



“Capitalizing on Opportunities for Growth in Ethnic HBC”



THE AMERICAN HEALTH & BEAUTY AIDS INSTITUTE PRESENTS

The 2010 Ethnic HBC Mid-Year **BUYERS & MARKETING CONFERENCE**

July 15–17, 2010 | The New Aria Resort & Casino | Las Vegas, NV





The American Health & Beauty Aids Institute (AHBAI) is pleased to present its 2010 Ethnic HBC Mid-Year “Buyers and Marketing” Conference. The theme of this event is “Capitalizing on Opportunities for Growth in Ethnic HBC”.



This industry event designed exclusively for the ethnic health & beauty care industry is scheduled for July 15-17, 2010.

Each year, hundreds of executives including retailers, manufacturers, distributors, OTC B&B's, manufacturer representatives, the media and vendors allied with the ethnic HBC category meet at the AHBAI conference to enhance their knowledge about the ethnic HBC category.

This year's conference features an exciting format featuring private “One-on-One” Business Sessions with all the manufacturers of ethnic HBC products in private suites. In addition, you will participate in business building sessions where vital information will be shared on how you can grow your dollars in ethnic HBC.

If you are involved in any facet of the ethnic HBC industry, you must attend the 2010 AHBAI Ethnic HBC Mid-Year “Buyers and Marketing” Conference.

Take a moment to look over the exciting conference program and register today!

About the American Health & Beauty Aids Institute (AHBAI)

The American Health & Beauty Aids Institute is the official trade association for the ethnic health & beauty care category. AHBAI's goals are to:

- Promote and enhance the industry
- Develop open lines of communication between members and allied associations, cosmetologists, suppliers, retailers, the media, OTC B&B's and the consumer market.
- Contribute to business development and economic progress in all minority communities; and
- Represent member companies and industry interests before legislative and regulatory agencies.

AHBAI is recognized as the leading authority in the ethnic health & beauty care industry. Although AHBAI members are business rivals, they have common goals and realize these goals can best be accomplished together.

CONFERENCE & HOTEL REGISTRATION DETAILS

One form will register all attendees from your company as well as any spouses. Your check should be made payable to AHBAI.

As a special benefit to attendees, companies that register four (4) or more registrants will receive a \$50 discount on the fourth and each registrant thereafter (spouses not included).

The registration form, along with your check, must be returned to AHBAI Headquarters no later than June 17, 2010 to obtain the regular registration fee. All registrations received after the cut-off date must include late registration fees.

Cancellation Policy

Cancellations with full refund will be granted until June 18, 2010. Cancellations made after that date will be subject to a \$150 per person service charge. Registrants with confirmed registrations that fail to attend the conference will be liable for the entire amount unless AHBAI staff is notified at least three days prior to the conference.

Transfers of confirmed registrations will be accepted until June 18, 2010.

Hotel Accommodations

Deluxe hotel accommodations await you at the Beautiful New Aria Resort & Casino. Room reservations are available for the low rate of \$119.00 per night. To make your reservations, please call 866-359-7757 and reference the AHBAI Conference. All reservations. All reservations must be made no later than June 18, 2010 to ensure this low room rate. Please confirm your reservations today!

Regular Registration Fees*

(Received by June 17, 2010)

Member/Industry Partner	\$ 595.00
Retailer/Distributor	\$ 775.00
Non-Member	\$ 995.00
Spouse	\$ 400.00

Late Registration Fees*

(Postmarked and received after June 17, 2010)

Member/Industry Partner	\$ 675.00
Retailer/Distributor	\$ 850.00
Non-Member	\$1095.00
Spouse	\$ 450.00

Sports Events and Activities

Golf Tournament	\$ 100.00
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Guideline for Suggested Attire

Receptions/Business Sessions:

Business Casual Attire

Men: Sports Jacket or shirt and slacks

Women: Dress/skirt, pants suit

Sports Tournament:

