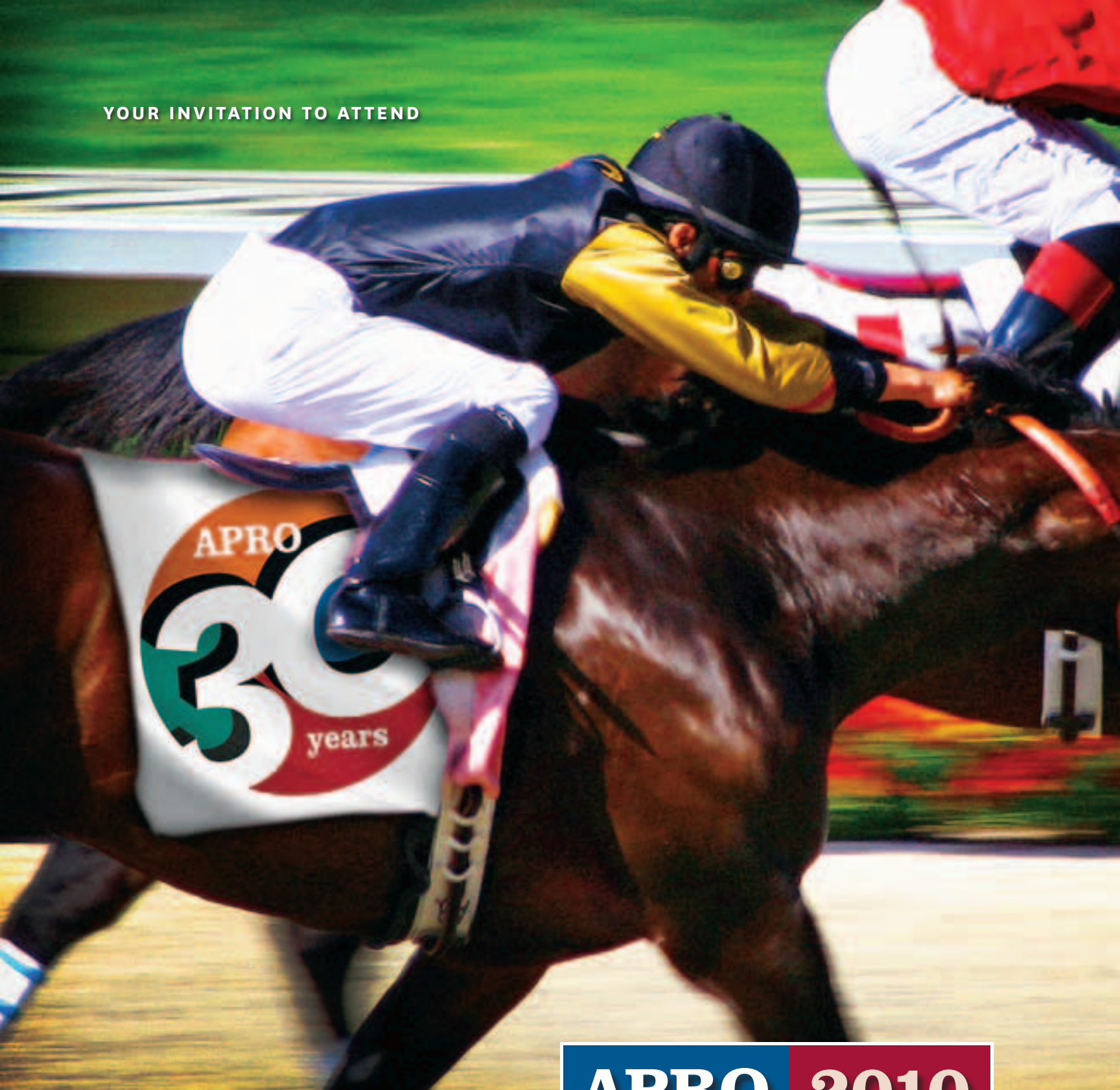


YOUR INVITATION TO ATTEND



APRO 2010

Celebrating 30 Years as the Voice of Rent-to-Own

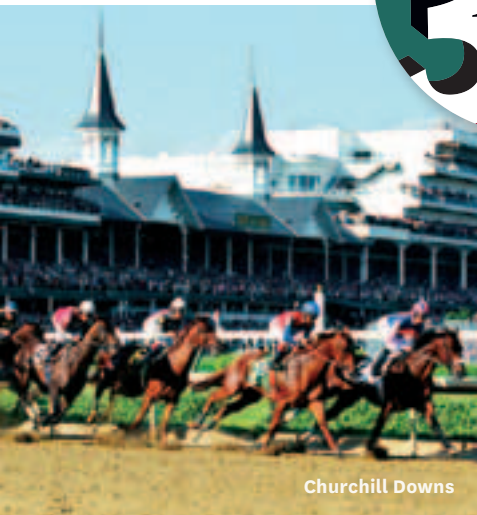
APRO's 2010 Rent-to-Own Convention and Trade Show

