



Join us for Sno-Motion 2013!

**Driving Profitability by
Leveraging Innovative Technology & Equipment**

Thursday & Friday | July 11-12, 2013 | Cleveland, OH

Wednesday | July 10 | Optional Activities

**Visit www.mysnomotion.com for complete details
and to enroll in our drawing for a one-year *INSIDER TEAM* subscription!**

You Have Challenges

Downward pressure on pricing and profits has never been greater than today. How will you survive in this environment? How will you stay ahead of your competitors? How will you reduce liability and risk? How will you increase profits?

Innovative technology and equipment in the snow & ice industry provide answers to these questions. Industry suppliers invest heavily in innovative solutions. These solution providers understand that innovation in technology and equipment drive profitability through increased efficiency, reduced costs, better outcomes, and more satisfied customers.

However, innovation advances at a rapid pace. What is state-of-the-art today may be obsolete tomorrow. New solutions appear every year. With so many options to choose from, how will you decide which new technologies and equipment to implement? How will you leverage these solutions to generate more profit? This is what you will learn at Sno-Motion 2013.

We Have Solutions

Sno-Motion attendees will explore cutting-edge solutions in eight different categories of operating a snow & ice business, along with our "solution providers" who will be presenting at this event:

- Advanced plowing technology Western, Blizzard, Fisher
- Advanced containment plowing technology Kage Innovation
- Advanced sidewalk plowing technology Ventrac
- Advanced operations management software Operasoft
- Advanced weather data systems WeatherWorks
- Advanced deicing materials Cargill Deicing Technology
- Advanced deicing application technology SaltDogg by Buyers
- Advanced estimating systems GoLawn

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Why Attend?

Sno-Motion 2013 will put you in the driver's seat of profitability by working smarter, not harder. You will discover how to leverage innovative solutions through brainstorming, discussion, and refinement of ideas with your roundtable group.

Snow & ice professionals who are serious about their snow businesses will gain an increased awareness of the latest innovations and advances in technology within the industry. You will hear directly from leading industry suppliers about their solutions to the most serious industry challenges, presented exclusively to the attendees at Sno-Motion 2013.

Do you want to drive profitability and stay one step ahead of your competitors? Once you register, you will immediately lock out your direct area competitors from attending. Plus, your registration will allow you to gain another competitive advantage because you will be the first in your area able to register for next year's Sno-Motion event through our exclusive advance registration option for 2013 Sno-Motion attendees.

Why July?

Being held less than a month after the SIMA Symposium, this will be the perfect opportunity to gain a deeper understanding of some of the most innovative solutions on display at Symposium. During this educational event, you will be equipped with knowledge gained from interacting with cutting-edge solution providers and by collaborating with your peers. You will be better prepared to leverage technology to drive profits to YOUR bottom line. This is the bottom line.

Wednesday Optional Activities

Join other Sno-Motion attendees, Pro-Motion Consulting staff, solution providers, and other special guests Wednesday evening for the Cleveland Indians vs. Toronto Blue Jays Major League Baseball game at the beautiful home of the Tribe – Progressive Field.

Your ticket includes:

- Comfortable padded assigned outdoor seating
- Air-conditioned indoor viewing in the Time Warner Cable Club Lounge
- Unlimited food & non-alcoholic beverages in the Club Lounge
- Alcoholic beverages in the Club Lounge (not included in ticket price)

Arrive early to enjoy great views of batting practice. Doors open at 6:00 PM. Dinner from 6:00 PM through 7th inning. Game time is 7:05 PM. Tickets for the Indians game are \$53 each.

Sno-Motion Agenda

We have designed this year's Sno-Motion to be a series of eight sessions with each mini session consisting of group discussions, presentations, and key takeaways for each session. Each attendee will be assigned to a group for the two-day event with no two people from the same company in a group and absolutely no direct competitors at the event. Groups will be competing with each other throughout the event with prizes awarded at the end of the second day to foster an engaging, entertaining, and fun atmosphere.