Sports Attire

Shirts with collars are required

Slacks; shorts or skirts; no cut-offs allowed

The 2010 Ethnic HBC Mid-Year BUYERS & MARKETING CONFERENCE

"Capitalizing on Opportunities for Growth in Ethnic HBC"

Preliminary Program

Thursday, July 15, 2010

7:15 a.m.	Golf Tournament Registration
8:00 a.m.	Golf Tournament
10:00 a.m.	Conference Registration
1:30 p.m.	"Mix & Mingle" Social
2:00 p.m. – 3:00 p.m.	OTC Roundtable: "Working Together to Build Profits"
3:15 p.m. – 5:15 p.m.	One-on-One Business Sessions
5:30 p.m. – 6:30 p.m.	"Meet & Greet" Social - Wine & Cheese Sip

Friday, July 16, 2010

7:30 a.m. – 5:30 p.m.	Conference Registration
7:30 a.m. – 8:00 a.m.	Continental Breakfast
8:00 a.m. – 8:15 a.m.	Welcome & Opening Presentation
8:15 a.m. – 9:15 a.m.	"Black Matters in Marketing" Speaker: Pepper Miller, President, The Hunter-Miller Group
9:30 a.m. – 12:30 p.m.	One-on-One Business Sessions
12:30 p.m. – 1:30 p.m.	(Lunch on Your Own)
1:45 p.m. – 2:45 p.m.	"The Insiders Guide to Retailing Success" Speaker: Jay Forbes, President The Forbes Connection
3:00 p.m. – 6:00p.m.	One-on-One Business Sessions
6:30 p.m. – 8:00 p.m.	Welcome Reception

Saturday, July 17, 2010

8:30 a.m. – 11:30 a.m.	One-on-one Sessions
12 Noon – 1:30p.m.	Industry Awards Luncheon



HOTEL & GOLF COURSE INFORMATION

The New ARIA Resort

At Aria, count on an extraordinary meeting experience that's like a breath of fresh air.

With a unique blend of stunning architecture, distinctive decor and 300,000 square feet of meeting and pre-function space, Aria ensures that our event will be exceptional. Aria offers the latest technology and special attention to the smallest details.

Tour the stylish retail venues found inside of Aria as well as the extraordinary shopping that awaits you at Crystals, CityCenter's retail and entertainment district. Just steps away from Aria, Crystals offers a vast collection of the world's most elite brands including Tiffany & Co., Louis Vuitton, Ermenegildo Zegna, Mikimoto, Tourbillon and Rolex.

Put your daily life on pause and transport yourself to an absolute state of rejuvenation at the Spa at Aria. With services and therapies designed to balance, ease and enhance, you will be enveloped in total luxury.

At Aria, you will be swept away by the breathtaking beauty and stunning innovation found at every bend.

Angel Park Golf Course

The AHBAI Golf Tournament will be held on the beautiful Angel Park Golf Course on Thursday, July 15th. This beautiful course is located within view of the Red Rock Canyon and the Las Vegas Valley. Angel Park Golf Club features 36 holes of championship Las Vegas golf designed by the legendary Arnold Palmer, the lighted Cloud Nine Short Course, and the world's original natural grass Putting Course. Angel Park has been the recipient of several awards, including the accolade of Best Golf Course in Las Vegas in the "Best of Las Vegas", Las Vegas Review Journal Readers Poll (13 out of the past 14 years) and "Favorite Golf Course" in Las Vegas by visiting golfers (as nominated by What's On Magazine Visitor Choice Awards). In addition, the Golf Shop at Angel Park has been selected as a "Top 100 Golf Shop in the Country" by Golf World Business for the past two years in a row!



Key Distributors & Retail Executives From Major Companies Who Have Attended the Mid-Year Business Conference.

