

Welcome to the Calgary NSC!



Welcome to the 2002 Calgary National Sales Convention! This year's convention in the "Gateway to the West" will definitely open some doors to help you make your Snap-on franchise business as successful and profitable as you strive to make it. This convention weekend really can be your "Passport to Success."

The TELUS Convention Centre is the premiere state-of-the-art convention centre in Western Canada. It's a fitting venue for this year's convention, which will showcase some new hi-tech and multimedia solutions to help you take your mobile Snap-on Store to a new level that customers will truly appreciate, and that can take your profitability and success to a new level.

Don't miss the workshops, forums and continuous demonstrations this weekend. They're designed to help you realize the full potential of your Snap-on franchise.

At the Business Fair, you'll see several exciting new products from both Snap-on and Supplementary Vendor Strategic Partners—including some new exhibitors—that can help you build your customer relationships, and sales.

Our goal is to make the Snap-on Canada Dealer Force the best in the world, and no doubt you want your Snap-on franchise to be as profitable and successful as it can be. So take advantage of everything the 2002 Calgary National Sales Convention has to offer, and together we'll reach our mutual goal!

2002 Convention Highlights

- **Exciting new products and programs designed to help you run your business more efficiently and profitably.** At this year's event, we'll be launching some innovative, next-generation products packed with benefits for customers, and some new programs that can really help you boost your business and sales. Be sure to take in the continuous product and demonstrations that will be running at the Business Fair!

- **More new products, new exhibitors at the 2002 NSC Business Fair.** This year's event will showcase current and new products from a total of 43 Supplementary Vendors including new, first-time exhibitors: AJ Manufacturing Co. Inc., Coplan North America, Montipower, Prism Enterprises, Raytek, Streamlight, Inc., and Todco Industries, Inc.. Be sure to visit these new exhibitors and see what they have to offer that can help you reach your Sales Goals and meet customers' needs.

- **Turn your van into a mobile upscale Snap-on Store that customers will want to shop in every week.** Your van's really a store, so think like a retailer! You'll see an example of a Dealer van that has undergone interior redesign, upgrading and remerchandising with attractive, focused product displays. Pilot tests of this new mobile Snap-on Store are getting positive reviews from customers, and creating impulse sales.

- **Air your views.** Don't miss the chance to voice your concerns about and make suggestions for improving the Snap-on Franchise Opportunity, in candid question-and-answer sessions with Snap-on senior managers. There will be two, 90-minute Regional Dealer Forums on Saturday.

Workshops, Forums & Demonstrations

Saturday, October 26

DEALER FORUM

A 90-minute open forum with Snap-on Canada management at which Dealers can air their views and concerns about the Snap-on Franchise Opportunity. Being held 10:30-12 Noon (Western Dealers), 1-2:30 p.m. (Eastern Dealers) in MacLeod Hall CD, South Building.

DEALER EQUITY AND EXTENDED CREDIT WORKSHOP

Learn in this crucial one-hour workshop how to use the equity that you have built in your Snap-on Franchise, and EC selling, to improve and enhance your cash flow, and build a more profitable franchise through expansion of and investment in your mobile Snap-on Store. Workshop time is 3-4 p.m. (Western Dealers), 4:30-5:30 p.m. (Eastern Dealers).

Sunday, October 27 and Monday, October 28

VAN MERCHANDISING, NEW PRODUCT/PROGRAM DEMONSTRATIONS

Continuous demonstrations and displays on the show floor at the Business Fair. See innovative new products for customers' needs, and new programs to help you build your business and create a new-look mobile "Store of the Future" that will turn your van into an upscale mobile Snap-on Store. Plus, learn how to use the Snap-on Canada intranet to run your business more efficiently.