



Livin' the Skate Life at the 83rd Annual
**Roller Skating Association
Convention & Trade Show**

New Date!
August 23-27, 2020
Tropicana - Las Vegas, NV

Delegate **Prospectus**



Tropicana
LAS VEGAS





2020 Convention Planning COMMITTEE

I am pleased to welcome you to Las Vegas and to share with you the city and this exciting event. In it's 83rd year, the Roller Skating Association Convention and Trade Show is the only event in the world created specifically for roller skating rink owners, operators, managers, future owners/operators and the businesses that cater to them. Many people have worked very hard to produce this year's convention, especially the 2020 Convention Planning Committee that you see listed here. With their guidance, we have put together a remarkable week of fun and educational programming for you. As you can see, we have changed the date to August due to the current nationwide COVID-19 outbreak and are looking forward to seeing everyone this fall instead!

Make certain that you take the time to attend the many social events that are planned, including the kick-off Welcome Reception **#WhiteParty** that was a huge success last year!

This year, seminars will all be based around the theme "Livin' the Skate Life." You'll learn all about what's **#Trending** on social media and how to make money with social media advertising. Attendees will learn how to craft several new roller skating promotions with the **#PromotionsTripleThreat**, as well as how to nail your target market with **#WinningMarketing** strategies.

Attendees will be able to listen in on our **#ProfitableExperts** panel and learn all about **#WhatTheAppsThat** to find apps that can help you promote your business and make it run more effectively.

Our main stage headlining **#Keynote** speaker will be Beth Standlee of TrainerTainment who will be teaching you how to connect personally in an impersonal world, how to provide **#EpicBirthdayParties** and will be leading our **#RollerSkatingUniversity** on Thursday!

Join the best legal minds in the industry as **#IaldInvestigates** teaches you how to handle an incident in your facility to mount a successful defense. Plus, you'll get to have an educational **#BreakfastWithIalda** to learn even more!

Some of you may remember Joe Micatrotto of Raisin' Cane (the chicken guy) from two years ago when he wowed members during his popular seminar. He'll be back with us this year to teach you all about **#concessions** and how to improve your guest services, quality products and cleanliness to ensure your customers are getting exactly what they want. In addition, you'll learn how and why to use the **#STEMprogram** in your skating center and tips and tricks for **#STEMlicenseesonly**.



We hope that you'll take this opportunity to join us in Las Vegas, Nevada as we celebrate and promote the industry we all love and represent Livin' the **#Sk8Life**.

Best Regards,

Jeff Couey
RSA President



Chris Finley, Chair



Bobby Bentley



Doug Foval



Billy Thompson



Ava Couey



Shane Locklear

All About This Year's THEME

Livin' the Skate Life

This year, the RSA Convention Committee decided to go with the theme of Livin' the Skate Life and will be using the hashtag **#Sk8Life** throughout the Convention.

Our hope is to encourage each and every member to embrace the importance that social media plays in marketing and business models for nearly every business today – especially those that deal with the general public like the roller skating industry.

Throughout the day, make sure to take photos of your adventures and share to your Instagram, Facebook, Twitter, TikTok, Snapchat or other social media outlets with the **#Sk8Life** hashtag so that we can show the world that the roller skating industry is alive and thriving.

We hope that the seminars we have put together for you energize, educate and inspire you to take ideas back to your businesses and communities.



#Sk8Life



Venue Accommodations

Set on the famed Four Corners with commanding views of the Las Vegas Strip, Tropicana Las Vegas — a DoubleTree by Hilton facility — boasts stylish rooms, suites and luxury villas, complete with acclaimed restaurants, premier entertainment options and a 50,000-square-foot casino offering awards and rewards through Marquee Rewards®.

The resort redefines the expectations of today's global travelers by providing a casually elegant experience on The Strip, all with a South Beach rhythm and vibe. The property also features Glow® a Mandara Spa and fitness center, Laugh Factory Comedy Club and a number of restaurants.

For additional information or for reservations, please call 1-800-634-4000. Located at: 3801 S. Las Vegas Blvd., Las Vegas, NV 89109

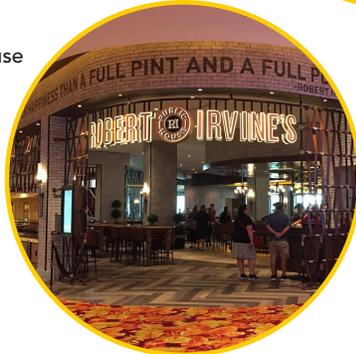
Tropicana LAS VEGAS



Dining & Drinks

While the event does provide some meals, members will have several opportunities to dine on their own time. Below are several restaurants located within the facility.

