



International Comfort Products™

2014 MAP Meeting

Now is the Time to Register!

We are excited to announce our 11th annual MAP Meeting dates and location.

Indianapolis, IN

June 10-12, 2014

How can ICP Marketing Programs help you, help your dealer? Join us to find out!

- ◆ Share ideas with your peers from across the country.
- ◆ See ICP quality on factory and engineering tours.
- ◆ Learn how Social Media is replacing traditional marketing processes.
- ◆ Hear about the future of ICP Marketing direct from the program leaders.

Tentative Agenda

Day 1 (June 10)

3:00 pm - 5:00 pm Registration
(located on 2nd floor of hotel)

6:00 pm - 8:00 pm Group Dinner

Day 2 (June 11)

7:00 am - 7:30 am Departure to Factory

8:00 am - 8:30 am Breakfast

8:30 am - 9:30 am Welcome

9:30 am - 12:00 pm Factory/Engineering Tour

1:00 pm - 5:00 pm Presentations/Breakout Sessions

5:45 pm - 8:00 pm Reception/Dinner & Awards
(Business casual—wear MAP shirt)

Day 3 (June 12)

7:00 am - 7:30 am Check-out of Hotel with Luggage

8:00 am - 8:30 am Breakfast at Factory

8:30 am - 12:00 pm Social Media Training

12:00 pm Lunch and Departure

Location

The Conrad
(located downtown Indianapolis)
50 West Washington Street
Indianapolis, IN
(317) 713-5000
Room Rate: \$189 + tax

Registration

www.icpexcellence.com
Deadline to register is **May 13, 2014**.

Cost Sharing

There is no charge for the meeting, materials or included meals. All other expenses are the responsibility of the attendees, with normal travel and hotel expenses eligible for 100% co-op through General Marketing Funds.

Questions: Contact Kim Cashion at (931) 270-4301