July 19-22 | Louisville, Kentucky

Louisville

APRO's 2010 Convention and Trade Show is the premier event for everyone involved in the rent-to-own industry—and this year, we have something to celebrate!

In 1893, *Louisville* sisters Patty and Mildred Hill wrote the song “Happy Birthday to You,” so it’s only fitting that APRO chose Kentucky’s largest city to celebrate the association’s 30 years as the voice of the rent-to-own industry. Join us July 19–22 for APRO’s Rent-to-Own Convention and Trade Show—where the past, present and future come together.



Churchill Downs

APRO's Trade Show: More than 100 vendors exhibiting products specifically for the rent-to-own industry will offer APRO Show Specials not available anywhere else. All valid purchase orders written at the show will be entered in a drawing for cash prizes. Complimentary lunches will be served in the exhibit hall and there will be an Exhibit Hall Cocktail party on opening day.

Seminars: Top speakers and rent-to-own experts from across the country will provide the information you need to help your business succeed. APRO's Convention is the *only* annual education program geared specifically to rental dealers. The 2010 program provides tracks designed specifically for different groups within the industry: store-level employees/one-store managers, mid-level/multiple-store managers and owners/top-level managers.

Rental Roundtables: The Rental Roundtable session has become one of the most popular events at the APRO Convention. This year, the roundtables will echo the seminar tracks by starting with three groups of discussions: store-level employees/one-store managers, mid-level/multiple-store managers and owners/top-level managers. Then all groups will come together for the Rental Roundtable Wrap-Up, facilitated by rent-to-own pioneer Chuck Sims. The hottest topics in the industry will be discussed, so don't miss this opportunity to exchange ideas with your peers.

State of the Rent-to-Own Industry: In addition to the educational sessions, the APRO General Session and Business Meeting will provide annual industry updates, board elections and a rousing keynote presentation.

Networking: Social events with great food and entertainment are always a highlight of the APRO Convention and this year we'll return to tradition with the APRO President's Welcome Reception, a Gala Cocktail Party at Churchill Downs and APRO's 30th Anniversary Awards Banquet and Reception.

Golf Tournament: Always a popular event, don't miss this year's Joe Eason/Tom Kitchens Golf Tournament at one of the Louisville area's most beautiful greens, the Covered Bridge Golf Club.

RAE Awards: APRO's annual Rental Advertising Excellence Awards competition recognizes the creative advertising efforts of the rent-to-own industry. Winning entries will be on display in the exhibit hall.

RTO Customer of the Year and RTO Employee of the Year: Nominate your best customer and best employee in this annual contest recognizing the lifeblood of our industry. Winners will be announced during the General Session. Get details at www.rtohq.org.

APRO's Educational Scholarship Foundation awards \$2,000 to deserving college students who are rent-to-own employees or their children. Meet this year's recipient at the General Session.



Monday, July 19

- 9 a.m.–1 p.m. Joe Eason/Tom Kitchens Golf Tournament at the Covered Bridge Golf Club (sponsored by Whirlpool)
- 2–5 p.m. Early registration
- 6–7:30 p.m. APRO President's Welcome Reception (sponsored by Serta)

Tuesday, July 20

- 8 a.m.–5 p.m. Registration
- 8 a.m.–8 p.m. Exhibitor set-up
- 8–8:30 a.m. Rental Roundtables continental breakfast (sponsored by Florida State Games)
- 8:30–11 a.m. Rental Roundtables (sponsored by LG Electronics)
- 10 a.m.–4 p.m. Spouse/Guest Tour: Southern Charm—Hospitality, Horses and Home Cookin'
- 11 a.m.–12 p.m. Exhibitor lunch and Vendor Advisory Committee election
- 11 a.m.–12:30 p.m. Lunch (on own)
- 12:30–5:30 p.m. Educational seminars (seminar breaks sponsored by RES Accessories)
- 7–9 p.m. Gala Cocktail Reception at Churchill Downs (sponsored by RentDirect Nationwide)