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Session Format

- **10 Minutes – Problem identification** – facilitated group discussion about the problem that exists in this category & why a solution is needed
- **20 Minutes – Table discussion** about existing solutions to this problem – focus on best solutions that currently exist – each table shares their findings to the group
- **30 Minutes – Guest supplier presents** their unique solution, including their research, insider data, and most current innovative solution to this problem
- **20 Minutes – Table discussion & decisions** made about what to do & why in light of new information gained from other attendees & guest supplier
- **25 Minutes – Tables present** their decisions to the group, Q&A, followed by voting for the quality of each table's decision
- **5 Minutes – Guest supplier closing comments**
- **10 Minutes – Key takeaways / Action items / Session feedback**

Thursday, July 11 – Day One

- 7:00 – 8:00 Breakfast (Included)
- 8:00 – 8:30 Welcome / Introductions / Ice-Breaker / Format / Groups
- **8:30 – 10:30 Session One**
- 10:30 – 10:45 Break / Guest supplier interaction
- **10:45 – 12:45 Session Two**
- 12:45 – 1:30 Lunch / Guest supplier interaction (Included)
- **1:30 – 3:30 Session Three**
- 3:30 – 3:45 Break / Guest supplier interaction
- **3:45 – 5:45 Session Four**
- 5:45 – 6:00 Break / Guest supplier interaction
- 6:00 – 7:00 Dinner / Group photo (Included)
- **7:00 – 9:00 Session Five**

Friday, July 12 – Sno-Motion Day Two

- 7:00 – 7:30 Breakfast (Included)
- **7:30 – 9:30 Session Six**
- 9:30 – 9:45 Break / Guest supplier interaction
- **9:45 – 11:45 Session Seven**
- 11:45 – 12:30 Lunch / Guest supplier interaction (Included)
- **12:30 – 2:30 Session Eight**
- 2:30 – 2:45 Break / Guest Supplier interaction
- 2:45 – 3:00 Presentation of trophies & certificates
- 3:00 Dismissal

Presenters

Pro-Motion Consulting staff will be facilitating group discussions and presentations. In addition, they will be joined by a select group of "solution providers" – industry suppliers who have developed leading-edge products and services. Representatives from each of these companies will be presenting their research and insider information, along with insight into effective implementation and creative uses of their solutions. There will be no selling at Sno-Motion – only education leading to increased profitability. Visit www.mysnomotion.com to learn more about our presenters.

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About Cleveland

Cleveland is centrally located in the U.S. with outstanding meeting facilities and is a city rich in culture. Situated on the southern shore of Lake Erie, Cleveland is often referred to as "The North Coast." It was recently named one of the coolest cities in the U.S. and Bloomberg Businessweek's 50 Best Cities.

Cleveland Hopkins International Airport (CLE)

If arriving by air, you'll fly into Cleveland Hopkins International Airport (CLE). For only \$2.50, hop on the RTA Rapid Transit and you'll be at the Tower City station in less than 30 minutes. Tower City is adjacent to and just steps away from our host hotel, not to mention an amazing variety of restaurants and entertainment options such as the Horseshoe Casino.

Renaissance Cleveland Hotel (Marriott)

This sophisticated downtown Cleveland hotel is located on Public Square and is connected to Tower City Center's exclusive boutiques, restaurants and cinema. Within walking distance to Progressive Field, Quicken Loans Arena and the Rock & Roll Hall of Fame, the Renaissance Cleveland Hotel features vaulted ceilings, high arched windows and a beautiful marble fountain. A city landmark, the iconic Renaissance Cleveland Hotel was built in 1918 and its architecture reflects Cleveland's unique style and rich history. Plush, spacious, newly renovated rooms with well-appointed and upscale amenities await its guests.

Hotel Reservations

We have secured a discounted block of rooms for Sno-Motion 2013 attendees. Space in this room block is limited and will be available on a first come, first serve basis. Visit www.mysnomotion.com for more information or to book your room.

Top 10 Reasons to Attend Sno-Motion 2013

1. Discover innovative solutions to eight critical areas of technology & equipment
2. Network with other snow & ice professionals & industry solution providers
3. Gain a competitive advantage with insider information and unique solutions
4. Enjoy a mid-summer escape to one of the coolest cities in the U.S.
5. Relax in the exclusive Time Warner Cable Club for a Cleveland Indians game
6. Earn 16 CEU credits toward recertification of your CSP designation
7. Receive special offers presented by participating solution providers
8. Improve your bottom line by learning how best to implement innovative solutions
9. Develop your professional skills by your active participation in a group competition
10. Register by May 31 and enter to win a FREE INSIDER TEAM subscription (\$999 value)



Not a SIMA member yet?

Save \$25 on SIMA member AND \$50 on Sno-Motion!
Become a SIMA member today!
Visit www.sima.org/join - promo code SnoMotion13

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