- Robert Irvine's Public House
- Red Lotus Asian Kitchen
- Savor Brunch Buffet
- Oakville Steakhouse
- Bacio
- Fresh Mix
- Barista Cafe
- South Beach Food Court
- Starbucks
- Trago Lounge
- Chill'm



Plus, numerous other restaurant options within walking distance!

Transportation

The hotel does not automatically provide airport shuttles, but guests can contact the Bell Desk at 1-702-739-2651 for limousine, shuttle and taxi information or view the information online.

You may alternately download the Uber or Lyft apps on your cell phone to find transportation to the hotel.



Amenities

While you'll be within walking distance of dozens of fun places on The Strip, the Tropicana offers a 10,000 square foot spa with nine private treatment rooms, Couples Wet Villa and Couples Wet Suite with oversized bath and couples shower, a relaxation lounge, locker rooms, steam room, and a spa menu with 50 different treatments. You can also get a cut, color, style, facial, makeup application or nail treatment.

Every hotel room or suite comes equipped with a Euro Top Serta mattress, LED TVs, 300-thread-count linens, custom furnishings, wireless internet, iHome, workspace areas and an in-room safe that will fit your laptops and valuables.

Reserve Your Room

Call 1-800-634-4000 and mention the Roller Skating Association or use code SRSA20 by **August 3, 2020** to make your room reservation or visit <https://book.passkey.com/event/49935955/owner/1356/home> (we have also shortened the URL to <https://tinyurl.com/BookYourRoom2020> for ease) or you may visit www.rollerskating.com to find the link to book your room.

Room rates: Sunday - Thursday are only \$105/night. \$10 daily resort fee.

Deadline: August 3, 2020

Check-in: 3 p.m.

Checkout: 11 a.m.



Quick View Schedule

The Roller Skating Industry Convention and Trade Show is one of the only events in the world designed to connect roller skating business owners and operators with one another at an all-hands-on-deck, week-long event where you collaborate with other business owners at lunches, receptions, round-tables and educational seminars.

Attendees will be provided with the largest trade show in the roller skating industry with more than 100 vendors poised to show you what they have to offer your business. Attendees will also be treated to 15-minute interactive #VendorCation presentations held during the trade show on Tuesday and Wednesday.

With numerous seminars and a dozen interactive presentations during the trade show, the educational lineup at the 2020 Roller Skating Industry Convention and Trade Show was designed to help you create new ideas and confront issues you're facing in your business and how to address them head-on to further see a direct impact in your bottom line.

Want more information on the seminars offered? Keep reading...we've outlined every single event for you to review ahead of the convention.

The focus of convention is to educate you so that you can fast track your business forward. Whether you're learning about how to create birthday parties that rake in the bucks or how to find an app that can save you time and money, there's something for everyone at this year's event!



I just wanted to thank the RSA and everyone involved with the convention. I argued with myself for two weeks on whether I should spend the money to go or not. I finally booked it and then my wife surprised me and tagged along too. I came back with a lot of ideas, was introduced to new products, and chatted with several owner/operators throughout the week. I even met vendors for the first time that I felt like I already knew. I'm amazed how well everyone helps everyone out!

- Travis Smith, Easley Skate Center

#JustAReminder

Due to this being an election year, please note that dates and times of seminars may change or be added. Members will be notified of changes.

SUNDAY, AUGUST 23

Get #CPRCertified

Know Your #FirstAid by National Safety Council

Keepin' Track with the #SkateMaintenance Program

Teachin' the #SkateLife with Coach Training

#LifeMember Reception, Dinner and Awards
(Invitation Only)

MONDAY, AUGUST 24

#Newcomer Welcome Breakfast (Invitation Only)

#BreakfastBar

#GeneralAssembly with Election

#ChapterLunch (Ticketed Event)

#Keynote Presentation with Beth Standlee

#ConcessionsLife with Joe Micatrotto

#STEMclass Seminar

#WhatTheAppIsThat Technology Update

#WhiteParty Welcome Reception with Live Auction

TUESDAY, AUGUST 25

#Breakfastconvo with IALDA

#IAALDAInvestigates Incidents

#WinningMarketing with Ross Bernstein

#TradeShow with #Vendorcation Seminars, Roller Skating Foundation #SilentAuction and 50/50 Raffle

