

ATRA Chapter Handbook



Revised August, 2024

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Introduction

The universe of ATRA consists of several entities, each with its own purpose and importance. These entities exist for the benefit, advancement, and well-being of the people and businesses of the transmission-repair industry (members and non-members). And to that end, the motoring public.

These entities (and their role) consist of the following:

- The ATRA Board of Directors — Leadership
- The ATRA — Implementation
- **ATRA Chapters** — Reflection of local needs. (i.e., “Here’s what shops need in Anytown, USA/Canada”). Think of a chapter like the US House of Representatives with local agents serving the needs of local businesses. Note: Historically, Chapters served vast distances (some including several states) and focused primarily on annual seminars. Today’s ATRA chapter is part of the community they serve, and they know the constituents within the chapter.
- Associates — All other organizations and businesses that serve the transmission-repair industry (e.g., Trade schools, parts manufacturers, service providers, consultants, and publishers).

While each has a *specific* and important role for ATRA Member shops and the industry at large, the *purpose* of ATRA Chapters is unique. *ALL* Chapters will follow the same rules and regulations regardless of their status.

Expectations

Chapter -

- A call from the ATRA events department to discuss the location of your seminar/s.
- A specification sheet of the of the location and what you need to know (Book location, contact information, etc.) **(See Appendix A)**

Supplier -

- A call from the ATRA events department to discuss the location of seminar/s and an updated contact list for your location.
- A check sheet of the specification of the location and what you need to know (What time and where you set up, seminar time lines)

Attendees -

- Should expect a professional environment, presentation and overall outstanding experience.

ATRA -

- ATRA expects to work hand in hand with our Chapter and Supplier professionals making sure we stay within our selected budget and projected profit margin for both ATRA and the Chapter.

ATRA Chapter development, including ATRA University Project and ATRA+ (At a Glance)

The *purpose* of every chapter-level activity is to improve the business lives of ATRA members within their chapter city and surrounding area. The chapter does this by interfacing with ATRA, ATRA members, local educational entities, and the students.

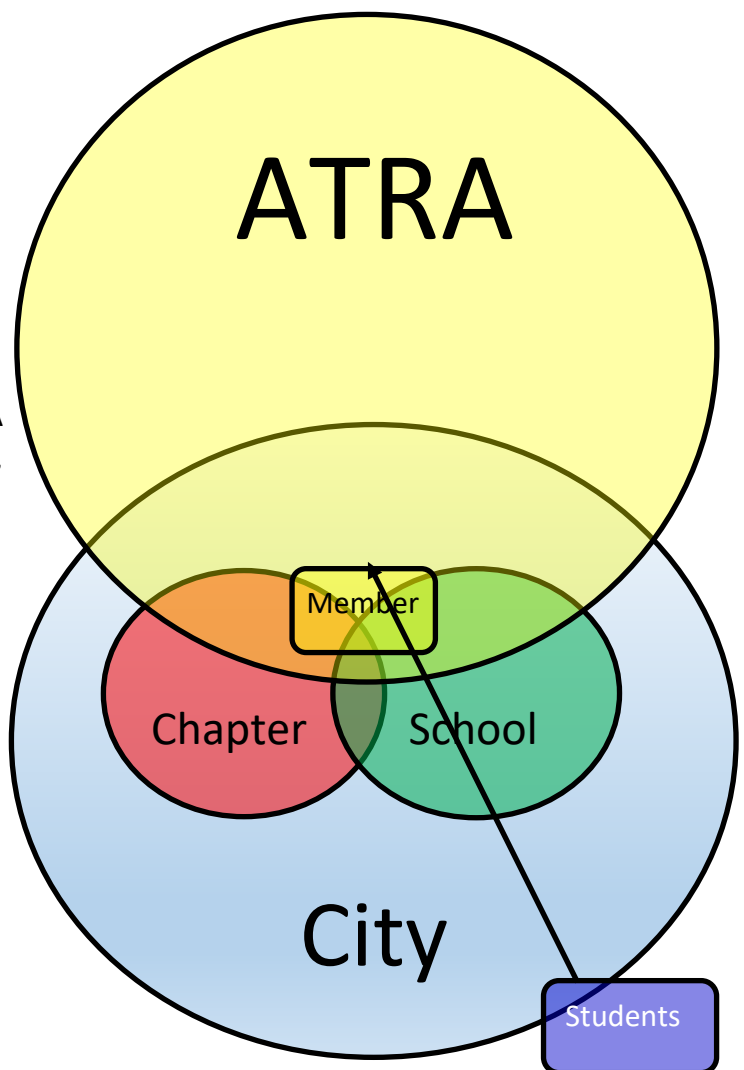
These relationships provide training (including best practices) for shop owners, managers, rebuilders, R&R technicians, diagnosticians, and entry-level technicians. The role of the various entities are as follows:

ATRA: Create the training material for automotive technicians, shop staff, and schools as well as methods and procedures for ATRA chapters to complete their projects and activities.

Chapter: The chapter provides feedback (member needs) to ATRA so as to customize training to address local needs. They work with local schools as a location to deliver the training and to help develop technicians so they are more hireable to ATRA member shops.

ATRA Member: Member shops relay their needs to the chapters, who then work with ATRA to meet those needs. These needs are, generally, specific to their city/region.

Schools: The schools provide the training (as defined by ATRA through the chapters) to make students ready to work at a member shop and be productive. They can also provide a venue for other training, such as ATRA technical seminars, hands-on training, or any other training needs of the chapter members.



Purpose

People and vehicles differ in cities like Anchorage, Alaska, compared to Orlando, Florida, and Dallas, Texas. Because of this, the ATRA chapter is uniquely qualified to serve the needs of local businesses and member shops. ATRA chapters deliver area-specific support in a way that the association cannot.

Chapter Elements consist of shops, schools, the community, the ATRA Board of Directors, and ATRA, each with a specific role:

- Shops: Every chapter activity should benefit and promote the well-being of local shops. Understanding their needs is the role of the Chapter. The Chapter then shares them with ATRA to help develop programs, events, and policies that reflect their needs. This includes but is not limited to the following:
 - Training materials and programs that are specific to that region
 - Hosting National training seminars
 - Sharing best practices
 - Business training
 - Regular meetings (in person or virtual) for local business owners to share business ideas and guide the direction of the Chapter
- Schools: The chapter-school relationship brings the local shop needs into the classroom so that students are trained on the transmissions, vehicles, and services needed by local shops. This allows graduates to find work and help the shop be profitable. In addition, the schools may provide training to local shops by conducting ATRA-sponsored seminars and training classes for students, local shops, and business owners.
- The Community: Each Chapter serves a specific community that is generally but not limited to fifty miles from the location of the Chapter primary location. The chapter/community relationship is symbiotic, helping and contributing to each other. The goal of the community (i.e., shops, schools, parts distributors, city officials, etc.) is to develop better technicians and improve local businesses for the benefit of the community's residents.
- The ATRA Board of Directors/University Project Committee: The Board serves as managers for the chapters in their area. They meet with chapter representatives to understand and evaluate the needs of their constituents. It's this relationship that enables them to bring pertinent matters to the full Board for consideration to advance ATRA's projects and services.
- ATRA: The above activities help the Executive Director establish and prioritize various ATRA programs and services. ATRA staff then develops and manages these projects on behalf of the chapters.

Eligibility and Formation

A chapter may form in any city where the established *purpose* can flourish. This begins with an ATRA member (or members) wanting to improve the businesses and access to trained technicians in their area. Generally, a chapter serves an area of approximately a fifty-mile radius of the chapter epicenter (roughly 7,500 square miles). However, chapters may exist within a smaller area if the ATRA Board of Directors approves. A chapter may conduct national or regional training based on the constituents' needs.

A chapter exists when an ATRA member (or group of members) works to improve the business experience of shops in their area (i.e., increasing customer traffic, fixing customer vehicles more efficiently, and improving customer service). ATRA may then, at its discretion, treat these members as a chapter. Once recognized by ATRA as a chapter, the member group may receive guidance and help from ATRA and the ATRA Board Director of that area, as needed.

Establishing a Chapter

Any ATRA member may request the formation and planning of a chapter in their area. Once ATRA approves a chapter location the Chapter may promote events, host meetings, and cultivate school relations as an ATRA agent. ATRA, the ATRA Board member for that area, and the Executive Director will work with the newly-formed Chapter to achieve the Chapter's mission.

