

MONDAY, OCT. 5

Noon-5 pm Legal Learning Live (Separate registration required.) Location: National Harbor 12	Marketing and Sales Boot Camp (Separate registration required.) Location: National Harbor 13
---	--

TUESDAY, OCT. 6

9-9:45 am	OPENING SESSION Sponsored by: Professional Self Storage Management Location: Potomac C		
	FACILITY MARKETING & PROMOTION Location: National Harbor 12-13	DAY-TO-DAY OPERATION & FACILITY MANAGEMENT Location: Potomac 3-4	CONSTRUCTION, DEVELOPMENT, REAL ESTATE & FINANCE Location: Potomac 1-2
10-10:50 am	Manager-Friendly Tools for Creating New Business	Revenue Management: Balancing Demand, Price and Inventory in Self-Storage	Self-Storage Feasibility: Critical Development Factors to Consider
11-11:50 am	Building an Effective Self-Storage Marketing Plan	Do It Right! What You Must Know About Self-Storage Lien Sales	Breaking Into the Self-Storage Business: Buy vs. Build, Pros vs. Cons
Noon-12:50 pm	LUNCH BREAK		
1-1:50 pm	Seven Bold-Faced Lies You've Heard About Marketing (and the Facts Behind the Fiction)	Legal Demons to Face in Self-Storage Today: Bankruptcy and Abandoned Records	Understanding the Self-Storage Finance Market and Getting the Money You Need
2-2:50 pm	Special Event Marketing: Low-Cost Ways to Build Business and Community	Cutting Costs to Improve Self-Storage Efficiency, Property Value and the Bottom Line	East-Coast Comparison: Self-Storage Occupancy, Concessions and Markets
3-3:50 pm	Hit Your Target: Effective Ways to Identify and Reach Self-Storage Prospects	Super Sales: Create Leads, Convert Prospects and Make More Money in Self-Storage	Getting the Deal Done in Today's Economic Environment: Appraisal, Finance and Real Estate
4-6:30 pm	SELF-STORAGE Q&A/ROUNDTABLE DISCUSSIONS Location: Potomac C		

WEDNESDAY, OCT. 7

8-10 am	SECURITY & SOFTWARE MARKETPLACE Location: Potomac C		
10 am-2 pm	DEVELOPERS SEMINAR Co-Sponsored by: Chamberlain Access Solutions and Inside Self-Storage (Separate registration required.) Location: National Harbor 6		
	FACILITY MARKETING & PROMOTION Location: Potomac 5-6	DAY-TO-DAY OPERATION & FACILITY MANAGEMENT Location: Potomac 3-4	CONSTRUCTION, DEVELOPMENT, REAL ESTATE & FINANCE Location: Potomac 1-2
8-8:50 am	How to Use the Internet to Build Your Self-Storage Business: An Overview	Partnering With a Third-Party Management Company in a Changing Self-Storage Climate	Your Next Great Self-Storage Profit Center: Boat and RV Storage
9-9:50 am	Building Your Own Self-Storage Website and E-Mail Database	Managing Risk, Cutting Costs and Minimizing Loss With Self-Storage Insurance	Green Building Certification: What It Can Do for Self-Storage Builders Today
10-10:50 am	Marketing Your Self-Storage Business Online: Directories, Search Engines and More	Survival Tips for Today's Self-Storage Manager—Insider Secrets!	Going Solar in Self-Storage: Products, Usage, Benefits and More
11-11:50 am	Seeing the Web at Work for Self-Storage: Online Case Studies	Improving Customer Relations in a Challenging Self-Storage Market	Facility Facelift: Revitalize Your Buildings and Your Bottom Line
Noon-5 pm	EXPO HALL OPEN Location: Prince George—Hall D		
5-6:30 pm	COCKTAIL RECEPTION Co-sponsored by: Mako Steel Inc. and U.S. Door & Building Components Location: Potomac C		

THURSDAY, OCT. 8

8-9 am	BUYERS & SELLERS MEETING Location: Potomac 3-6		
9 am-Noon	EXPO HALL OPEN Location: Prince George—Hall D		
Noon-6 pm	MANAGEMENT WORKSHOP (Separate registration required.) Location: Baltimore 3-5		
Noon-12:50 pm	VENDOR PRESENTATION SiteLink Management Software and the Internet Sponsored by: SMD Software Inc. Location: Potomac 1		
1-1:50 pm	VENDOR PRESENTATION Real \$0 Money Down Case Studies Sponsored by: Self Storage Profits Inc. Location: Potomac 1		

*Schedule subject to change without notice.