#PromotionsTripleThreat

What's #Trending in Social Media

#STEMlicenseesonly Seminar - Part 1

#SureGripAndPacer Reception

WEDNESDAY, AUGUST 26

#CoffeeBreak with Hownd

#ThreatPrep to Protect Your Business

#ProfitableExperts Panel

#TradeShow with #Vendorcation Seminars, Roller Skating Foundation #SilentAuction

#EpicBirthdayParties Birthdays that Bring More Business

#STEMlicenseesonly Seminar - Part 2

How to #MakeMoney With the Roller Skating Foundation

#PresidentsDinner and Reception (Ticketed Event)

THURSDAY, AUGUST 27

#RollerSkatingUniversity with Beth Standlee

Speaker Highlights

Beth Standlee, Keynote & RSU Speaker

Beth Standlee is the author of *People Buy From People, How to Connect Personally in an Impersonal World*, released May of 2019. She is the CEO/Founder of TrainerTainment, a coaching and training company focused on growing others in the areas of sales, service, and leadership.

Beth has spoken to audiences in nearly every state in the United States, all across Canada, in Dubai, Paris, and Sweden. Her energy and enthusiasm is contagious and you can be sure the content of her message will provide you with real world solutions and the motivation to implement now. If you want to grow your life and your business,

buckle up and spend some time with Beth!

Join us as she introduces her personal and proven sales process that will help you gain financial and personal freedom. Standlee knows about the party industry quite well - she was generating corporate and group events and birthday parties that were generating 75-100 birthday parties a week and 40-70 company and group events a month. She took that knowledge

and passion and developed a business that trained other people on how to host parties and is now considered the go-to for best

practices in the party industry. With several of her clients going on to win IAAPA's "Top FEC of the

World" award, her list of achievements continues to grow with a strong team of people behind her to help move the party industry forward.

Beth will teach you how to personally connect in an impersonal world and why it is important to look up from your phone and into the eyes of the people you serve in her **#Keynote** presentation.

Her **#EpicBirthdayParties** seminar will teach you how to book MORE, connect MORE and have MORE fun with your team.

In addition, you will get a full three hours with Beth while attending **Roller Skating University** where you will learn:

- Is your business running you or are you running your business?
- Your competitive advantage is your team. Are you surrounded by people who VALUE your mission?
- The ABCs of Performance Management (a must-attend session if you want to be a better leader!)



Ross Bernstein, Marketing Speaker

The best-selling author of nearly 50 sports books, Ross Bernstein is an award-winning peak performance business speaker who has keynoted conferences on all seven continents for audiences as small as 10 and as large as 10,000.

Ross and his books have been featured on thousands of television and radio programs over the years including CNN, ESPN, Bloomberg, Fox News, and "CBS This Morning," as well as in the Wall Street Journal, New York Times and USA Today.

He's spent the better part of the past 25 years studying the DNA of championship teams and his program, "The Champion's Code: Building Relationships Through Life Lessons of Integrity and Accountability from the

Sports World to the Business World," not only illustrates what it takes to become the best of the best, it also explores the fine line between cheating and gamesmanship in sports as it relates to values and integrity in the workplace.

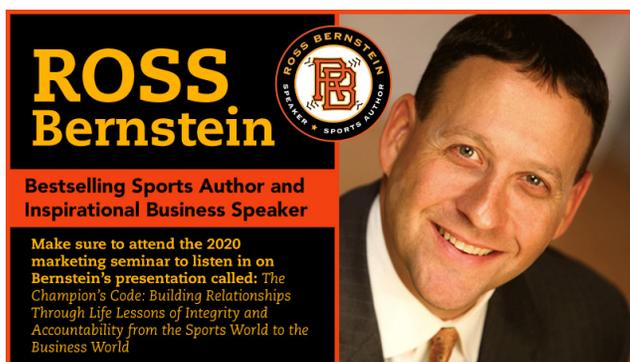
Ross' program is all about the DNA of what makes champions in sports so unique and how that relates to business. His PowerPoint is full of amazing photos about inspirational sports stories and successful teams that tie into ethics and accountability, and about doing things the right way — with respect. There are reasons certain teams win consistently, whereas others don't — and he explains why. It's based largely on the "Good to Great" concept of how the best companies are able to separate themselves from the rest of the pack through

servant leadership, creating a culture of excellence, developing deeper relationships, and by giving extraordinary customer service.

