

AICC

2009

ANNUAL MEETING



**Survive
&
Thrive**
IN YOUR
BUSINESS

THROUGH
**PACKAGING
DIVERSIFICATION**

MGM Grand Hotel
Las Vegas, Nevada

October 5-7, 2009

THE ANNUAL MEETING WILL BE
HELD IN CONJUNCTION WITH

**2009
Designers Lab**

AND

**14th International
Corrugated
Packaging
Design Competition**

CO-LOCATED WITH

PACKEXPO 2009

AT THE LAS VEGAS
CONVENTION CENTER

FEATURED SPEAKERS:

Jeffrey Gitomer

WORLD-RENOWNED SALES AND CUSTOMER SERVICE INNOVATOR

is slated to headline the AICC 2009 Annual Meeting. Mr. Gitomer's high energy, and vital two hour presentation offers immediate and implementable "take away" ideas on increasing SALES in your business. Gitomer is the author of the *New York Times* best-sellers *The Sales Bible*, *The Little Red Book of Selling*, *The Little Black Book of Connections*, and *The Little Gold Book of YES! Attitude*. All of his books have been number one best sellers on Amazon.com, including *Customer Satisfaction is Worthless*, *Customer Loyalty is Priceless*, *The Patterson Principles of Selling*, *The Little Red Book of Sales Answers*, *The Little Green Book of Getting Your Way*, and his latest best-selling book, *The Little Platinum Book of Cha-Ching*. Gitomer's books have sold millions of copies worldwide.



Jeffrey Gitomer



Steven Little



Mike Sime



Richard Storat

Steven Little

BUSINESS GROWTH EXPERT AND BEST-SELLING AUTHOR

As a former president of three fast-growth companies, he now advises thousands of leaders of growing organizations and communities each year. For over ten years, Little was also a senior consultant for *Inc.* magazine. He is the author of the best-selling books *The 7 Irrefutable Rules of Small Business Growth* (Wiley, 2005) and *The Milkshake Moment: Overcoming Stupid Systems, Pointless Policies and Muddled Management to Realize Real Growth* (Wiley, 2008). Mr. Little also regularly speaks for some of the world's leading organizations. From 1988 through 1999, Little was president of three fast growth companies. Both FAME, Inc. and Erb Industries, Inc. achieved profitable growth rates of over 500% during his tenure.

Mike Sime

CEO AND OWNER OF RAPID PACKAGING,

a national distributor of packaging related products in addition to selling and servicing packaging equipment headquartered in Minneapolis, MN. Creative Carton is the company which Mike Sime is more associated with by the AICC membership. Creative Carton is a Twin Cities based manufacturer of point of purchase displays and corrugated boxes which was purchased in 2008 by Great Northern Corp (GNC), along with Mike's partnership interest in Independence Corrugated. Mike served on the AICC Board of Directors for 15 years.

Richard Storat

FOUNDER AND PRESIDENT OF RICHARD STORAT & ASSOCIATES, INC.,

a provider of management and economic consulting services to the forest products industry. He is President of the Paper Shipping Sack Manufacturers' Association. He also publishes *Scoring Boxes*,™ a monthly newsletter on conditions in the U.S. containerboard and corrugated industry. Prior to establishing this consulting firm, Mr. Storat was an officer of Gaylord Container Corporation, where he served as Vice President, Corporate Affairs and Chief Information Officer. He previously served the American Forest & Paper Association as the forest products industry's Chief Economist. There he also became recognized as an expert on economic factors affecting the industry and on industry statistics. Storat managed the industry's statistical and economic analysis programs; and spoke regularly to Wall Street, the media and business groups on industry business and economic conditions.

THE AICC 2009 ANNUAL MEETING OFFERS AN AFFORDABLE LOCATION AND VALUE PACKED WEEK OF EVENTS THAT YOU SIMPLY CAN'T AFFORD TO MISS.

This fall we will focus on ways to survive and thrive in your business. Our exciting line-up of keynote speakers will offer immediate and implementable tools to help increase SALES and GROWTH in your company.