Wednesday, July 21

- 7–11 a.m. Exhibitor set-up
- 8 a.m.–5 p.m. Registration
- 8:15 a.m. Pick up ballots for Board of Directors election
- 8:15 a.m. General Session continental breakfast (sponsored by Bryce Co., Central File, Crosley, Imagery Marketing Group and SED International)
- 9–11 a.m. General Session and Keynote Address (sponsored by GE Consumer & Industrial and Simmons)
- 11 a.m.–1 p.m. Complimentary lunch in exhibit hall (sponsored by TRIB Group)
- 11 a.m.–6 p.m. Exhibit hall open (ice cream break sponsored by Ashley Furniture)
- 5–6 p.m. Cocktail Party in exhibit hall (sponsored by Affiliated Construction Specialists)
- 7–7:30 p.m. Awards Banquet Cocktail Reception (sponsored by Protect-A-Bed)
- 7:30–9:30 p.m. APRO's 30th Anniversary Awards Banquet (sponsored by High Touch)

Thursday, July 22

- 9 a.m.–2 p.m. Registration
- 8–9 a.m. APRO Vendor Advisory Committee meeting
- 9–10 a.m. APRO Board of Directors meeting and election of officers
- 9 a.m.–3 p.m. Exhibit hall open (ice cream break sponsored by D&H)
- 11 a.m.–1 p.m. Complimentary lunch in exhibit hall (sponsored by TRIB Group)
- 2 p.m. Deadline for submitting APRO purchase orders for cash drawings
- 2–3 p.m. Cash drawings in exhibit hall
- 3–9 p.m. Exhibitor tear-down

Additional sponsors:

Badges: ArchBrook Laguna; Relaxation Station: Benefit Marketing Solutions; registration computers: CybertronPC; registration electronics: O'Rourke Sales Co.; registration bags: TRIB Group; Pocket Show Guides: RSSS; hotel key cards: BriteLite



YOU'LL LOVE *Louisville!*

This year marks the first time APRO has held its Convention and Trade Show in Louisville, Kentucky's largest city.

Louisville is located within a day's drive of 50 percent of the U.S. population.

Louisville's international airport is served by nearly every major airline.

The city is home to the Kentucky Derby, Muhammad Ali Center, Louisville Slugger Museum and several fine art museums.

The Kentucky Derby is the oldest continuously held horse race in the country. 100,000 mint juleps are served during the Kentucky Derby.

Louisvillian Muhammad Ali—"The Greatest"—was a three-time heavyweight boxing champion.

The Louisville Slugger baseball bat was created by Andrew "Bud" Hillerich in Louisville in 1884.

Louisville has the nation's largest urban municipal forest, the 6,000-acre Jefferson Memorial Forest.

The Old Louisville section of town is the largest Victorian neighborhood in America.

There are 1,300 animals at the 134-acre Louisville Zoo.

The public saw an electric light for the first time in Louisville, when Thomas Edison introduced his incandescent light bulb to crowds at the Southern Exposition in 1883.

90 percent of the nation's disco balls are produced in Louisville.

95 percent of the world's bourbon is produced in Kentucky.

The song "Happy Birthday to You" was composed by two Louisville sisters in 1893.

For more information on Louisville, visit www.gotolouisville.com.



Special events

Joe Eason/Tom Kitchens Golf Tournament

9 a.m.-1 p.m., Monday, July 19,
Fuzzy Zoeller's Covered Bridge Golf Club
Sponsored by Whirlpool

Enjoy this morning outing with fellow rental dealers and vendors. Trophies will be awarded to the top five teams. Space is limited and assigned on a first-come, first-served basis, so register early. For more information on the course, visit www.coveredbridge.com.

APRO President's Reception

6-7:30 p.m., Monday, July 19
Sponsored by Serta

Join APRO President Tiger John Cleek in honoring those who have worked hard to protect and promote the rent-to-own industry, including state presidents, APRO PAC and Team APRO contributors, Congressional leadership and Legislative Conference attendees. *Business casual attire. Complimentary bar and light hors d'oeuvres.*



Gala Cocktail Party at Churchill Downs

7-9 p.m., Tuesday, July 20
Sponsored by RentDirect Nationwide

At Churchill Downs, home of the world-famous Kentucky Derby, you'll enjoy an evening on Millionaire's Row, overlooking the track. "Place bets" on your favorite horse in a simulated race, enjoy down-home Kentucky music and food in the Bourbon Lounge, socialize with colleagues and have a great time! Kentucky Derby attire is encouraged—fabulous hats are recommended for the women. *Please note: a business casual dress code is strictly enforced at Churchill Downs. No jeans, shorts, T-shirts, gym shoes or midriiffs are allowed. Complimentary bar and heavy hors d'oeuvres.*