AAFES	Ecoco, Inc.	K-Mart	Spartan Brands
Alberto Culver	Empress Hair Care	Luster Products, Inc.	SoftSheen-Carson
Alleghany Pharmacal Corp.	Empress Beauty Dist., Inc	M&M Products Co.	Star & Bee Distributors
American Stores	Family Dollar	Meijer, Inc.	Strength of Nature
Ampro Industries	Firstline Mfg. Corp.	McLane Co., Inc.	Summit Laboratories
Anika Laboratories	Global Beauty Corp.	Mid-K Distributors, Inc.	SUPERVALU
Ben's Beauty Supply	HEB	Moore Unique Skin Care	Target Stores
Beauty Enterprises Inc.	Heritage Skin Care, Inc.	N.A. Buffen Distributors	TWT Distributing, Inc.
Bronner Brothers	House of Cheatham	Namaste' Laboratories	Ty-Kenn Products
Clairol	Jinny Beauty Supply	Nature's Protein	Ultra/Standard Distributing, Inc.
Clear Essence Cosmetics	Johnson & Johnson	NBSDA	Walgreens
Colomer	Johnson Products, Inc.	Nioxin Research Labs.	Wal-Mart Stores, Inc.
CVS Corp.	J. Strickland & Co.	PK International, Inc.	
Dollar General	Keystone Laboratories	Rite-Aid	
E.F. Young Mfg. Co.	Kroger	Sally Beauty Company	

Board of Directors Chairman

Clyde Hammond
Summit Laboratories, Inc.

Bernard Bronner
Bronner Bros.

Nathaniel Bronner, Jr.
Bronner Bros.

Ursula Dudley-Oglesby
Dudley Beauty Corp., LLC.

Marty Joshua
M3 Cosmetic Labs (USA), LLC

Jory Luster
Luster Products, Inc.

Milton D. Moore, M.D.
Moore Unique Skin Care

Dr. Iheatu Obioha
Bluefield Associates, Inc./
Clear Essence Cosmetics USA, Inc.

Charles Young, Jr.
E.F. Young, Jr. Mfg. Co.

Executive Director
Geri Duncan Jones

Industry Partners

Alberto-Culver Co.

Gary Gardner
Namaste' Laboratories

Angela Guy
SoftSheen-Carson

2010 Mid-Year Conference Planning Committee

Connie Curry
Clear Essence Cosmetics

Mary Lee Joshua
M3 Cosmetic Labs (USA), LLC

Randy Lee
Luster Products, Inc.

Maggie Ocasio
Bronner Brothers

Lynn Hutchinson
Summit Laboratories

2010 Mid-Year Conference Advisory Committee

Tyrone Burroughs
First Choice Sales

Ted Fishman
Ted Fishman & Associates

Bonnie Krueger
Sophisticate's Black Hair

Ysa Mayorca
The Walgreen Co.

Roslyn Chapman
The Chapman Edge

James William
Jinny Beauty Supply Co.

Germaine Leftridge
GBL Sales, Inc.

David Yoon
Ben's Beauty Supply

* Committee in Formation



2010 Ethnic HBC Mid-Year "Buyers & Marketing" CONFERENCE REGISTRATION FORM

Return by June 17, 2010
American Health and Beauty Aids Institute, P.O. Box 19510, Chicago, Illinois 60619-0510

Company Name _____

Address _____

City _____

State _____ Zip _____

Telephone _____

Fax # _____

E-mail Address _____

Attendee Name _____

Spouse _____

Additional Name _____

Spouse _____

Additional Name _____

Spouse _____

Member Bonus Attendee _____

Spouse _____

(List additional attendees on separate page)

Optional Activities Sign-Up Sheet

Please fill in the names of those from your company that wish to participate in the Golf Tournament on Sunday. Please include the appropriate amount with your registration.

Men or Women: _____

Men or Women: _____

Total Registration Fees: _____

Total Optional Activity Fees: _____

Total Check Amount Enclosed: _____

American Express

Card Number _____

Exp. Date _____

Credit Card Mailing Address _____

City _____

State _____ Zip _____

Authorized Signature _____

(For AHBAI Use Only)

Cash: _____ Check: _____

Credit Card: _____

Total Amount: _____ Date Received: _____