Our industry speakers will share the entrepreneurial spirit, visions and business experiences that have made them leaders in the field. You'll take away business practices that will help you survive in the current economic conditions and thrive for future growth.

There are countless networking opportunities available with plenty of time to renew old acquaintances, make new ones and leverage your network.

By co-locating the AICC 2009 Annual meeting with PACKEXPO 2009, attendees can experience the most complete packaging show in the world's largest market. You will find it all at PACK EXPO and go home with the best business solutions for cutting costs and increasing efficiency right down the line.

This is an event you should plan to bring your key personal in management, sales, design, production and customer service. The AICC 2009 Annual meeting provides the opportunity to recognize and reward your employees. The Annual Meeting also offers a wealth of tangible take home knowledge and ideas to increase your company's bottom line and add value with endless ROI.

Las Vegas is one of the most affordable major U.S. conventions cities. It is easily accessible by all major airlines and less costly overall for flights and expenses. Las Vegas is also one of the premier entertainment capitals in the world, with live performances by some of the biggest names in entertainment and more food, fun and games than you can shake a pair of dice at.

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AICC 14th International Corrugated Packaging Design Competition – *Great Design is No Gamble*

Since 1981, AICC has been proud to recognize, showcase and reward those independents who have met and exceeded their customers' expectations of their corrugated packaging designs and displays in its International Corrugated Packaging Design Competition. This year's competition is being co-located with PackEXPO 2009 at the Las Vegas Convention Center in Las Vegas, NV. The Competition will be located in the Containers & Materials Pavilion at PACKEXPO which features machinery and materials; paperboard, glass, metal, plastic and flexible packaging. More than 65,000 square feet of exhibit space will be dedicated to the latest innovations in materials, containers and converting machinery.

The 14th International Corrugated Packaging Design Competition offers a wonderful opportunity for independents to showcase "their best" in corrugated packaging design to over 25,000 customers and buyers from over 75 countries around the world. For more information on the competition and to register visit www.aiccbox.org/pdc

AICC 2009 Designers Lab

Co-sponsored by EskoArtwork & Gerber Innovations

Designers will have the opportunity to learn new techniques in both structural and graphic design from experts in the field at the 2009 Designers Lab. They will also be able to share knowledge and experiences with peers in the design field. Guest speakers will discuss future trends and how retailer and consumer trends will impact the future of corrugated packaging design. Designers will get a chance to show-off their skill and talent and receive recognition as they participate in the "real-world" design-to-problem challenge.



PACKEXPO 2009

The AICC 2009 Annual Meeting & 14th International Corrugated Packaging Design Competition is being co-located with PACKEXPO 2009. PACKEXPO features the very latest in packaging and processing innovations, new trends and technologies, and creative business solutions. PACKEXPO offers the opportunity to connect with over 25,000 customers and buyers from over 75 countries, build long-term relationships and maximize your investment dollars all in one place.

All AICC meeting attendees can register to attend PACKEXPO 2009 through the AICC meeting registration site and will receive complimentary admission to the show. For more information on PACKEXPO 2009 visit: www.packexpo.com

SCHEDULE OF EVENTS:

Monday, October 5, 2009

PACKEXPO 2009 and AICC 14th International Corrugated Packaging Design Competition Open
(9:00 am – 4:00 pm)

AICC Designers Lab (1:00 pm – 5:00 pm)

AICC Associate Member Meeting
(5:00 pm – 6:00 pm)

AICC New Member & First Timers Orientation and Reception
(6:00 pm – 6:30 pm)

AICC Opening Night Welcome Reception
(6:30 pm – 8:00 pm)

EVENT AND LOCATION KEY:

Events in purple at MGM Grand Hotel
Events in green at Las Vegas Convention Center

AICC will provide complimentary shuttle service to the Las Vegas Convention Center.

The schedule of events is preliminary; events, times and locations are subject to change.