Exhibit Hall Cocktail Party

5-6 p.m., Wednesday, July 21
Sponsored by Affiliated
Construction Specialists

Wind down and relax with your favorite exhibitors—a good way to close out your first day of business on APRO's 2010 exhibit floor. *Complimentary beer, wine and snacks.*



APRO's 30th Anniversary Awards Banquet and Reception

7-7:30 p.m. (Reception)
and 7:30-9:30 p.m. (Banquet),
Wednesday, July 21

Reception sponsored by Protect-A-Bed

Banquet sponsored by High Touch

For APRO's 30th anniversary, we'll revel in the past and look to the future as we celebrate all that the rent-to-own industry has brought to our lives. Join fellow dealers in an elegant evening honoring the industry's finest. *Semi-formal evening attire. Open bar during the reception, cash bar during dinner.*

Spouse/Guest Tour: Southern Charm— Hospitality, Horses and Home Cookin'

10 a.m.-4 p.m., Tuesday, July 20

We'll start with a tour of Undulata, a historic Civil-War-era Saddle Horse breeding and training farm. Shelby County is "The Saddlebred Capital of the World," home to many of the country's most outstanding American Saddlebred facilities. Then it's on to the Claudia Sanders Dinner House—a 125-year-old dwelling that once was home to Colonel Sander's Kentucky Fried Chicken. We'll savor the flavors of Southern hospitality and cooking and offer recipes to take with you and try at home. If time allows, on our way back to the Marriott, we'll enjoy a brief tour of Louisville, as well as some shopping time. *The tour is included in Spouse/Guest registration fee. However, you must be registered in advance to attend, so please check the appropriate box on your registration form.*

APRO 2010 Keynote Address:

The Passion to Succeed, The Power to Break Barriers

Jeremiah Wilson, ContactPoint

9-11 a.m., Wednesday, July 21

Sponsored by GE Consumer & Industrial and Simmons
Continental breakfast sponsored by Bryce Co., Central File, Crosley,
Imagery Marketing Group and SED International

This keynote address won't put audience members on the edge of their seats—it will stand them on the tips of their toes. "The Passion to Succeed, The Power to Break Barriers" will emphasize that we are responsible for our own success. Too often, excuses



and complaints block companies from being their best. APRO's keynote address will offer plenty of practical insights to help you do more and avoid making excuses. Keynote speaker Jeremiah Wilson introduced his patented remote monitoring device, the Maculon, and the Sales Mentor System in 2001; it revolutionized sales and service training. Prior to founding ContactPoint, he served as a national sales and customer service training specialist and was assistant to the counselor of economics at the embassy of the Czech Republic. He holds a BA in International Relations from Brigham Young University.

New for 2010: APRO's Convention Youth Initiative Award

APRO strives to encourage our youth—they're the future of the industry! Students currently enrolled in high school or college who are employed in the rent-to-own industry are invited to apply for a complimentary full registration to APRO's 2010 Convention and Trade Show. Contestants must submit a one-page essay on the topic of rent-to-own. It can include what you've learned about the transaction and the industry

and/or how you feel the industry might fit into your plans for the future.

APRO's Youth Initiative Award will include a full registration to the convention; travel and hotel expenses will not be included. To apply, send your one-page essay by mail or e-mail and include the following additional information: name, address, telephone number, birth date, rent-to-own store where the student is employed; supervisor's name, address and telephone number; high school or college where student is en-

rolled. Entries must be received by June 15. Send to Shelley Martinek, APRO, 1504 Robin Hood Trail, Austin, TX 78703; or e-mail to smartinek@rtohq.org.



APRO's Rental Roundtable and Seminars Tuesday, July 20 at the Marriott Louisville Downtown

Continental breakfast sponsored by Florida State Games; Rental Roundtables sponsored by LG Electronics; seminar breaks sponsored by RES Accessories.