Chapter Funding

ATRA Chapters generally receive funding through paid social events, i.e., seminars and chapter meetings. ATRA chapters may hold meetings, training seminars, or other fund-raising activities to produce revenue.

Chapter funds exist for the benefit of constituents, as described in the chapter *purpose*, and may only be used to advance the well-being of ATRA Member shops and the industry at large. Chapters may spend their funds on any activity or function that benefits their constituents. Note: the ATRA Board Director of a Chapter may reject the expense, whereby the full Board may resolve the matter. Once approved, ATRA will fund or reimburse the activity through the Chapter account. **(See Appendix B)**

Reimbursement

ATRA Chapter can expect to be “covered” and/or “reimbursed” from/by ATRA for their participation within the ATRA seminar. The ATRA Chapter also has the opportunity to use the funds within their bank account housed in the ATRA financial institute. The ATRA chapter should expect the following:

Hotel Room - Paid through the master account by ATRA IBO. This will require the ATRA Chapter representative to contact ATRA prior to the event to verify who will be attending.

Travel Mileage – Paid through reimbursement up to 180 mile @ \$0.56 per mile or \$100 in fuel costs. If an airline flight is required the total reimbursement is \$150. NOTE: the ATRA Chapter can request funds from their account to offset the total airline or other costs.

Per Diem - Per diem’s fluctuate based on location, once the location is established ATRA IBO will set the price. <https://www.gsa.gov/travel/plan-book/per-diem-rates>

NOTE: All prices are subject to change at ATRA’s discretion.

Chapter Funding Activities That Include ATRA Staffing

An ATRA Chapter may pursue activities that benefit its constituents with or without ATRA staffing. ATRA may or may not require a fee to support the activity. ATRA staffing for chapter activities is at the sole discretion of ATRA’s Executive Director. Contact ATRA for all ATRA staffing requests.

Seminar Procedures

The following are the procedures and guidelines for ATRA-sponsored and Supplier-sponsored seminars. These seminars aim to offer training to the transmission industry and provide a forum for ATRA Supplier members to introduce their products and services to the industry. Seminars presented by ATRA technical staff fall into one of four categories:

ATRA-Sponsored Seminars

The seminar is promoted by ATRA. All expenses, profits, and losses are ATRA's responsibility. ATRA may sell sponsorships to ATRA Supplier members for breaks, lunch, and presentations. For more information on sponsorship opportunities and fees, contact ATRA.

ATRA is responsible for attendee pre-event (off-site) registration and the overall operation of the seminar. A Chapter may receive a *stipend* based on the profitability of a seminar *and* when Chapter personnel participating in the on-site operation of the seminar. A participating Chapter will receive a stipend of 10% of the net profit.

Note: Occasionally, an ATRA Chapter (or participant) may incur out-of-pocket expenses (i.e., travel expenses, parking, lodging, etc.). In these instances, the participant should contact ATRA for authorization before the expenditure. (see Reimbursement)

Supplier-Sponsored Seminars

Supplier Members may sponsor ATRA seminars, provided:

1. The seminar is open to **all** ATRA Supplier members; that is, any ATRA Supplier member may set up a table and show its products or services at a supplier-sponsored seminar without prejudice and under the same guidelines and costs set by the sponsor for all other participating suppliers.
2. The seminar location is approved by **both** ATRA **and** the Chapter if the city is within a Chapter area **or** by ATRA alone when the city is outside a Chapter area. Generally, the city must be at least 200 miles from an existing seminar location *if* it competes directly with another sponsor. However, some circumstances allow seminars in cities less than 200 miles apart. When an approved Supplier-Sponsored seminar is within the boundaries of an ATRA Chapter, the Chapter, if a representative is present, will receive a stipend of 10% of the net profit. Generally, the sponsor will provide all staffing for the event. However, chapter personnel should serve as ambassadors for the event to make sure it operates smoothly.
3. A Supplier may contact ATRA for a complete listing of requirements, procedures, and fees.