Tuesday, October 6, 2009

AICC Continental Breakfast (7:00 am – 9:00 am)

AICC Eye Opener Session I (7:00 am – 8:00 am)

AICC General Session I (8:15 am – 12:00 pm)

AICC Student Design Competition Winners Presentation

Wayne Millage, AICC Package Design Competition Committee Chairman

AICC/BCN 2009 Innovator of the Year – Boxmakers Competition – Video Preview & Vote
Dave Urquhart, AICC Plant Innovations Committee Chairman

PACKEXPO Preview

Charles Yuska, President & CEO, Packaging Machinery Manufacturers Institute (PMMI)

Industry Presentation

Mike Sime, CEO, Rapid Packaging

Coffee Break

Industry Panel Discussion

Let's Make a Deal – Buyers & Sellers Panel

Keynote Presentation

Steven Little, Business Growth Expert and Best Selling Author

AICC Designers Lab (9:00 am – 5:00 pm)

PACKEXPO 2009 and AICC 14th International Corrugated Packaging Design Competition Open (12:00 pm – 4:00 pm)

ICPF Board of Directors Luncheon Meeting
(12:30 pm – 3:30 pm)

AICC Optional Evening Group Event – KÀ by Cirque du Soleil (7:00 pm – 9:00 pm)

Wednesday, October 7, 2009

AICC Continental Breakfast (7:00 am – 9:00 am)

AICC Eye Opener Session II (7:00 am – 8:00 am)

AICC General Session II (8:15 am – 12:00 pm)

AICC/BCN 2009 Innovator of the Year – Boxmakers Competition - Winners Announced

Dave Urquhart, AICC Plant Innovations Committee Chairman and Tom Vilardi, *Board Converting News* (BCN)

Industry Presentation

Richard Storat, Richard Storat & Associates State of the Industry & Economic Forecast

Coffee Break

Keynote Presentation

Jeffrey Gitomer, Best-Selling Author, World-Renowned Sales and Customer Service Innovator

AICC Designers Lab (9:00 am – 12:00 pm)

PACKEXPO 2009 and AICC 14th International Corrugated Packaging Design Competition Open (12:00 pm – 4:00 pm)

AICC Optional Afternoon Group Event – Private Bally's Backstage Tour of Las Vegas Show – "Jubilee" (1:00 pm – 4:00 pm)

AICC Closing Night Reception & Awards Dinner
(6:30 pm – 9:30 pm)

"PRIME TIME" NETWORKING OPPORTUNITIES:

AICC Opening Night Reception

Monday, October 5, 2009
MGM Grand Hotel, 6:30 pm – 8:00 pm

The AICC 2009 Spring Meeting will officially kick-off with an opening night reception. Join the crowd to meet and greet old friends and make new ones in exciting Las Vegas.

AICC Closing Night Reception and Awards Dinner

Wednesday, October 7, 2009
MGM Grand Hotel, 6:30 pm – 9:30 pm

Join other attendees as you come together to witness the induction of another outstanding individual into the AICC/Paperboard Packaging, Hall of Fame, J. Richard Troll Scholarship Foundation and recognize the winners of the AICC 14th International Corrugated Packaging Design Competition and 2009 Designers Lab.

AICC Optional Afternoon and Evening Events

Tuesday, October 6, 2009
KÀ by Cirque du Soleil
MGM Grand Hotel, 7:00 pm – 9:00 pm
\$160.00/person (category 1 seating)

Join other attendees for the unprecedented, gravity-defying production of KÀ by Cirque du Soleil. KÀ is a heroic journey of love and conflict, set within a dynamic theatrical landscape. The KÀ theatre is located at the MGM Grand Hotel. Seating for the show begins one hour prior to performance. Pick-up your KÀ show tickets at AICC registration. Guests must be over the age of 5 years to attend the show. Limited number of tickets are available in the group block and will be secured on a first received registration basis.