8-8:30 a.m.	APRO Rental Roundtable continental breakfast in the Marriott Salon Foyer		
	Salon 1 and 2	Salon 3 and 4	Salon 7 and 8
8:30-9:30 a.m.	APRO Rental Roundtable: Store-Level Employees/ One-Store Managers Facilitator: Mike Tissot, Countryside Rentals	APRO Rental Roundtable: Mid-Level/Multiple-Store Managers Facilitator: Sam Lowe, Furniture & Appliances Now	APRO Rental Roundtable: Owners/Top-Level Managers Facilitator: Chuck Sims
9:45-11 a.m.	APRO Rental Roundtable Wrap-Up Facilitator: Chuck Sims		
11 a.m.-12:30 p.m.	Lunch on your own		
	Store-Level Employees/ One-Store Managers Track Salon 1 and 2	Mid-Level/ Multiple-Store Managers Track Salon 3 and 4	Owners/ Top-Level Managers Track Salon 7 and 8
12:30-2 p.m.	Training for Management: Moving to the Next Level Lyn Leach, Ace Rent-To-Own	Why Buy Now?: Fourth-Quarter Budgeting, Tracking and Ordering David P. David, American Rentals	2010 Rent-to-Own Industry Legal Update Ed Winn III, APRO General Counsel
2:15-3:45 p.m.	Social Media and Marketing: Low-Cost Ideas to Grow Your Business Kelly McDonald, McDonald Marketing	Coach Your Teams to Higher Sales Mitch Wasden, ContactPoint	Health Care in America: How it Impacts Your Business Larry Carrico, Rent One
4-5:30 p.m.	Create Sales: Be Order Makers, Not Order Takers Mitch Wasden, ContactPoint	Rent-to-Own Marketing with Social Media: A Panel Discussion Moderated by Kelly McDonald, McDonald Marketing	Leadership: Get Out There and Do It! Jeremiah Wilson, Contact Point
Info-to-Go Sessions	Don't miss these up-to-the-minute educational sessions presented at various times on the exhibit hall stage.		



Register today

Hotel Accommodations

APRO's host hotel is the beautiful Marriott Louisville Downtown, which is connected by a skywalk to the Kentucky International Convention Center, the site of APRO's 2010 Trade Show. Located in the heart of downtown Louisville, the Marriott is within walking distance to several of the city's major attractions, including the Fourth Street Live entertainment complex, Museum Row—which includes the Louisville Slugger Museum, Muhammad Ali Center, Frazier International History Museum, Glassworks and the Kentucky Center for the Performing Arts—and the banks of the Ohio River.



Louisville Slugger Museum



Who says that business and pleasure don't mix?

Take advantage of APRO's 2010 Convention and Trade Show to enhance your business while enjoying some personal time with your friends and family. There are many great sights to see in the Louisville area, so plan to enjoy some leisure time while you're here. The Internal Revenue Service's rules on business travel deductions are available at www.irs.gov/taxtopics/tc511.html. For more information on Louisville, visit www.gotolouisville.com.

For more information

For general inquiries regarding the convention:
Shelley Martinek
800/204-2776, ext. 109
smartinek@rtohq.org
www.rtohq.org

Exhibitor inquiries:
Cindy Ferguson
800/204-2776, ext. 107
cferguson@rtohq.org

Hotel inquiries:
Marriott Louisville Downtown
280 West Jefferson Street
Louisville, Kentucky 40202
502/671-4266
Fax 502/671-4469
Reservations: 800/533-0127—
or at www.rtohq.org

Exhibits:
Kentucky International
Convention Center
221 Fourth St.
Louisville, Kentucky 40202
800/702-5831 or 502/595-4381
Fax 502/584-9711

Registration in three easy steps

Step 1: Travel. Louisville is one of the most accessible cities in the nation—many of you are within driving distance of this great city. If you are driving, parking fees at the Louisville Marriott range from \$21 to \$25 per day. If you're flying to Louisville, book your flight early to get the best rates.

Step 2: Hotel Reservations at the Louisville Marriott Downtown. The discounted APRO rate of \$119 is available July 14–25. Call 800/533-0127—or reserve your room via the APRO Web site at www.rtohq.org. For suite information and reservations, contact Shelley Martinek at APRO, 800/204-2776, ext. 109. **Important!** You must book your room in the APRO block at the Louisville Marriott Downtown in order to get discounted convention registration rates. Your hotel confirmation number will be required, so book your room first. Hotel deadline is June 21.

Step 3: APRO Convention registration. The APRO member rate for a full registration is \$345 for those who book in the APRO room block at the Louisville Marriott Downtown. Other registration rates are listed on the registration form at right. The Convention registration deadline is July 1. You may also register online at www.rtohq.org.

It's APRO's "pearl" anniversary!