Seminar City/Venue Locations and Requirements

City Selection/Seminar Locations

ATRA is responsible for general site location and the number of seminars delivered each season. With the help of the Chapter and ATRA supplier input, generally, seminar cities won't be scheduled within a 200-mile radius of another seminar. However, certain conditions, such as regions where it's recognized that attendees won't travel beyond 200 miles or the competing seminar isn't a conflict of interest (i.e., both seminars are sponsored by ATRA, the same Chapter, or the same sponsor).

Newly selected seminar cities within the 200-mile radius that *may* raise a conflict will be scheduled at least 4 months *after* any previously scheduled seminar city within the 200-mile radius. ATRA will contact the Chapter represented to gain valuable information regarding the supplier contacts and positive location for the seminar.

Seminar venue: A significant component of seminar success lies with the venue. The Venue Selection and financial responsibility are as follows:

ATRA-Sponsored: ATRA is responsible for venue selection and charges for said venue based on information derived from the Chapter representative and local suppliers in the elective area.

Supplier-Sponsored: The sponsor is fully responsible for venue selection and charges.

Venue requirements

The venue must be accessible to ATRA staff and suppliers by 6:00am and have the following amenities/services:

1. **Training hall/classroom:** The training hall/classroom must have adequate space for the attendees based on the following:
 - a. The room is set up in a "Classroom" style for the expected attendance. Classroom style (as opposed to theater style) has a table that seats 2-3 attendees on a single side. A seminar with an expected 100 attendees will require 60 2 x 6 tables or 40 2 x 8 tables, allowing for 20% additional seats. The venue should know in advance the seating capacity for classroom style.
 - b. The room should have dimensions close to a square (or a rectangle, not exceeding 1.5 to 1). Longer rooms may require alternative seating positions and special considerations such as two screens.
 - c. The seminar room should be carpeted (preferably) or designed to be echo-free. Warehouse space is generally unacceptable other than for small gatherings.
 - d. **Audio/visual requirements. This may require an outside AV company to provide the following.**
 - i. **Projection screen:** The best rule is to use the largest screen possible for the room. A 10 X 10 is the *minimum* for any seminar. Where possible,

use a 12-foot or 14-foot screen. Generally, you may use a 1-to-3 screen size for the seating depth ratio. For example, a 10-foot screen can accommodate seating up to 30 feet from the screen. A 14-foot screen can accommodate up to 42 feet from the screen.

- ii. **Wireless Lavalier microphone:** A wireless Lavalier microphone offers the most freedom and useability for the speaker. Be very clear with the venue host. Often, they'll confuse this and provide a hand-held wireless mic.
 - iii. **Projector table and cables:** ATRA speakers will bring a projector. However, they will not have a cable from their computer to the projector. The AV specialist will know the setup and provide a table or lectern for the laptop and a cable of adequate length to connect the two.
 - iv. **Adjustable lighting:** Some rooms only have full-on or full-off lighting. The room should have adjustable lighting and a panel accessible to the speaker for optimal lighting.
2. **Shipping/receiving services:** ATRA and suppliers for the seminar need a place to send their materials. The venue **must** have the ability to receive packages the day before the seminar (typically Friday), store them overnight, and have them available by 6:00am the day of the seminar. The contact person **must** be available (and preferably on site) by that time.
3. **Supplier space:** The venue should have a hall, room, or space near the seminar (including inside the seminar room) for suppliers to display their products and services. Each ATRA supplier member is entitled to one (1) display table (2 X 6 or larger) for their products and literature. ATRA must know the number of display tables available for the space to know the suppliers' capacity for the event. In some cases, tables are only available on a first-come, first-served basis. This is not optimal, and ATRA should avoid this if possible. ATRA may sell additional tables to suppliers needing the space if additional space is available, and it does not restrict the participation of any other Supplier member. Any displays or demonstrations must fit on or behind the table or be specifically approved by ATRA. Supplier members must provide extension cords and any AV equipment for their displays. **NOTE: Non-member suppliers may purchase a local limited supplier membership at \$759.00 annually please reference <https://members.atra.com/membership/types>**
4. **Seating for lunch:** Optimally, there should be a separate room for lunch with round tables that seat eight. This is not always possible, and serving lunch in the seminar room is an alternative. In this event, consider the lunch choice. The attendee will have to carry their meal back to the seminar room. Consider sandwiches and sides that are easy to carry and less risky for spillage.
5. **Food selection:** Our current budget maximum is \$30 per person.