Wednesday, October 7, 2009
Private Bally's Backstage Tour of Las Vegas Show - "Jubilee"
1:00 pm - 4:00 pm (departure/return – MGM Grand Hotel – Conference Center Lobby)
\$75.00/person (limited space available)

Come see the inner workings and backstage "behind the scenes" of the glamorous Las Vegas show "Jubilee". Experience first-hand the work and detailed coordination, which occurs every day before the show starts. As an added bonus, a showgirl will demonstrate the art of makeup and costuming, transforming herself into a world famous Las Vegas Showgirl.



ACCOMMODATIONS AND REGISTRATION:



Luxurious junior suite room

ACCESSIBLE, AFFORDABLE LOCATION AND DISCOUNTED LUXURY ACCOMMODATIONS AT THE SIGNATURE SUITE TOWERS AT MGM GRAND IN LAS VEGAS, NEVADA

The Signature Suite Towers is the AICC host hotel for the 2009 Annual Meeting and is offering discounted rates for all AICC meeting attendees. The Signature Suite towers offer the sanctuary of a secluded retreat providing guests with an unparalleled level of luxury and personal service. Guests will experience the luxury junior suite rooms (550 square feet).

The Signature Suite Towers at MGM Grand is just steps away from the MGM Grand Conference Center where the AICC meetings and events will be held, and the MGM Grand Hotel where you can enjoy all the entertainment venues, fine dining restaurants and gaming casino.

The 30 million travelers of TripAdvisor.com, the web's largest travel community, have chosen **The Signature at MGM Grand as the No. 1 "Best Luxury Hotel in the U.S."**

Signature Suite Towers at MGM Grand Hotel:

Room Rate: \$229.00

(Friday, October 2 & Saturday, October 3, 2009)*

Room Rate: \$189.00

(Sunday, October 4 – Thursday, October 8, 2009)*

*All rates are exclusive of current resort fees and applicable taxes

To make your hotel reservations call **877-313-5757** or **702-891-7777** (reference AICC 2009 Fall Meeting & Package Design Competition or group code: AWG999). To make online reservations directly into the group block visit: www.aiccbox.org/meeting.

All attendees are encouraged to make their hotel reservations before the **group cut-off date of Friday, September 11, 2009** in order to be guaranteed availability, and to ensure they receive the group rate. Reserve early, as there are limited rooms.

Meeting Registration:

	Super Early Bird On or Before 7/24/09	Early Bird On or Before 9/11/09	After 9/11/09
AICC Member Registration	US \$1,250	US \$1,350	US \$1,450
<small>(1st and 2nd registrations from same member company)</small>			
AICC Member - Multiple Registrations	US \$ 900	US \$1,000	US \$1,100
<small>(3rd and subsequent registrations from same member company as 1st and 2nd registrations)</small>			
Nonmember Registration	US \$1,750	US \$1,850	US \$1,950
AICC Designers Lab	US \$ 300	US \$ 400	US \$ 500
<small>Registration fee for Designers Only. Includes registration for the 2009 Designers Lab and events associated with the 2009 Annual Meeting</small>			

Optional Paid Events:

KÀ by Cirque du Soleil at the MGM Grand Hotel	US \$ 160 per person
<small>Tuesday, October 6 – Optional Event – 7:00 pm – 9:00 pm (Limited space available)</small>	
Private Bally's Backstage Tour of Las Vegas Show – "Jubilee"	US \$ 75 per person
<small>Wednesday, October 7 – Optional Afternoon Event – 1:00 pm – 4:00 pm (Limited space available)</small>	



Signature Suite Towers at MGM Grand Hotel

Payment Information:

PLEASE NOTE: AICC can no longer accept registrations without full payment. All meeting registration fees must be paid in full prior to the start of the meeting. For cancellation policy, visit: www.aiccbox.org/meeting.

Spouses and Guests are welcome and encouraged to attend all events associated with the AICC 2009 Annual Meeting.



ONLINE REGISTRATION and AICC 2009 Annual Meeting information: www.aiccbox.org/meeting.



2009 ANNUAL MEETING

Association of Independent Corrugated Converters

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