In an engaging, provocative, and visually entertaining style, Ross will use inspirational stories and poignant life lessons from the world of sports to show attendees how to:

- Create a "culture of excellence" by giving extraordinary customer service.
- Generate momentum by utilizing the "currency of karma."
- Follow their moral compasses to win "the right way," with respect, ethics, and integrity.
- Be better leaders and create more "buy-in" by embracing change and failure.
- Evolve from "order takers" to "trusted partners" by enhancing the quality of their relationships.

Make sure to attend this engaging and informative marketing seminar at the 2020 RSA Convention and Trade Show!



Complete Event Schedule

The RSA Convention for 2020 will be held as a single-room event where attendees will be able to view every seminar together, ensuring that everyone is able to listen in on the collaborative efforts of the membership as a whole.

SUNDAY, AUGUST 23

GET #CPRCERTIFIED

Join Sharon McMahon for this annual seminar where you will learn how to perform CPR in the event of an emergency at your skating center. Once complete, participants will receive three credit hours and will receive their CPR certification (or re-certification required every two years) from Danville Area Community College with certification mailed after the event is complete.



KNOW YOUR #FIRSTAID BY NATIONAL SAFETY COUNCIL

Whether you have a child fall and break a limb, an adult having a heart-related issue or you're dealing with everyday bumps and bruises, injuries at your rink can sometimes be a little scary. We want you to be prepared for these situations by knowing the basics in first aid treatment. Come learn what to do in that emergency so that you are providing the best possible care for your customers and peace of mind for yourself. Members will receive their certification or re-certification (required every two years) from Danville Area Community College with certification mailed after the event is complete.

KEEPIN' TRACK WITH THE #SKATEMAINTENANCE PROGRAM

The RSA and JBL partnered together to create a skate maintenance program to offer to RSA members which helps roller skating centers to simplify the task of documenting skate inspections, maintenance and repairs. The program is electronic, so there are no papers to mess with, and it keeps track of all data necessary to protect yourself in the event of a liability. This is a completely free program from the RSA for members and everyone is encouraged to come learn why it is so popular among rink owners and how you can utilize it in your rink.

TEACHIN' THE #SKATELIFE WITH COACH TRAINING

Get certified to be a Learn to Skate coach, IHA competition manager or speed official. Certifications will be provided by the SRSTA and IHA.

#LIFEMEMBER RECEPTION AND DINNER (INVITATION ONLY)

Every year, the Roller Skating Association International honors those individuals who have been given lifetime achievement awards, honors and accolades with a private reception and dinner. This year, we will be honoring Tina Robertson Winkler on receiving the RSA's Life Member award for 2020. Event is by invitation only.

REGISTRATION DESK

Sunday

9 a.m. - 5 p.m.

Monday

8 a.m. - 5 p.m.

Tuesday

8 a.m. - 5 p.m.

Wednesday

8:30 a.m. - 4 p.m.



FAQS FOR ATTENDEES

HOW DO I CHECK IN FOR CONVENTION?

When you come to the event, you'll visit the registration desk starting on Sunday morning at 9 a.m. You'll fill out a quick sheet telling us where you're staying and an emergency contact number, pick up your delegate badge, tickets for various events and delegate bag. Once you're finished registering, you may head to your first seminar.

WHEN DO I NEED TO WEAR MY BADGE?

At all times! This event is closed to paying delegates only and the only way we and security know if you're paid is if you have your badge with you. Please wear it at all times - including special events. Do not share your badge with other individuals.

WHAT IS THE ATTIRE?

Feel free to come dressed comfortably in business casual attire when attending daily seminars. Bring a sweater if you run cold as rooms can sometimes be chilly. For evening receptions, feel free to dress up if you'd like. The White Party is an all-white clothing event. The President's Dinner is a formal event, but come dressed comfortably for dancing and evening fun.

WHAT DO I NEED TO KNOW ABOUT THE ELECTION?

The Presidential Election takes place during General Assembly Meeting of the Members. Members do not need to be paying delegates to attend the annual meeting of the members. Each member rink will receive one vote and will be instructed on how to do so. A seminar may be held during the election in order to continue educating members throughout the voting period.



Complete Event Schedule

MONDAY, AUGUST 24

#NEWCOMER WELCOME BREAKFAST (INVITATION ONLY)

Being a first timer at events can sometimes be overwhelming, and we understand that! That's why we are hosting a newcomer breakfast for first time convention attendees only and an invitation only event.

#BREAKFASTBAR

Come join your fellow members for breakfast before the General Assembly!

#GENERALASSEMBLY WITH ELECTION

Receive updates on the current state of the RSA and share in the excitement of honoring the winners of the RSA's most recent and prestigious awards. Plus, vote for the next RSA President and Vice President for 2020.