Additional Considerations and Issues

On-Site Registration (ATRA - Sponsored Seminars) On-site registration refers to the tasks associated with registering seminar attendees on the morning of the seminar. They include but are not limited to processing seminar attendees, signing up at-the-door registrants, tracking and accounting the registration list, accepting payment for at-the-door registrations, preparing the registration materials for ATRA, handing out seminar books and raffle tickets, organizing supplier table locations, and general pre-function setup.

On-Site Registration (Supplier - Sponsored Seminars) Attendee registration, processing, and accounting of all monies are the sole responsibility of the sponsoring supplier. The supplier-sponsored provider may not charge a seminar registration fee that exceeds the fees set by ATRA; however, they may offer discounts at their discretion.

Pre-Event (Off-Site) Registration All pre-event registration for ATRA-sponsored seminars is done by ATRA; however, Chapters and Supplier members may sell seminar seats for a \$10 signup spiff, paid by ATRA. ATRA will provide a signup sheet for Chapters and Supplier members to sign up attendees. Chapters and Supplier members may use one of two signup sheets:

Appendix C & D: Supplier attendee sales registration form. This will allow a Chapter or Supplier to sign up attendees using the *attendee's* credit card. The sheet will have an area for the Chapter or Supplier to list the attendees and fill in the attendee's or shop's credit card information. The attendee or shop will be charged the full seminar fee. After the seminar, the Chapter or salesperson from a participating Supplier will receive a check from ATRA for \$10 for each paid seminar attendee they signed up unless they decide to pass it on to the attendee. The signup sheets must be available to ATRA no later than Noon, the Wednesday before the seminar date, to reserve a seat at the pre-registered price.

Sponsorships

ATRA may sell sponsorships to any Supplier Member. Sponsorship monies are part of the seminar's profitability and impact the ability of a Chapter to receive its stipend. Contact ATRA for a complete list of sponsorship opportunities. Note: Supplier Sponsors may have additional sponsorship sales opportunities. Contact ATRA for additional sponsorship opportunities and approval. **(See Appendix E)**

Chapter Special Events

At their discretion, the chapter may have a special event that does not require ATRA to be involved. ATRA should be notified of the specifics of the event *before the promotion begins*. ATRA is here to assist with all chapter events if needed. Such special events may include but are not limited to the following:

- Friday before the Seminar Round table and Networking
- Car Shows
- Dinners/Donor parties
- Fair or Rodeo events
- Specialized training

If the Chapter would like ATRA staff to be involved with your event planning, we ask that you give us ample time to help plan it. In most cases, a minimum of 3-6 months prior to the event is standard.

ATRA Book Sales

ATRA offers the opportunity for Chapters to sell ATRA technical manuals (books) at their local events and receive a portion of the proceeds in addition to their stipend. Chapters wanting to sell ATRA books at their event will receive a current list of available books for resale. The book list will include a worksheet that has the Chapter book rate and sales rate per book.

Books can be purchased at a discounted chapter price and shipped directly to the Chapter representative or seminar location. These books are not to be returned, and no refunds will be issued. This is to prevent ATRA from incurring shipping costs and damage to books on return.

When selling ATRA supplied books they cannot be sold over suggested retail price.

You can also choose to use the ATRA bookstore sales list and worksheet to take orders and send it back to ATRA. ATRA will then process the order and ship the books directly to the purchaser.

Note: Please see ATRA sales list and worksheet for more detailed information.

ATRA University

The ATRA University is characterized by the relationship between ATRA, ATRA Chapters, and technical schools to train students and local ATRA member staff on materials that make them better able to succeed in the transmission-repair industry.

The ATRA University seeks to bring ATRA training into local technical schools. Local chapters provide input to ATRA to tailor their training materials based on local needs. The outcome (purpose) is to:

1. Better train students so they're more employable.
2. Develop a relationship between tech schools, their students, and local shops.
3. Improve the training materials from ATRA so they are responsive to the needs of the local shops.
4. Provide regional locations for ATRA seminars (presented by trade school member instructors).

