

Date: Thursday 8th December 2011

Hilton Birmingham
Metropole Hotel,
National Exhibition
Centre, Birmingham

IAAF ANNUAL CONFERENCE & AWARDS DINNER 2011

Independent Automotive Aftermarket Federation

The Voice of the independent aftermarket



The Independent Aftermarket's Premier Event!

2010 PRICES HELD!

- IAAF Annual Conference—Library Suite
- IAAF Annual Dinner & Awards—Palace Suite

Independent Automotive Aftermarket Federation

Aftermarket House
5 Marlin Office Village
1250 Chester Road
Birmingham B35 7AZ

Phone: 0845 3131 506
Fax: 0845 3131 508
Website: www.iaaf.co.uk

Annual Conference

Conference Timetable

0930 Conference Registration
Coffee & Biscuits—Arden Room
1030 Conference Commences
Library Suite
1240 Lunch—Arden Room
1400 Conference Recommences



Conference Topics:

- Learn what the Right to Choose Campaign will do for your business
- MoT—your role in viewing the system
- Lobbying Group activities
- Electric vehicles—the impact on our market
- Re-launch of ATA for parts
- EURO 5/6/7—it's not just numbers
- Factor Sales data—measuring you and your market
- Trade Clubs—where is the independent's answer?
- The future of dealership—how will that impact on indies?
- Counterfeit parts—is there a problem in the UK?
- Digital radio—a market opportunity

Guests' views of the Federation's Conference & Dinner:

"Fabulous conference and the dinner was way over my own expectations, which were high. You should be 'right chuffed' as they say from somewhere up North" BG

"The conference and Awards dinner were very polished and professional and immensely enjoyable" PS

"Well done once again to you and your teams from last night—a brilliant night" WW

"... a lovely evening last night and a really interesting conference" EB

"Damn good conference once again, good speakers, good content (speaking to the converted in our case but good to hear regardless) and a decent room venue" SP

"I must congratulate you all on another wonderful evening of formality, entertainment and of course fellowship" MH

"Just a note to thank you and your colleagues for an excellent evening on Thursday. As ever the venue was right, the entertainment excellent and the company superb" MT

"It was an extremely informative, well put-together and enjoyable day and evening" TK



Annual **Dinner & Awards**



'The Best Evening in the Aftermarket'

As ever the IAAF aims to entertain members and their guests and give you time to network with your industry colleagues

The evening includes:

*Presentation of the IAAF Awards—Superb entertainment
All in the splendid setting of the Metropole's 'Palace' Suite
Supporting your trade charity—BEN
Entertaining—Enlivening—Exhilarating!
Many sponsorship opportunities available*



*A Message of Thanks to IAAF members following the 2010 IAAF Awards Dinner
from David Main, CEO of BEN (The Motor Trade's own charity)*

*I want to thank you for your generous hospitality last night at the IAAF
Dinner in Birmingham. I thought it was a fabulous evening with good
food, good company and excellent speakers.*

*The tradition you have established at the IAAF for presenting cheques
to BEN is unique in the dinners I attend but very welcome from our
perspective! The sense of competition and challenge to other
attendees to get involved with the charity is extremely helpful and we
look forward to even more events taking place in 2011. The cheques
handed over last night and the money raised through the Gift Aid
envelopes totaled over £50,000— a magnificent contribution to the
work of BEN from the Aftermarket Sector.*

IAAF Annual Dinner & Awards

Time: 7 for 7.30 p.m.

Venue: Palace Suite



*Laugh the night away with TV personality—Top Gear's 'Original STIG' -
Formula 1 racing driver Perry McCarthy*

*Get the lowdown on Formula 1 racing, TV's famous motoring show
and the stars he's shown around the track. Perry McCarthy clawed his way to
the top with very little backing but with plenty of talent, dedication,
determination and a famous sense of humour.*

*McCarthy's rise through the ranks along with close friends Damon
Hill, Johnny Herbert and Mark Blundell has been against all odds and in a
sport dominated by finance he recalls how he 'started with nothing and then
lost it all!'*

IAAF ANNUAL CONFERENCE & AWARDS DINNER BOOKING FORM

	IAAF Member Rate	Non-Member Rate
Conference Delegate Rate	£60.00	£85.00
No. of Places		
Dinner Guest Rate	£124.00	£180.00
No. of Places		
SUB-TOTAL		
VAT @ 20%		
TOTAL		

Official Order No.

Grand Total £



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I will provisionally require Rooms at the Metropole Hotel.

Round Table:

Oblong Table:

Please return this form to: IAAF Conference & Dinner 2011, Aftermarket House, 5 Marlin Office Village, 1250 Chester Road, Castle Bromwich, Birmingham B35 7AZ.

Your booking will be confirmed by return with a VAT invoice, together with details of hotel bookings, wine lists and menu, plus a guest list form for completion. Please note closing dates and addresses to which each form should be sent.

***This Non-Member Premium will be refunded if you join the IAAF before 29th February 2012**