#CHAPTERLUNCH (TICKETED EVENT)

Sit down with members from your local sections and discuss current events, hot topics, rink issues you may need suggestions to fix, etc. Each section has its own tables, so just grab some food and mingle.

#KEYNOTE PRESENTATION WITH BETH STANDLEE

Join Beth Standlee for this powerful keynote presentation on how to personally connect in an impersonal world. We all know that technology runs our lives, but when it comes to business we need to learn the importance of putting down the phone and looking directly into the eyes of the people we are serving. Beth will teach you ways to connect with your customers on an entirely new level.

#CONCESSIONSLIFE WITH JOE MICATROTTO

Two years ago, Joe Micatrotto of Raisin' Cane's fame brought us a phenomenal seminar. He's back to share with you everything you need to know about improving your guest services, offering quality products and ensuring cleanliness of your concessions area.

#STEMCLASS SEMINAR

Join the USA Team as they show you exactly what a STEM program class looks like in this complete class-style demo of an in-rink lesson plan.

#WHATTHEAPPISTHAT TECHNOLOGY UPDATE

Need to learn more about what apps can help your skating center work more efficiently and effectively? This seminar will highlight some of the best apps being used by roller skating rink owners and operators in their business that you might want to consider employing this year.

#WHITEPARTY WELCOME RECEPTION WITH LIVE AUCTION

Last year's white party was such a huge success that we decided to host one again. Come wearing all white attire to this fun evening of cocktails, music and a live auction with the Roller Skating Foundation!

TUESDAY, AUGUST 25

#BREAKFASTCONVO WITH IALDA

The International Amusement & Leisure Defense Association, Inc. is a non-profit association of lawyers and other professionals who are actively engaged in representing the interests of the amusement and leisure industries. Take this opportunity to have some one-on-one time with the attorneys that best represent our industry. The IALDA attorneys will also be discussing the assumption of risk statutes in different states. If you don't have one, get one!

#IALDAINVESTIGATES INCIDENTS

Join the best legal minds in our industry as they teach about how to handle an incident in your facility. Both proper investigation of incidents and preserving evidence that relates to the incident are vital to mounting a successful defense. Come hear IALDA attorneys explain proper procedures for thoroughly investigating incidents and steps that every rink should take to ensure that evidence is preserved.

#WINNINGMARKETING WITH ROSS BERNSTEIN

You don't want to miss out on Ross Bernstein's seminar that illustrates what it takes to become the best of the best, explore the fine line between cheating and gamesmanship in sports as it relates to values and integrity in the workplace. Ross' program is all about the DNA of what makes champions in sports so unique and how that relates to business. His PowerPoint is full of amazing photos about inspirational sports stories and about successful teams that tie into ethics and accountability, and about doing things the right way — with respect. There are reasons certain teams win consistently, whereas others don't — and he explains why. Learn how to separate yourself from your competitors through servant leadership, creating a culture of excellence, developing deeper relationships, and giving extraordinary customer service.

ROLLER SKATING FOUNDATION

#SILENTAUCTION & 50/50 RAFFLE

Join the Roller Skating Foundation as they raise funds to support its efforts by bidding on various items donated by businesses and members. If you are interested in donating items, visit www.rollerskating.com/silentauction for more information. Plus, make sure to participate in the Roller Skating Foundation's 50/50 raffle that will be announced before the end of the trade show on Tuesday!

ROLLER SKATING #TRADESHOW

Plan to join your fellow rink operators and experience the largest trade show of the roller skating industry. Meet with vendors and purchase the newest in this year's products and services.

LEARN WITH #VENDORCATION

Looking to learn something from your RSM members? Make sure to stand in on some of the 15 minute seminars throughout both days of the trade show! A variety of vendors and presenters will educate you on topics on everything from roller skate maintenance to flooring tips and tricks.



Complete Event Schedule

#PROMOTIONSTRIPLETHREAT

Join us as the Promotions Committee presents a hat trick with three new, unique roller skating promotions to help boost revenue and attendance. Attendees will also have a chance to win \$100 in cold hard cash in the Two-Minute-to-Win-It promotion quick fire at the end of the session. A signup sheet will be available in advance of the session to participate in the quick fire.

WHAT'S #TRENDING IN SOCIAL MEDIA

The Social Media Committee asks you to come join an expert panel as they share what's hot right now and how to make money with your social media advertising. As we all know, social media is a vast topic and the trends change constantly. Don't be left in the dust. Come join this seminar today to learn everything you need to know to put your best skate forward with social media.



