Online Advertising for the Rest of Us!

- ▶ A fundamental overview of online advertising
- ▶ Glossary of key online advertising terms
- ▶ Do I need Search? Do I need Display? A detailed look into Search, Display, and other media advertising opportunities.
- ▶ What's on the horizon with mobile, digital television, social media?

Presenter: **Michael Hurt**, comScore, Inc.

Cost Savings Self Storage Models for Today's Economy: Developing, Building, and Operating Satellite, Remote, and Unmanned Facilities.

Owners will share what they've learned about developing and operating these alternative self storage models.

- ▶ Reasons for choosing each specific model
- ▶ Specific cost savings in the areas of development, operations, and marketing

SCHEDULE-AT-A-GLANCE

- ▶ The downside to these alternative models

Presenters: **Robert Chiti**, OpenTech Alliance, Moderator; **J.R. Clisham**, Connecticut Self Storage LLC; **Jim Adams**, Secure Holdings, Inc., **Scott Hogg**, Strategic Storage Solutions.

Money Saving Ideas for Managers

Whether you're an onsite manager, a region supervisor, or owner, you're always searching for ways to save money. This session will provide lots of great tips, including

- ▶ Find Your Energy Vampires
- ▶ Preventive Maintenance: HVAC, landscaping, lighting, doors, service contracts and bundled services
- ▶ Administrative and Management: Office supplies, computer equipment and service, storage operating software, postage savings
- ▶ Incentives that drive up rental revenue and reduce expenses

Presenter: **Joel Keaton**, United Stor-All Management, Inc.

10:00a - 11:20a

Foundation Forum

"Outlook on The New Administration"

11:25a - 3:20p

Exhibits and Lunch

A buffet lunch is included with all paid registrations

11:30a - 3:00p

Innovation Alley

More presentations by exhibitors who have launched new products or services during the last 12 months.

3:30p - 5:00p

Concurrent Sessions

Special Session for the "Team One" Sector

If you own and operate just one facility, this is the session for you.

- ▶ Legal Issues for Small Operations to Consider

Presenters: **Carlos Kaslow, Esq.**, and **Scott Zucker, Esq.**, Self Storage Legal Network

- ▶ Getting and Staying Ahead of the Competition. Veteran storage owner/operators will present a panel discussion to help Team One owners market, manage, and operate their facility more efficiently and economically.

Panelists: **Dan Nixon**, Lock It Up Self Storage Centers; **Mike Riva**, Stor-It-All, Inc.; and **Brenda Scarborough**, Accountable Management.

Special Session for the Mid-Size Owners Group (MSOG)

If you own and/or operate 2-9 facilities, this is the session for you to attend.

- ▶ Optimizing Efficiency in Your Operations. Members of the Large Operators Council (those with 10 or more facilities) will present a panel discussion to help MSOG members grow your portfolio (if that's your goal), operate more efficiently, avoid some of the mistakes they made as they added to their site inventory, and more.

Panelists: **Bill Hobin**, William Warren Group; **Patrick Reilly**, Urban Self Storage Inc.; and **Bob Schoff**, National Self Storage Management, Inc.

- ▶ Legal Issues for Mid-Sized Owners to Consider

Presenters: **Carlos Kaslow, Esq.**, and **Scott Zucker, Esq.**, Self Storage Legal Network

A Chat Room for Facility Managers

Discussions will focus on topics important to Facility Managers.

Facilitator: **M. Anne Ballard**, Universal Management Company

5:30p – 7:00p

SSA “Comedy Hour” Reception and Fundraiser for the SSA Foundation.

Share a few beverages, some great networking, and lots of laughs at this special event! The SSA Foundation was established to provide timely, accurate industry information, communication and exceptional educational experiences for SSA members, owner-operators and investors across the United States and in affiliated nations. In addition, the SSAF makes charitable contributions to worthy causes, efforts, and for educational purposes on behalf of the self storage industry. *This activity requires a separate fee, a portion of which is tax deductible; see the Registration Form to sign up.*

Saturday, September 12

7:00a – 8:20a

Networking Breakfast

7:30a – 8:15a

Hot Coffee/Hot Topics

This morning’s discussion topics (tentative) will be:

- ▶ Effective Marketing
- ▶ Collections, Auctions, and Lien Sales

8:30a – 9:45a

Concurrent Sessions

Financing and Real Estate: What Price Have You Paid on Your Self Storage Investment Because of the Economy?

