

# NATIONAL CONFERENCE REGISTRATION FORM



## Show Hotel

### LAS VEGAS HILTON

(headquarters hotel)  
3000 Paradise Road,  
Las Vegas NV 89109-1287  
Call 800-732-7117 or 702-732-5111  
and ask for West Coast Art & Frame Show  
discount room reservations  
Mention hotel code: SWCA10R

### For more information contact the West Coast Art & Frame Show

call 732-536-5160  
Special e-mail address:  
wcaf@hobbypub.com  
www.wcafshow.com

### For more information about The National Conference,

call 800-969-7176  
Special e-mail address:  
theconference@hobbypub.com  
www.pfmseminars.com/nationalconference

## Step 1 Make Your Class Selections

Indicate your class selections on the inside pages of this registration form. Enter the total amount in the appropriate places on the registration form. Make sure you register for only one class per time period. You can register for individual classes only or sign up for classes with a VIP registration.

**Since classes are limited in size, you must reserve space in your desired classes even when purchasing a VIP pass or when classes are free.**

## Step 2 Fill Out Payment Information

Total up class fees, then indicate payment method: check, Visa, or MasterCard. PLEASE NOTE THAT ALL FREE CLASSES HAVE A \$20 NO-SHOW FEE.

No form will be accepted without either credit card or a check covering the \$20 no-show fee per free class. (You will only be charged \$20 if you reserve a seat and do not attend)

You can select the special VIP option for one price of \$395 if you sign up before December 22; after that it's \$450. It will allow you to take all the classes you want\* — any combination of workshops, classes, and lectures — for one price. You'll save up to 50% off individual class prices.

(\* Excluding H606, H608, H622)

Special offers cannot be combined with VIP passes.

## Step 3 Submit Your Registration Form

Each attendee must use a SEPARATE registration form. Please make copies if you need additional forms.

You can submit your form by mail, fax, or e-mail to the number listed below on the Sign-Up Form. No phone registrations will be accepted. Seating is limited, early registration is recommended. Classes will be filled on a first-come, first-served basis. All efforts will be made to accommodate your class requests. You will be notified if any classes you want are sold out. You'll receive your class schedule and tickets beginning January 5, 2010.

We reserve the right to alter the schedule or cancel classes, in which case you will be notified. Due to the limited seating capacity available for each class, NO refunds or cancellations after December 30, 2009. Sorry, no exceptions.

**Please note that seats are not confirmed until you receive your tickets.**

## REMINDERS:

- Seats are limited. Register early.
- Did you remember to check off all of your classes?
- Did you fill out the registration form completely?
- Did you include your payment information?
- Have you made hotel and travel arrangements?
- For faster service, fax entire form to 401-765-6677
- Don't forget to allow time to attend the West Coast Art & Frame trade show.

Mail to address below or fax to 401-765-6677

You can also register online at [www.pfmseminars.com/nationalconference](http://www.pfmseminars.com/nationalconference)

## Payment Information

AMOUNT ENCLOSED \$ \_\_\_\_\_

Check enclosed (make checks payable to Hobby Pubco)

Please charge my:  Visa  Mastercard Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

### BUSINESS TYPE (Circle only one)

- 10. Retailer Independent
- 20. Retailer Chain
- 40. Wholesaler/Distributor
- 50. Manufacturer
- 60. Manufacturers Rep
- 80. Designer
- 90. Other
- 100. Printmaker
- 120. Photographer
- 140. Collector
- 240. Publisher
- 280. Artist

### PRODUCTS SOLD

- (Circle all that apply)
- A Custom Picture Framing
  - B Paintings
  - C Photography
  - D Art Materials
  - E Crafts & Needleart
  - F Antiques and Collectibles
  - G Posters
  - H Gilding
  - I Other
  - M Limited Edition prints
  - P Gifts
  - R Limited Edition Sculpture

### # OF LOCATIONS (Check One)

- A.  1
- B.  2-4
- C.  5 and up

### # OF EMPLOYEES (Check One)

- A.  1
- B.  2-4
- C.  5 and up

### Please Print Information Below:

Name													Owner Pres.	Buyer	Sales	Guest
Company													<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Address																
City					State			Zip								
Phone					Fax											
E-mail																

Mail To: WCAF Registration, Expo Trac, P.O. Box 1280, Woonsocket, RI 02895. This form may be reproduced for additional attendees

# REGISTRATION FORM

Please fill out class registration form below. Check one class code per session and enter fee.