#STEMLICENSEES SEMINAR - PART 1

Join the United Skates of America team to learn about new developments, ideas and methodologies behind the roller skating STEM program. **This is a licensee-only event.** Those who wish to register for the program before attending may do so by visiting the RSA registration desk.

#SUREGRIPANDPACER RECEPTION

Don't let the word "reception" fool you. These parties are always a huge hit with attendees with great food, entertainment and fun. Come join the Sure-Grip and Roller Derby/Pacer team for a fun and festive evening.

WEDNESDAY, AUGUST 26

#COFFEEBREAK WITH HOWND

Take a moment to stop by and grab a coffee before you start your day and listen in as the folks at Hownd talk to you about what's new for 2020 in technology and how to apply it to your business model.

#THREATPREP TO PROTECT YOUR BUSINESS

Join us as we teach you ways in which you can protect your business. Topic may consist of sexual harassment, how to keep your customers safe in the event of an active shooting situation or crowd control.

#PROFITABLEEXPERTS PANEL

This seminar will be a panel of successful rink operators from around the country who will be discussing operations, best business practices and a plan for 12 months of success. Come join the brightest minds in the industry as they share what makes their businesses so profitable.

ROLLER SKATING FOUNDATION

#SILENTAUCTION

Join the Roller Skating Foundation as they raise funds to support its efforts by bidding on various items donated by businesses and members. If you are interested in donating items, visit www.rollerskating.com/silentauktion.

ROLLER SKATING #TRADESHOW

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Looking to learn something from your RSM members? Make sure to stand in on some of the 15 minute seminars throughout both days of the trade show! A variety of vendors and presenters will educate you on topics on everything from roller skate maintenance to flooring tips and tricks.

#EPICBIRTHDAYPARTIES - BIRTHDAYS BRING MORE BUSINESS!

Come join Beth Standlee of TrainerTainment for a knockout seminar on the best birthday parties in the business. Join her as she takes you through an incredible journey on birthday parties and how this knowledge can be leveraged in creating increased birthday party demand.

- Book MORE parties with a polished process
- Connect with MORE people to expand your party business
- Have MORE fun with the right focused team



#STEMLICENSEES SEMINAR - PART 2

Join the United Skates of America team to learn about new developments, ideas and methodologies behind the roller skating STEM program. **This is a licensee-only event.** Those who wish to register for the program before attending may do so by visiting the RSA registration desk.

HOW TO #MAKEMONEY WITH THE ROLLER SKATING FOUNDATION

Come join the Roller Skating Foundation and learn everything there is to know about the topic of pass through grants and getting your business in local schools by utilizing the Roller Skating Foundation's 501(c)3 status.

#PRESIDENTSDINNER AND RECEPTION

(TICKETED EVENT)

Don't miss your last chance to eat, drink and dance with your fellow rink operators at this formal event celebrating the RSA President, the roller skating industry and those who contribute to it. Plus, make sure to grab a raffle ticket from your RSA Board Member or National Museum of Roller Skating Trustees at their trade show booth to win a giant raffle at the end of the night. Raffle tickets are \$50 each.



Complete Event Schedule

THURSDAY, AUGUST 27

#ROLLERSKATINGUNIVERSITY LEADERSHIP TRACT WITH BETH STANDLEE

Come join Beth Standlee in this three-hour educational leadership tract where you will learn:

Is your business running you or are you running the business?

All businesses experience "revolution" before evolution. What stage are you in? We will explore six key areas of your business to help shine the light on what matters most.

Your competitive advantage is your team. Are you surrounded by people who VALUE your mission?

When you hire people who believe what you believe, life becomes a lot more fun. The guest experience improves. Your ability to get out of your head and into the heart of the people who face your guests can make you the employer of choice and the entertainment venue of choice!



Performance Management

Ever wondered why some people perform at a high level and others disappoint? It may be that you have a lot more to do with it than you know. This short session will give you the:

- **A - Antecedent** (What comes before the behavior or performance you desire)
- **B - Behavior** (What the team member does after training ... or anything)
- **C - Consequence** (What you, the leader/manager, does after the behavior)

This is a **MUST ATTEND** session if you want to be a better leader.

Events in Vegas

Many attendees come in a little early or stay a few extra days to enjoy the sights and sounds of Las Vegas. Below is a quick list of announced events occurring during the week of the RSA Convention & Trade Show. To find information on all of these events, visit www.visitlasvegas.com and browse their events section to confirm all dates and times.

