



ASA's 2008 ANNUAL CONVENTION

Hyatt Regency Santa Clara • 5101 Great America Parkway
Santa Clara, CA 95054

Registration and Housing Form

(or register online at www.ASAsShop.org/Annual08)

Please print or type, copy form if more than two people attending.

Shop Name (required) _____

Address (required) _____

City, State, ZIP (required) _____

Phone (required) _____ Fax _____

Attendee #1 _____

Attendee #2 _____

E-mail Address _____

E-mail Address _____

Emergency Contact* _____

Emergency Contact* _____

Phone Number _____

Phone Number _____

Require Special Services to Attend

Require Special Services to Attend

*Please list someone who is not attending the Annual Convention.

Use attendee number to specify which function each person is attending.
Admittance to all functions is based on availability, and will be booked "first come, first serve."

REGISTRATION FEES (see policies on back of form)

Attendee #	Category	Early-Bird (Through March 27)	After March 27	Amount Due
_____	ASA Member*	\$225	\$495	_____
_____	Celebration of Excellence/AMI Graduation Only	\$ 75	\$ 75	_____

*All other attendees call (800) 272-7467, ext. 220

Optional Tour (includes lunch)

Thursday, May 1

_____	10 a.m. – 3 p.m. • Exploring the Mystery of Winchester Mansion	\$ 65	\$ 65	_____
			Total	_____

Seminars

Friday, May 2

_____ 2 p.m. – 5:15 p.m. • Management by Results

Saturday, May 3

_____ 8:45 a.m. – Noon • Connecting and Communicating – The Keys to Stress Reduction

Payment for Annual Convention Registration

Check (Payable to ASA) Check Number _____ Amount \$ _____

Credit Card American Express Discover MasterCard VISA

Card Number _____ Expires _____ Amount \$ _____

Name on Card _____ Signature _____ Date _____

(Hotel Reservation Form on Back)

Hotel Reservation Form

(\$197.13 deposit required to process reservation. All room reservations must be received by ASA no later than March 27, 2008.)

Name _____ Sharing Room With _____

Arrival Date _____ Departure Date _____

King (one bed) Double/Double (2 beds) (Room type based on availability – all rooms non-smoking)

Payment for Hotel Reservations

Check (Payable to Hyatt Regency Santa Clara) Check Number _____ Amount \$ _____

Credit Card American Express Diners Club Discover MasterCard VISA
(Credit Card will be processed by hotel not ASA.)

Card Number _____ Expires _____ Amount \$ _____

Name on Card _____ Signature _____ Date _____

Important: Read the Following Policies

Please complete the registration and housing portions of this form completely and forward to ASA's Accounting Department. Pay close attention to the payment portion of the form. Registration payment is payable to ASA, housing is payable to the Hyatt Regency Santa Clara. Fees must accompany registration and housing form in order to be processed. Save a copy of the registration/housing form and policies for your records.

Important Message to Attendees: The Automotive Service Association understands the financial responsibility of spending association revenue appropriately. Part of that responsibility is to control expenses of our meetings and conventions. A contract has been negotiated with this property to provide sleeping rooms, meeting room space, food and beverage and other amenities. Every effort has been made to secure the best possible group room rate for you at this property. *Please help ASA keep expenses for this event as low as possible by booking your housing needs at the host hotel and through the reservation process created by ASA.* Reserving your room elsewhere jeopardizes ASA's ability to meet its contracted obligations and will increase the association's expenses for the meeting. Thank you for your understanding and please enjoy the meeting.

Room Rates: The Hyatt Regency Santa Clara room rate is \$179 per night plus taxes of \$18.13 for a total of \$197.13 per night.

Hotel Reservations: All reservations, changes and cancellations must be done through ASA. To guarantee the ASA room rate, ASA must receive your housing form and deposit (\$197.13) no later than March 27, 2008. Housing forms received after March 27, 2008, will be processed on rate and room availability. ASA will acknowledge receipt of your reservation. The Hyatt Regency Santa Clara will not accept your reservation for the ASA Annual Convention. The Hyatt Regency Santa Clara will not refund a deposit if the reservation is cancelled less than 72 hours prior to the scheduled arrival. Note: Check-in time is 3 p.m. and check-out time is 11 a.m.

Parking: Self-parking is complimentary. Valet parking is \$5 plus tax per day. Overnight valet fee is \$14 flat rate.

Registration Specifics: Convention Registration includes: Continental Breakfasts, Lunches, Receptions, Celebration of Excellence, Meetings, Seminars and Seminar Materials.

Celebration of Excellence: Tickets will be available to those who choose to only attend the Celebration of Excellence for \$75 per person.

Special Services: If you require special services to attend the Annual Convention (special diet, etc.), check the space provided on the registration form. ASA will contact you concerning your needs.

Registration and Tour Cancellations: Notice of cancellation and request of a refund must be received in writing. A 50 percent refund will be processed if request is received by April 17, 2008. No refunds will be processed for requests received after April 17, 2008. Refunds will only be processed after the ASA Annual Convention.

Mailing Instructions: Return all completed forms and fees (ASA cannot bill you) to: ASA, P.O. Box 929, Bedford, TX 76095-0929, Attn: ASA Accounting Department.

Web Site: If you are paying your registration and housing with a credit card, you may go to the Web site and register online at www.ASAshop.org/Annual08.

FAX: If you are paying your registration and housing by credit card, you may fax your form to ASA, Attn: Carol Dennis at (817) 685-0225.

Any Questions Call:

Carol Dennis at (800) 272-7467, ext. 220

E-Mail: carold@asashop.org.

Register online at
www.ASAshop.org/Annual08