- ▶ How management has had to react to a new customer mindset
- ▶ How can you value your self storage investment?
- ▶ What are the capital market trends and what might we expect coming around the pike?
- ▶ Strategies on leveraging your investment
- ▶ Strategies on how to withstand the market.

Presenters: **Don Clauson**, Commercial Property Consultants; **Neal Gussis**, Beacon Realty Capital; **Nick Malagisi**, Sperry Van Ness; **Robert Vrchota**, Fitch Rating Agency.

¡Hola! Maximizing Revenues in a Bilingual Market

Hispanic purchasing power is on the rise, and is expected to reach \$1 trillion by 2011. It is important to have a grasp on what impacts their buying decisions.

- ▶ Defining the Hispanic Market. Who are they? How do they differ from other communities?
- ▶ Culture and Language - How to be aware of the differences
- ▶ Creating greater awareness of lifestyle preferences among Hispanics generationally.
- ▶ How to reach them? Young, Middle-Aged, and Older Hispanics

Presenter: **Ivette Mayo**, Yo Soy I Am, LLC

10:00a – 11:15a

Closing General Session

“Solarizing” Your Facility

A panel of solar industry experts and owner-operators who have installed solar will cover the costs, the benefits, the problems and the solutions. It's the new "new" thing!

- ▶ How does solar work, and what does it do for the environment and your bottom line?
- ▶ What systems are available, and at what cost?
- ▶ Selling your electricity back to the utility company
- ▶ Rebates and incentives
- ▶ Financing
- ▶ Economic benefits

Presenters: **Gary Monroe**, GMI Construction Services; and **Mike Perry**, AA Val-U-Stor Self Storage; **Robert Hayworth**, Baja Construction

ROUNDTABLE DISCUSSIONS

Our Roundtables are typically standing room only! Industry experts will be leading informal discussions on marketing, finance, operations, hiring, site selection, and many other timely categories. Past conference attendees rate our Roundtable Discussions as extremely valuable components of the SSA Conference and Trade Show program. You won't want to miss this information-based session. Roundtable Discussions are included in your registration fee.

HOT COFFEE / HOT TOPICS

These early sessions give you valuable information and knowledge to face the future. Start your days early; you'll be glad you did! Have your questions answered by professionals who, just like you, are on the daily front lines. In these informal sessions, we encourage you to bring a question or describe a special challenge, and get the answer from your peers. These sessions are held Friday and Saturday mornings. Use them to gain valuable insight into the self storage industry, share frustrations, and resolve problems. Breakfast will be provided.

CANCELLATION, SUBSTITUTION, AND REFUND POLICY


No refunds will be granted for cancellations faxed or postmarked after August 17, 2009. If you are unable to attend, you may send someone in your place at no additional charge. Notify the SSA Registrar in writing as far in advance of the event as possible, or bring a letter requesting the change to the SSA Registration Desk in Las Vegas.

- ▶ Cancellations received by August 17 will be subject to a \$50 processing fee per registrant (\$20 for guest registrants), with the remainder refunded.
- ▶ Cancellations for the One-Day Only option will be subject to a \$35 processing fee per registrant.
- ▶ Cancellations for the Trade Show Only option will be subject to a \$15 processing fee per registrant.
- ▶ Cancellations for the Economic Summit option will be subject to a \$25 processing fee per registrant.
- ▶ Qualified refunds will be issued in the same manner the registration was made. Credit card refunds will be issued within 2-3 business days; check refunds will be issued within 6-8 weeks.
- ▶ No refunds will be granted for cancellations faxed or postmarked after August 17, 2009!

A very special thank you to our
SSA PARTNERS

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Company

 **JANUS Door**

 Merchant Services Network™

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REGISTRATION FORM AND FEES - FALL 2009

(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) 228-3102 or email SSA@Laser-Registration.com, as far in advance of the Conference as possible. Cancellations faxed or postmarked on or before August 17, 2009, will be subject to a \$50 cancellation fee per registrant (\$20 for Guest, \$35 for One-Day Only registrants, \$25 for Economic Summit registrant and \$15 for Trade Show Only registrant), with the remainder refunded.