- 2020 Monster Energy Supercross
- Absinthe
- All Shook Up
- Amazing Magic Starring Tommy Wind
- Anthony Cools
- Atomic Saloon Show
- Australia's Human Nature Sings Motown
- Beatleshow
- Big Elvis
- Blue Man Group
- Brad Garrett's Comedy Club
- Brett Young
- Bruno Mars
- Bryan Adams
- Carrot Top
- Celestia
- Circus Acts
- Comedy Cellar
- Comedy Pet Theater
- Criss Angel Mindfreak
- David Copperfield
- Foreigner
- George Wallace
- Hans Klok: The World's Fastest Magician
- Hitzville! Motown Review
- House of Blues Gospel Brunch
- Jabbawoockeez
- Jimmy Kimmel's Comedy Club
- John Caparulo Mad Cap Comedy
- Ka by Cirque du Soleil
- Keith Urban
- Kevin Lepine Hypnosis Unleashed
- Lady Gaga Enigma
- Little Big Town
- Mac King Comedy Magic Show
- Matt Goss
- Michael Grimm Memphis Soul
- Michael Jackson ONE
- MJ Live!
- Neal McCoy
- Paranormal
- Penn & Teller
- Purple Reign
- R.U.N. - The First Live Action Thriller by Cirque du Soleil
- Raiding the Rock Vault
- Righteous Brothers Bill Medley and Bucky Heard
- RuPaul's Drag Race Live!
- Sheena Easton
- Shin Lim: Limitless
- Supercross Vutures
- The Australian Bee Gees Show
- The Beatles LOVE by Cirque du Soleil
- The Jets 80s and 90s Experience
- The Magic of Jen Kramer
- The Mentalist
- The Rat Pack is Back
- The Spazmatics
- Tierney Sutton Band
- Tournament of Kinds
- V - The Ultimate Variety Show (with roller skating act)
- WOW - Vegas Spectacular Show



Registration Fees

Quick Tips About Registration

HOW MUCH DOES MY RSA MEMBERSHIP SAVE ME ON CONVENTION REGISTRATION?

Roller Skating Association members save more than 50% off the non-member convention rate of \$750 by registering by the earlybird deadline of July 31, 2020.

HOW DOES MEMBER PRICING WORK?

Delegate fees for the first through the fourth include full convention access to all seminars, trade show and the President's Dinner. Fifth delegate or more includes full convention and trade show with a separate fee for the President's Dinner. You may also purchase a trade show only pass.

WHAT IF I'M NOT AN RSA MEMBER?

The member dues fee to belong to the Roller Skating Association International is just \$390 for the year. The money

saved on your convention registration fees and more than 60 other discounts and perks ensure that your dues pay for itself several times over throughout the year. Simply call our Membership Services department at 317-347-2626 Ext. 108, email membership@rollerskating.com or visit www.rollerskating.com/join.



WHAT ARE THE DEADLINES?

Early bird deadline: July 31, 2020

Pre-registration deadline: August 10, 2020

On-site: Must register on-site at event. No advance registration available after August 10, 2020.

ARE THERE INVITATION ONLY EVENTS?

Throughout the convention, there are certain events that are by invitation only, ticketed events or events specific to other individuals who are part of organizations in attendance. If you have questions about these events, check with us at the registration desk.

RSA Member Pricing & Deadlines

Delegate	Early Bird	Pre-Registration	On-site
	<i>Due: July 31, 2020</i>	<i>Due: August 10, 2020</i>	<i>Must register on-site. No advance registration after August 10, 2020</i>
First Delegate	\$350	\$400	\$450
Second Delegate	\$350	\$400	\$450
Third Delegate	\$275	\$325	\$375
Fourth Delegate	\$275	\$325	\$375
Fifth Delegate (or more each)	\$175	\$225	\$275
Trade Show Only Pass (1 day)	\$100	\$100	\$100

Non-Member Pricing

	Early Bird	Pre-Registration	On-site
	<i>Due: July 31, 2020</i>	<i>Due: August 10, 2020</i>	<i>Must register on-site. No advance registration after August 10, 2020</i>
Delegate	\$750	\$750	\$750
Non-Member Trade Show only (One day)	\$200	\$200	\$200

Additional Program Fees

Additional President's Dinner Tickets	\$100 adults	\$40 children
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Registration Form

Please complete this form in its entirety. Should you have questions, please call 317-347-2626 Ext. 102 or email convention@rollerskating.com. When completed, fax or email registration forms to: 317-347-2636 or convention@rollerskating.com. You may alternately mail your form with payment to: Roller Skating Association International, 6905 Corporate Drive, Indianapolis, IN 46278. To receive membership information, please call 317-347-2626 Ext. 108, email membership@rollerskating.com or visit www.rollerskating.com/join. Payment is due in full when registering. Credit cards will incur a 4% processing fee.