Code	Title	Time	FEE Before 12/20	FEE After 12/20	Amount
<input type="checkbox"/>	WCAF Trade Show Badge		FREE	On-site \$10	
<b>SUNDAY, JANUARY 24, AM SESSION</b>			<b>PLEASE SELECT ONLY ONE CLASS PER SESSION</b>		
F128	The Basics of Mounting	9 - 11:30 a.m.	\$60	\$65	
E815	Production Boot Camp	9 a.m. - Noon	\$90	\$95	
F116L	The Complete Guide to Shadowboxes & Framing Objects (Lecture)	9 a.m. - Noon	\$30	\$35	
F134L	Practical Preservation Lecture	9 a.m. - Noon	\$60	\$65	
M228	The Basics of Frame Restoration and Repair	9 a.m. - Noon	\$90	\$95	
MC701	Mat Cutting: Back to Basics	9 a.m. - 4 p.m.	\$90	\$95	
H601	Picture Framing Magazine's Complete Guide to Traditional Frames	9 a.m. - 5 p.m.	\$115	\$125	
M229	A Survey of Installation Hardware and Techniques	10 a.m. - Noon	\$60	\$65	
<b>SUNDAY, JANUARY 24, PM SESSION I</b>			<b>PLEASE SELECT ONLY ONE CLASS PER SESSION</b>		
M288	Mastering Mounting: Sensitive Items	1 - 3 p.m.	\$60	\$65	
S585A	Color Trends	1 - 2:30 p.m.	\$30	\$35	
F134W	Practical Preservation Workshop	1 - 3 p.m.	\$40	\$45	
F116W1	The Complete Guide to Shadowboxes & Framing Objects (Workshop)	1 - 4 p.m.	\$90	\$95	
F172A	Basics of Art Identification	1 - 4 p.m.	\$60	\$65	
E816	Production Efficiency: Best Practices From Around the Globe	1 - 5 p.m.	\$135	\$150	
T905A	The Perfect Print: Equipment and Scanning	1 - 2 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
M260	Creating Custom Finishes on Wood	2 - 5 p.m.	\$115	\$125	
T905B	The Perfect Print: Ink Jet Media and Finishing	2:15 - 4:45 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
T912A	Business Software Training: SpecialtySoft Software	2:30 - 5 p.m.	\$40	\$45	
S585B	Design Trends	3 - 4:30 p.m.	\$30	\$35	
<b>SUNDAY, JANUARY 24, EVENING SESSION</b>			<b>PLEASE SELECT ONLY ONE CLASS PER SESSION</b>		
T905C	The Perfect Print: Marketing Your Digital Printing	5 - 6 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
P382	Creating the Perfect Retail Space	5 - 7 p.m.	\$40	\$45	
S590	FAQ's at the Front Counter	5:30 - 7 p.m.	\$40	\$45	
MC707	Fillets Made Easy: A Hands-on Workshop	5:30 - 7:30 p.m.	\$60	\$65	
H614	The Gilded Panel	6 - 7:30 p.m.	\$40	\$45	
<b>MONDAY, JANUARY 25, AM SESSION</b>			<b>PLEASE SELECT ONLY ONE CLASS PER SESSION</b>		
E809	Production Pavilion Demonstration	9 - 11 a.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
F151	Wizard University: Artistic Mat Cutting for Profit	9 - 11 a.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
T904	Make Your Life Easier With LifeSaver POS Software-Beginner Users	9 - 11 a.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
F154	Essential Power Tools For Your Shop	9 - 11:30 a.m.	\$60	\$65	
F169	The Basics of Bienfang Presses	9 - 11:30 a.m.	\$30	\$35	
P311	The Goltz Standard: Pricing Strategies	9 - 11:30 a.m.	\$70	\$75	
T900	Introduction to Adobe Photoshop for Framers	9 - 11:30 a.m.	\$70	\$75	
H606	The Water Gilding Workshop	9 a.m. - Noon	\$115	\$125	
MC711	Advanced Mat Cutting Techniques: Offset Corners and Angle Cuts	9 a.m. - Noon	\$70	\$75	
S592	Upscale Designs	10 - 11:30 a.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
F177	Framing Needlework	12:30 - 2:30 p.m.	\$60	\$65	
M201L	Mastering Mounting: Creative Mounting and Laminating (Lecture)	12:30 - 2:30 p.m.	\$60	\$65	
P395	Websites That Work: E-Marketing as an Effective Marketing Tool	12:30 - 2:30 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
T912C	Business Software Training: FrameReady Software	12:30 - 2:30 p.m.	\$40	\$45	
<b>MONDAY, JANUARY 25, PM SESSION I</b>			<b>PLEASE SELECT ONLY ONE CLASS PER SESSION</b>		
M294	Valiani: Beginner to Intermediate Users	1 - 3 p.m.	\$40	\$45	
E813E	Gunnar CMC's: Getting to Know the New Gunnar Mat Creator(GMC) Software	1 - 2 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
MC710L	Foolproof Methods for Multi-Opening Mats	1 - 2:30 p.m.	\$40	\$45	
F107L	Framing Works of Art on Canvas (Lecture)	1 - 3 p.m.	\$70	\$75	
S586	Beyond the Basics: Frame Design	1 - 3 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
H608	The Fine Art of Toning Gilded Frames	1 - 4 p.m.	\$90	\$95	
M293	Framing Portraits: Principles of Design	2:30 - 4 p.m.	\$40	\$45	
<b>MONDAY, JANUARY 25, PM SESSION II</b>			<b>PLEASE SELECT ONLY ONE CLASS PER SESSION</b>		
E813D	ITW AMP: Getting the Most From Your ITW AMP Joiner	3 - 4 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
F179	Preservation Framing for Photographs: A Preservation Scientist's Perspective	3 - 5 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
P389	Wizard University: Managing Your Retail Business for Success	3 - 5 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
MC710W	The Complete Multi-Opening Mat Workshop	3 - 5 p.m.	\$60	\$65	
M291	Acrylic Shadowbox Frames: Enhanced Gravity Groove and Flanged Lip Cases	3 - 5:30 p.m.	\$90	\$100	
M201W	Mastering Mounting: Creative Mounting and Laminating (Workshop)	3 - 6 p.m.	\$40	\$45	
P399	Greening your Business	3:30 - 5:30 p.m.	\$40	\$45	
P387	Get More Bang For Your Buck- Marketing on a Shoestring	4 - 6 p.m.	\$30	\$35	
F107W	Framing Works of Art on Canvas (Workshop)	4 - 6 p.m.	\$30	\$35	
H621	The Gilded Object	4:30 - 6 p.m.	\$40	\$45	