This plan does not rely on a central location for shop owners to send their techs for ATRA training but rather to deliver ATRA technical training to them.

A technical school interested in participating in the ATRA University must first become an ATRA member. If school budgeting doesn't allow this, then ATRA or an ATRA chapter may sponsor the school. Once the school is a registered ATRA member, ATRA will register each student for access to the ATRA website and VTS training. Each student will have their own login credentials.

These training locations may be in the form of a school, shop or hotel, with or without a chapter. Ultimately, the goal is to develop a School/Chapter relationship for each location.

Note 1: ATRA may or may not send ATRA Technical staff to conduct technical seminars. The use of ATRA staff for chapter functions depends on factors such as scheduling, class size, costs, etc. This decision is at the sole discretion of the ATRA Executive Director. The primary trainer for chapter seminars is the school instructor or other instructors a Chapter may arrange.

ATRA+

ATRA+ is a body of training specifically designed for the technician who determines whether a transmission-related complaint is inside or outside the transmission.

ATRA will use this Moniker to identify **all** training materials that meet this need. This includes but is not limited to:

1. Gears articles.
2. Seminar materials
3. Training videos through VTS

This material and training go beyond historical training, focused on rebuilding and diagnostics, but, rather, is aimed at any shop that works on transmissions and needs this talent for better transmission assessment. In addition, ATRA will focus on ATRA+ materials for technical schools and student training. This effort will offer member shops an adequately trained employee to contribute to the shop's workflow.

Appendix A – Seminar Specifications Sheet

Speaker Kit Directions - What is in the Speaker Kit?

Tab 1 - Contracts and Information: Maps, venue/catering contracts and general information will be in the first section (if applicable)

Bank Bag – highlighters and pens

Return Labels- One return label for the speaker kit and one for the books to be returned to the IBO, if more labels are needed reach out to cburke@atra.com or our membership team and we will email you extra labels.

Tab 2 - Attendee information: Pre-Registration list will be printed as well as badges with attendee names.

Tab 3 - Comment Cards: Make sure that the speaker has these, they will distribute them when they prefer.

2024 Comment Card

NAME (Last, First, Middle) _____ Date _____
Senior Location _____
Member ID# _____ Name (First/Last) _____
Business Name _____
Address _____ City _____ State _____ Zip _____
Phone # _____ Email Address _____

• Would you like to become an ATRA Member? YES NO Which presentation (s) would you like more information on? _____
• Do you know of VTS (Virtual Training Solutions)? YES NO
• Would you like more information? YES NO
How can ATRA help your shop become more successful? _____

Tab 4 - Lunch tickets: One for every attendee (**Recommended**)



Tab 4 - Vendor lunch tickets: Envelopes will be labeled with vendor company names; each vendor gets one lunch with their booth set up. Unless they have purchased additional lunches. (**Recommended**)

Tab 5 - Raffle tickets: One for every attendee (**Recommended**)



Appendix A – Seminar Specifications Sheet

Tab 6 - Blank At-the-Door Registration forms: Completed by attendees that are not pre-registered

Tab 7 - Giveaway Tickets: These are certificates with a half sheet for information on the winners for our records. Give these to the speaker, they will distribute. Place the filled out half sheets back in the speaker kit.

Tab 8 - Certificates: These certificates are pre printed for each attendee and will be distributed according to the speaker

Tab 9 - Registration signs:



Bookstore Order Forms: If someone wants to purchase a book, give them a book order form, make sure the payment information is correct and place back in the speaker kit. The IBO will send out any purchased books.

Appendix A – Seminar Specifications Sheet

How to work registration:

Setting up flyers.

- Open the box of flyers/giveaways
- Separate the flyers by company name
- Make a stack for each company's flyers and make a stack of bags and a stack of screwdrivers/ giveaways (if applicable)
- Allow attendees to grab one of each

Pre-registered Attendees

You will need: pre-registration list, lastminute list, highlighter, pen, badges, blank badges, books, lunch tickets, and raffle tickets.