Contact Information

Main Contact Name		Skating Center	
Mailing Address		City/State/Zip	
Business Phone		Cell Phone	
Email Address		Website	

Delegate Details

First Name	Last Name	Delegate Fee	Tues. Trade Show Only Pass	Weds. Trade Show Only Pass	Add'l President's Dinner Fee	Attending RSU Y/N	First Timer Y/N
		\$	\$	\$	\$		
		\$	\$	\$	\$		
		\$	\$	\$	\$		
		\$	\$	\$	\$		
		\$	\$	\$	\$		
		\$	\$	\$	\$		
		\$	\$	\$	\$		
Column Totals		\$	\$	\$	\$		
Grand Total							

Payment Information

RSA Member ID #		Check Number <i>(Make payable to Roller Skating Association International)</i>	
Credit Card Number		Expiration Date	Security Code
Name on Card		Billing Address on Card	
City		State	Zip Code
Signature of Cardholder			

Special Accommodations

Persons with dietary restrictions, disabilities, etc. please indicate your needs below.

CANCELLATION POLICY: Thirty days prior to the convention date, a full refund, less a \$75 processing fee, will be issued. Less than 30 days, no cash refund; the full registration fee, less a \$75 processing fee, will be applied to next year's convention. There will be NO REFUND or further credit if member or non-member does not attend the following year. Please note, any cancellations must be provided in writing and refunds are not guaranteed until after event is complete.

Kooky Awards Entry Form

Each year, the Roller Skating Association International holds the Kooky Marketing Awards, powered by Pepsi, to give recognition to the best websites, flyers, television commercials and radio commercials in the roller skating industry. Each entry is judged on design, usability, representation, content and more. Awards are given in each category and members are encouraged to submit their best materials.



Participation is free. Winners will be announced in the RSA Today Newsletter.

Questions about the Kooky Marketing Awards? Contact Angela Tanner at 317-347-2626 Ext. 102 or email kookyawards@rollerskating.com

Deadline: July 10, 2020

Participation Rules

Participation in the Kooky Awards Contest is completely free. All flyers submitted electronically must be as PDF files (less than 5 MB) and emailed to kookyawards@rollerskating.com. You may alternately submit your flyers by mail to the address below.

Contact Information

Main Contact Name		Member ID #	
Skating Center			
Shipping Address		City/State/Zip	
Business Phone		Cell Phone	
Email Address		Website	
Person Accepting Award		Name to Appear on Award	

Categories

Please note that one form must accompany each and every entry. Please indicate the category you are entering below. Copy this form and submit one form for each individual entry. Each rink can only be a finalist once per category regardless of the number of submissions for an individual category. (Check one below)

Website TV Commercial Radio Commercial Flyer

Submission Criteria

Websites will be judged on: Design, Structure and Navigation (Does the design draw you in and make you want to explore the site? Is the site well structured? Is it easy to navigate?); Content (Is the site complete, up-to-date and easy for the user to find information?); Overall Experience (Would you recommend family and friends visit the site? Does it innovate? Is it interactive? Did you enjoy your visit and learn something new?).

TV Commercials will be judged on: Representation & Creativity (Does the advertisement represent the nominee's skating center through the use of video production and demonstrates creativity? Please submit on DVD in Windows Media Video Format (.WMV), (.MOV), or (.MPG) format.

Radio Commercials will be judged on: Design, Structure and Navigation (Does the advertisement represent the nominee's skating center through the use of audio production and demonstrates creativity? Please submit on CD in Windows Media Audio Format (.WMA) or (.MP3) file.

Flyers will be judged on: Design (Is the design appealing? Does it make you want to read the flyer or participate in the call to action?); Content (Is the flyer content complete and clear? Is it text heavy or does it use images, white space and other visuals?); Overall Experience (Was the flyer informative for your family and friends? Overall, does it excite the reader?). Copy this form and include one form per flyer. Submit via email (5 MB or less) as PDF files only.

**Email form and files to: kookyawards@rollerskating.com or mail to:
Roller Skating Association, c/o Kooky Awards, 6905 Corporate Drive, Indianapolis, IN 46278.**