APRO's 2010 Convention and Trade Show Attendee Registration

(APRO TRADE SHOW EXHIBITORS SHOULD NOT USE THIS FORM)

Last name _____ First name (for badge) _____

Company name _____

Company mailing address _____

City _____ State _____ Zip code _____

Business phone (_____) _____ Fax (_____) _____ E-mail _____

Special needs? _____

Is your company a member of APRO? Yes No Is this the first APRO Convention you will have attended? Yes No

Attendee type: Rental dealer Non-exhibiting vendor Other _____

Job title: Owner Executive officer District manager Store manager Account manager Non-management-level employee Other _____

What is the size of your company? 1 to 2 stores 3 to 12 stores 13 to 25 stores 26 to 100 stores 101 or more stores

Spouse/guest last name _____ First name (for badge) _____

Child (12 and under) last name _____ First name (for badge) _____

APRO's 2010 Convention and Trade Show registration prices (please check all that apply):

Marriott Louisville Downtown confirmation number (mandatory to receive discounted registration rates; confirmation number will be verified) _____

Registration options and prices (APRO's General Session and Business Meeting is open to all attendees.)	With valid Hotel confirmation	Without valid hotel confirmation
<input type="checkbox"/> APRO member full registration. Price includes all functions except the golf tournament and the spouse/guest tour.	\$345	\$545
<input type="checkbox"/> Non-APRO member full registration. Price includes all functions except the golf tournament and the spouse/guest tour.	\$595	\$795
<input type="checkbox"/> Spouse/guest (non-industry). Price includes all functions except the educational sessions and the golf tournament. The spouse/guest tour is included with full spouse/guest registration, but you must be pre-registered to attend the tour. Please indicate if you wish to participate in the spouse/guest tour: <input type="checkbox"/> Will attend <input type="checkbox"/> Will not attend	\$195	\$195
<input type="checkbox"/> Exhibit hall plus—for non-management level employees (requires one full registration from same company). Price includes educational sessions (with lunch), exhibit hall admittance (with lunches) and the exhibit hall cocktail reception. Price does not include the golf tournament, spouse/guest tour, gala cocktail party or awards reception and banquet. Must have at least one full registration from same APRO member company to qualify. For APRO members only.	\$95	\$95
<input type="checkbox"/> Non-exhibiting vendor—exhibit hall only. Price includes exhibit hall admittance (with lunches) and the exhibit hall cocktail reception. Price does not include the golf tournament, spouse/guest tour, gala cocktail party, awards banquet or educational sessions.	\$95	\$95

À la carte pricing (APRO member and non-member):

- Gala Cocktail Party at Churchill Downs, Tuesday, July 20: \$125 Spouse/guest tour, Tuesday, July 20—this tour is included with the full spouse/guest registration or may be purchased à la carte: \$95
- APRO's 30th Anniversary Awards Banquet, Wednesday, July 21: \$125 Child—all events (12 and under only): \$75
- Joe Eason/Tom Kitchens Golf Tournament: \$95

2010 Joe Eason/Tom Kitchens Golf Tournament registration:

Registration fee is \$95 per player; \$25 of every registration goes to the APRO Education Scholarship Foundation. Registration deadline is July 1. Space is limited and assigned on a first-come, first-served basis. Space in the tournament cannot be reserved until payment is received by APRO.

Handicap _____ Shirt size: S M L XL XXL

Convention attendee affiliation: Rental dealer Vendor Guest/spouse

Requested team (list three names below; make sure that every team member completes the same portion of his/her form, indicating the same participants):

Rental clubs will be the responsibility of the golfer and will be paid directly to the golf course on the day of the tournament. Please indicate if you would like to reserve clubs at \$30 per set—supply is limited: Rental clubs: Right-handed Left-handed

Payment information:

Add all fees due and enter total here \$ _____ | Check enclosed (made payable to APRO) | American Express MasterCard Visa

Credit card number _____ Expiration date _____

Signature _____ Name as it appears on card _____

Pre-registration deadline is July 1. Registration will be available on-site. A cancellation fee of \$45 will be charged for any cancellation made after July 1.



Mail or fax this form, with payment, to:
Association of Progressive Rental Organizations, 1504 Robin Hood Trail, Austin, Texas 78703; fax 512/794-0097

This form may be photocopied. You may also register online at www.rtohq.org.



Thanks

APRO would like to thank the following companies for their generous sponsorships of the 2010 Rent-to-Own Convention and Trade Show, July 19-22 in Louisville, Kentucky.

TITANIUM SPONSOR



PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



imagination at work