- Make sure that you have the pre-registration list as well as the last-minute list: the last minute list can be emailed directly to you and the speaker on the day before the event. Please print out the last-minute list.
- Ask if the attendee has already registered and if so ask for their name.
- Find their name on either the pre-registration list or the last-minute list and highlight the attendees name.
- Hand them their name tag, book, raffle ticket, and a lunch ticket. Show them to the flyers/giveaways and ask them to take one of each.
- ***Be sure to tear off half of the raffle ticket, give them one of their tickets and keep the other for the giveaway drawing. Give them to the speaker.

Unregistered Attendees

- IF THE ATTENDEE HAS NOT ALREADY REGISTERED, have them complete an At-the-Door Registration form complete with payment information. MAKE SURE PAYMENT INFORMATION IS CORRECT.
- Write the attendees name on a blank badge and give to attendee as well as their book, lunch ticket and raffle ticket. Show them to the flyers/giveaways and ask them to take one of each.
- If any money is collected, put it in the bank bag

Purchasing extra lunches

- Either have the attendee/vendor complete an at the door registration form. Make sure payment information is correct and write on the registration form that it is for a lunch ticket
 - or
- There will also be a QR code that the attendee can scan and pay directly online.

Appendix A – Seminar Specifications Sheet

Bookstore Purchases

If an attendee would like to purchase a book, they can complete the bookstore order form, including their shipping information. They should also fill in the At the Door registration form (for payment information).

***The volunteer working registration is fully responsible for tracking cash/ credit card purchases, including but not limited to registration, book sales, and lunch purchases.

Appendix B – Chapter Financial Management

ATRA manages the financials and will report the P&L, balance sheet, and banking affairs of ATRA Chapters on a quarterly basis. ATRA may, at its discretion, use a bank account for each Chapter or multiple Chapter funds in a single account, provided each Chapter's funds and financial activity are recorded separately for audit purposes.

Note: Each Board Member oversees the Chapters and UPCs in their area for assisting and auditing purposes.

ATRA may not use these funds without the express written consent from the primary person of the chapter, typically the Chapter president. These funds are to be used for Chapter purposes and not for use by the ATRA IBO without written consent by the primary person of the Chapter, typically the chapter president.

Appendix C – Seminar Attendee Ticket Sales Example



Automatic Transmission Rebuilders Association
1670 FM 1516
San Antonio, TX 78250
(866) GO-4-ATRA

2024 Seminar Attendee Ticket Sales ATRA Supplier Procedures

Suppliers may sell tickets for ATRA's 2024 Seminar Programs and earn \$10.00 per seat filled, or you can pass on the discount providing exclusive pricing to your customers.

Attendee Payments & Supplier Spiffs

To participate, the Supplier will need to fill out the registration form with the attendee name, shop address & credit card number with security code to be charged by ATRA.

Please fax your registration form to (805) 988-6761 by the Wednesday prior to the Seminar. At the end of the seminar, ATRA will send the salesperson \$10.00 for each attendee signed up.

Suppliers do not receive reimbursement for these free attendees.

2024 Seminar Prices

Pre-Registered and Pre-Paid: – ATRA Members \$249.00 – Non Members \$349.00

(At-The-Door Registrants- Members \$299.00 and Non Members \$399.00 (not eligible for Supplier spiffs.)

Extras

BONUS

The salesperson with the most attendee sales points for an ATRA Technical seminar will receive \$100! That's in addition to the \$10 already received for each sign-up!

*At the end of each seminar ATRA will tally up all supplier attendee sales and add \$100 to the \$10 spiff payment check belonging to the salesperson with the most sign-ups. All attendee sign-ups must be completed on the "ATRA Supplier Sales Registration Form" and be submitted by the Wednesday before the seminar to be eligible.