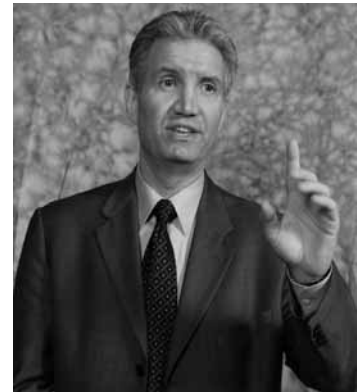
Code	Title	Time	FEE Before 12/20	FEE After 12/20	Amount
<b>TUESDAY, JANUARY 26, AM SESSION</b>			<b>PLEASE SELECT ONLY ONE CLASS PER SESSION</b>		
E817	Taking it to the Next Level	9 - 11 a.m.	\$90	\$95	
F155	Care and Maintenance of Mechanical & Vacuum Presses	9 - 11 a.m.	\$30	\$35	
F156	The Fundamentals of Glazing	9 - 11 a.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
F176	ITW AMP/Valiani: The Perfect Backroom Solution	9 - 11 a.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
P394	Profitable Pricing Strategies	9 - 11 a.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
S587	Beyond the Basics: Merchandising & Marketing for Your Shop	9 - 11 a.m.	\$70	\$75	
S591	Intimate & Interactive with Roma	9 - 11 a.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
M292	Acrylic Sandwich Frames: EZ Jersey Case and Optium Acrylic Sandwich Frame	9 - 11:30 a.m.	\$90	\$100	
S594	The Basics of Mat Design	9 - 11:30 a.m.	\$40	\$45	
H617	Sgraffito and Granite Workshop	9 a.m. - Noon	\$90	\$95	
P375	Build a Better Website	9 a.m. - Noon	\$60	\$65	\$65
P393	Ten Key Legal Issues Facing Publishers, Artists, and Framers Today	10 - 11:30 a.m.	\$60	\$65	
<b>TUESDAY, JANUARY 26, PM SESSION I</b>			<b>PLEASE SELECT ONLY ONE CLASS PER SESSION</b>		
M277	Mastering Mounting: Digital Prints	12:30 - 2:30 p.m.	\$60	\$65	
S504	Power Selling: How to Increase Your Average Ticket Price	12:30 - 2:30 p.m.	\$70	\$75	
T912B	Business Software Training: LifeSaver Software-Intermediate Users	12:30 - 2:30 p.m.	\$40	\$45	
E824	Profitable Canvas Stretching with the Tensador II	1 - 2 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
P376	Do the Math: A Business Workshop	1 - 3 p.m.	\$40	\$45	
S580	Unlock the Full Potential of Your CMC	1 - 3 p.m.	\$30	\$35	
S593	New Styles in Mat Design	1 - 3 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
MC705	Mat Cutting Intensive: Tips and Tricks	1 - 3:30 p.m.	\$90	\$95	
P383	Selling Art and Framing to the Corporate Market	1 - 3:30 p.m.	\$60	\$65	
H622	Advanced Gesso Techniques	1 - 4 p.m.	\$115	\$125	
<b>TUESDAY, JANUARY 26, PM SESSION II</b>			<b>PLEASE SELECT ONLY ONE CLASS PER SESSION</b>		
M290	Photography: 150 Years of Presentation	3 - 5 p.m.	\$60	\$65	
F142	Framing Collectibles	3:30 - 5:30 p.m.	\$70	\$75	
P373	Total Service: Outshine the Competition	3:30 - 5:30 p.m.	\$70	\$75	
P312	Successful Startups: Tips for Opening a Frame Shop	3:30 - 6 p.m.	\$60	\$65	
F159	The Fundamentals of Framing Adhesives	4 - 6 p.m.	\$40	\$45	
P388	Easy Ways to Attract More Business	4 - 6 p.m.	\$60	\$65	
<b>TUESDAY, JANUARY 26, EVENING SESSION</b>			<b>PLEASE SELECT ONLY ONE CLASS PER SESSION</b>		
