

# RETA Conference Attendance is a Sound Investment

RETA's National Conference provides a program of instructional and technical sessions designed to meet the needs of professionals in the refrigeration industry. If you want to attend the Conference, we recommend you approach your supervisor with a business case and show why your attendance is a sound investment for your employer.

## Top 10 Reasons to Attend A RETA Conference

### 1. EDUCATION

RETA's Conference provides three days of technical sessions designed to refresh, renew and expand your refrigeration knowledge and understanding.

### 2. TECHNICAL PAPERS

Each attendee is provided with a complete set of Technical Papers.

### 3. TRAINING

Our program is filled to capacity with workshops and training sessions from the best in the industry. Plus, attendance accrues RETA professional development hours (PDH) applicable to maintaining RETA certification.

### 4. VALUE

Maximum value and full immersion experience at no-frills prices. 2009 registration investment for 3-1/2 days is only \$475 and it includes all meals and events.

### 5. SCHOLARSHIPS

Our sponsors' generosity makes it possible for all operators, technicians and end users to register for a scholarship that brings the registration investment down to only \$375.

### 6. EXHIBITION

Dedicated exhibition hall hours for you to connect with your providers and examine new technology.

### 7. ACTIVITY

Technical workshops, general sessions, special events, banquets and more — all designed to provide you with vital information and contacts.

### 8. CONNECTION

The RETA Conference experience is more than technical information, exhibitor contacts and hands-on workshops ... it's a unification of industry. Be a part of the RETA family. You just might wonder how you ever got along without those family ties.

### 9. OPPORTUNITY

Explore this unique learning opportunity and discover why RETA is an industry leader.

### 10. COMMUNITY

The Conference brings together a great diversity and variety of those in the refrigeration industry from around the world.

Below are a few proven tactics to help guide you through the process of building your case for Conference attendance. Keep in mind that you'll need to show why your attendance at the RETA National Conference is beneficial to the company as well as for you (as their employeee).

- Prepare your request in writing following your company's accepted standards. If possible, outline your reasons in bullet point format so that your supervisor may clearly see the bottom line benefit of your attendance. *(Be sure and include the Conference registration packet.)*
- Review the preliminary topic schedule and highlight sessions that could save your company money and improve performance on the job (efficiency, safety programs, regulatory awareness, etc.)
- Create a list of sessions and describe how the knowledge you gain will benefit the company and indicate how you will share that knowledge with fellow employees — be specific.
- Point out that you will return with a complete set of technical papers from all Conference sessions (on CD) — *only available to Conference attendees.* (All papers presented have been reviewed by RETA's *Technical Paper Review Committee* prior to distribution.)
- Emphasize the importance of attending a Conference that includes an exhibition where you can examine new technology and spend one-on-one time with provider reps discussing your operation's needs. This is a golden opportunity to gain the information needed for you to make informed procurement decisions and recommendations to help improve the bottom line.
- Emphasize the low cost of registration investment and what it includes. Compare it to that of similar conferences. Point out that RETA's registration fee *includes all meals and special events.*
- Specify any bonus items given to attendees — all 2009 RETA attendees will receive a FREE DVD entitled Ammonia Safety Awareness produced by the Ammonia Safety & Training Institute (ASTI). **A Value of \$200.**
- If you are a technician, operator or end user be sure and register for the \$100 scholarship at [www.reta.com](http://www.reta.com). *You do not need to be a RETA member to apply.* With the scholarship voucher a RETA member's Conference registration fee is only \$375.
- Point out that the RETA Conference provides 12 hours of technical sessions valid for RETA professional development hours (*applicable to RETA Certification maintenance*). RETA provides a certificate of validation of your Technical Session attendance.
- Make your hotel reservations early to guarantee you receive the special room rate negotiated for RETA attendees. Early action can mean saving valuable budget dollars by taking advantage of the discounted rate.
- Many RETA Conference attendees take vacation time to attend Conference. This tactic reduces the corporate out-of-pocket expenses.
- Discuss the benefits of networking with your peers.



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