Please fax all forms to (805) 988-6761 by the Wednesday of the seminar

For questions or assistance, please contact ATRA registration at (800) 428-8489 or seminars@atra.com

Appendix D – Supplier Attendee Sale Reg (Fillable)

Example



ATRA Supplier 2024 Seminar Attendee Registration

Seminar Location	Date
------------------	------

Supplier Member Information

ALL FIELDS REQUIRED FOR PAYMENT

Company:	Branch/City:
Salesperson:	Phone:
Salesperson email address:	"preferred address for mailed checks"

Attendee Information *In-Person Seminar* \$249 - ATRA Member \$349 - Non-Member

Shop Name:	ATRA Acct #:
Owner Name:	
Address:	
City/State/Zip:	Phone:
Email:	

Name	Amount
Total	

Credit Card #:	Exp. Date:
Name on Card:	3/4 digit code:

Please fax this form to:
(805) 988-6761

Appendix E – Supplier Registration and Sponsorship Form Example



International Business Office
1670 Farm to Market 1516
San Antonio, TX 78263
805.604.2000 Phone
805.988.6761 Fax

2024 Technical Seminar Supplier Registration

**August 17, 2024
Atlanta, GA**

Seminar Location:		Travel Information	
Holiday Inn Airport North 1380 Virginia Ave. Atlanta, GA 30344 (404) 305-9990		Parking: Complimentary	
Supplier Information			
Company:		ATRA Acct #:	
Primary Contact:			
Address:		City/State/Zip:	
Phone:	Fax:	Email:	
Rep. Attending Seminar:			
Address:		City/State/Zip:	
Phone:	Fax:	Email:	

**Please Note* - ATRA will reserve one display table and one lunch per registered Supplier Member. Additional lunches can be purchased.

Additional lunches needed (\$30 each):



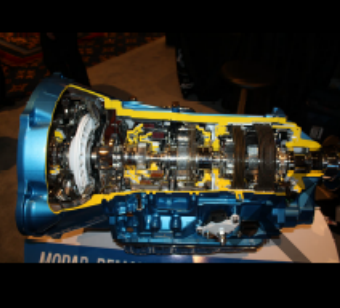
FLYERS - Choose Your Option No Charge	SPONSORSHIPS
<input type="checkbox"/> BY EMAIL Only	Check any of the following:
	<input type="checkbox"/> Registration Coffee - \$500 <input type="checkbox"/> Morning Coffee Break - \$500 Product Presentation - \$800 <i>Please choose one:</i>
	<input type="checkbox"/> 8am <input type="checkbox"/> 10:45am
	Product Video - \$800 <i>Please choose one:</i>
	<input type="checkbox"/> 10:15am <input type="checkbox"/> 12pm
Email PDF to:	
Web Link No Charge. Once registered, ATRA will post your company name on the seminar webpage. (Logos only with sponsorships)	All sponsorships include:
URL Address: http://	<ul style="list-style-type: none"> • Company logo listing on seminar webpage & email • Company logo & mention during seminar presentation • Custom flyers with your seminar location and logo

Appendix E – Supplier Registration and Sponsorship Form Example (continued)



International Business Office
1670 Farm to Market 1516
San Antonio, TX 78263
Phone 805.604.2000
Fax 805.988.6761

2024 Sponsorship Opportunities

Sponsorship Details		Fee
	<p style="text-align: center;">Coffee Break Sponsorship</p> <p><i>Get your message where the people go: Everyone enjoys a fresh cup of coffee in the morning. Have your message visible to the best high-traffic spot of the morning.</i></p> <p><u>Choose from these time slots:</u> 7am-8am - Registration Coffee 10:15am-10:45am - AM Coffee Break</p>	\$500
	<p style="text-align: center;">Video Presentation</p> <p><i>What better way to highlight a new product than your own product video. ATRA will play your product video (up to 5 minutes in length) during registration and morning break. Each video will loop for the entire break/lunch session.</i></p> <p><u>Choose from these time slots:</u> 10:15am-10:45am - AM Coffee Break 12pm-1pm - Lunch Break</p>	\$800
	<p style="text-align: center;">Product Presentation</p> <p><i>Have a personal message you'd like to offer and be able to answer questions from the audience? ATRA offers two presentation slots for your 5-minute discussion and slide presentation. Each presentation runs directly prior to the seminar presentation; one at the start of the program and one after the morning break.*</i></p> <p><u>Choose from these 5-minute time slots:</u> 8am - Beginning of seminar 10:45am - Return from AM Break <i>*Entire product presentation needs to fit on a 6' table</i></p>	\$800
<p>All sponsorships include:</p> <ul style="list-style-type: none"> ● Company logo listing on seminar webpage & email ● Company logo & mention during seminar presentation ● Custom flyers with your seminar location and logo 		