MC713	Mat Decoration: Powder Colored Panels	5 - 7 p.m.	\$60	\$65	
S571	The Art of Selling Fine Framing	5 - 7 p.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
S588	Design Elements: Understanding Color	5:30 - 7:30 p.m.	\$40	\$45	
<b>WEDNESDAY, JANUARY 27</b>			<b>PLEASE SELECT ONLY ONE CLASS PER SESSION</b>		
P310	Successful Retailing: Tenth Anniversary	8 - 10 a.m.	FREE (\$20 No-Show Fee)	FREE (\$20 No-Show Fee)	
E823A	Repair and Maintenance: Miter Saws	9 - 10:30 a.m.	\$60	\$65	
F115	The Perfect Corner: Cutting & Joining Wood Moulding	9 a.m. - Noon	\$60	\$65	
F116W2	The Complete Guide to Shadowboxes & Framing Objects (Workshop)	9 a.m. - Noon	\$90	\$95	
F172B	Basics of Art Identification	9 a.m. - Noon	\$60	\$65	
H607	The Basics of Woodcarving	9 a.m. - Noon	\$115	\$125	
M295	ITW AMP/Valiani CMC's: Advanced Users	9 - 11:30 a.m.	\$40	\$45	
H625	The Verre Eglomise Workshop	9 a.m. - Noon	\$90	\$95	
M264	Fabric Wrapping Workshop	9 a.m. - Noon	\$90	\$95	
P352	Make Money by Adding Gift Items to Your Shop	10:30 a.m. - 12:30 p.m.	\$60	\$65	
E823B	Repair and Maintenance: Production Joiners	11 a.m. - 12:30 p.m.	\$60	\$65	
<b>SPECIAL OFFERS REMEMBER: SELECT ONLY ONE CLASS PER SESSION. KEEP IN MIND THAT SOME CLASSES OVERLAP SESSIONS.</b>					
<input type="checkbox"/> E100	VIP Pass (see details on front of registration form). Save up to 50%		\$395	\$450	
				<b>Sub Total</b>	
<input type="checkbox"/>	<b>Yes, I'd like to renew my Picture Framing Magazine Subscription. 50% off regular price. Show Special \$10 per year.</b>				
				<b>Grand Total</b>	

# West Coast Art & Frame Show 2010

## Plan Now to Attend !

### **Top Attendee Benefits:**

- ★ Attend educational seminars by leading experts
- ★ Get the new year's first look at new products
- ★ Attend a leading trade show for an affordable price
- ★ Find out the answers to your questions about business and products
- ★ See demonstrations of the latest products
- ★ Educate your staff to be more efficient and productive
- ★ Enjoy the entertaining city of Las Vegas



#### **Sunday, January 24**

9:00 am - 7:30 pm

National Conference - Day One

#### **Monday, January 25**

11:00 am - 6:00 pm

WCAF Exhibit Hours - Trade Show Day One

9:00 am - 6:00 pm

National Conference - Day Two

#### **Tuesday, January 26**

11:00 am - 6:00 pm

WCAF Exhibit Hours - Trade Show Day Two

9:00 am - 7:30 pm

National Conference - Day Three

#### **Wednesday, January 27**

10:00 am - 4:00 pm

WCAF Exhibit Hours - Trade Show Day Three

8:00 am - Noon

National Conference - Day Four

8:00 am - 10:00 am

Picture Framing Magazine Industry Breakfast