No refunds will be granted for cancellations faxed or postmarked after August 17, 2009!

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 Number _____
 City _____ State _____ Zip _____
 Phone (_____) _____ Fax (_____) _____
 Email _____ May we share your email with exhibiting companies? Yes No
 Designation: Facility Mgr. Facility Owner Regional Mgr./Supervisor Developer Designation 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

Fees (in \$US)	REQUIRES SSA MEMBERSHIP ID NUMBER						
	SSA Direct Members*			International & State Affiliate (Indirect) Members**		Non-Members	
FOR ITEMS 1) & 2): Direct and Indirect Members only, registration fees include a downloadable library of all session recordings and slides.	Super Saver By 6/23/09	By 8/17/09	After 8/17/09 & On-site	By 8/17/09	After 8/17/09 & On-site	By 8/17/09	After 8/17/09 & On-site
1) <input type="checkbox"/> FULL REGISTRANT	\$514	\$584	\$634	\$614	\$664	\$654	\$754
2) <input type="checkbox"/> ADDITIONAL REP (same company)	\$414	\$484	\$534	\$514	\$564	\$554	\$654
3) <input type="checkbox"/> 1 DAY ONLY-Conference & Tradeshow <input type="checkbox"/> Thurs <input type="checkbox"/> Fri		\$279	\$299	\$309	\$329	\$349	\$369
4) <input type="checkbox"/> TRADE SHOW ONLY NOTE: Vendors who are not exhibiting may register in the Full Registrant category ONLY. <input type="checkbox"/> Thurs <input type="checkbox"/> Fri		\$65	\$70	\$70	\$75	\$80	\$85
5) <input type="checkbox"/> GUEST REGISTRANT Guest Name: _____		\$155	\$165	\$175	\$180	\$195	\$200
<input type="checkbox"/> FOUNDATION RECEPTION & FUNDRAISER <input type="checkbox"/> Single (Friday, September 11) <input type="checkbox"/> Couple		\$125 \$200	\$125 \$200	\$125 \$200	\$125 \$200	\$125 \$200	\$125 \$200
<input type="checkbox"/> REGIONAL SUPERVISORS PROGRAM (Wednesday, September 9)	\$225	\$250	\$350	\$275	\$375	\$299	\$399
<input type="checkbox"/> SSA'S SELF STORAGE ECONOMIC SUMMIT II**** (Wednesday, September 9)		\$195	\$195	\$225	\$225	\$295	\$295

*Members who pay their dues directly to the SSA

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

***Must be registered for the full, additional, or 1 day category in order to participate. Includes Chairman's Reception.

PART C - PAYMENT INFORMATION

Registration Fee _____

Guest Fee _____

Foundation Fundraiser _____

Regional Supervisors Program _____

SSA's Economic Recovery Briefing _____

Total Fees* \$ _____

Enclose check payable to SSA in US funds, or charge:

Visa MC AMEX

Card # _____ Exp.Date _____

Print Name _____

Signature _____ Billing Zip Code _____

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

Mail or fax your completed registration form before August 31, 2009 to (514) 228-3102; SSA c/o Laser Registration, 1200 G Street NW, Suite 800, Washington DC, 20005-3967. Registration forms received after August 31, 2009 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) 228-3102 | email: SSA@Laser-Registration.com



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



1900 North Beauregard Stree
Suite 100
Alexandria, VA 22311
(703) 575-8000
www.selfstorage.org

BACK TO CAESARS PALACE!

SEPTEMBER 10-12, 2009

**ALL NEW
MEETING ROOMS & EXHIBIT HALL**



Fall
**CONFERENCE &
TRADE SHOW**



DEADLINES

June 23, 2009

- Super Saver Discounts

August 14, 2009

- Caesars Palace Guestroom Discounts
(Call 1-866-227-5944 to make your reservations)

August 17, 2009

- Registration Discounts
- Cancellation Cut-Off

August 31, 2009

- Pre-Registration Deadline

