



USRA MAY EVENT

Re-Build... Re-Energize... Re-Connect
Creating an unforgettable experience with you!

APR 29-MAY 1, 2024 HILTON LAKE LAS VEGAS



Education

USRA events bring in speakers that are actually IN the business. We don't want someone who has "studied" it, but who has actually been in the trenches. We create interesting avenues to disseminate the information like Panels, Workshops, Keynotes and interactive activities.



Networking

The USRA May Event creates different opportunities for both retailers & vendors to network over the 3 days. Whether it be the designated networking hours, the golf tournament, cocktail parties, meals or the creative evening activities.



Community Over Competition

Both retailers & vendors have the opportunity to share their stories. They are able to share their successes and their failures. All walls are dropped and we become one community looking for ways to make our industry the best it can be.

**Find your AHA Moment at
The Industry's Premiere Networking Event**

SIGN UP TODAY!



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www.USRAonline.org



The difference between who you are and who you want to be is what you do.

USRA MAY EVENT 2024



The MAY EVENT

Uniting the Shoe Industry

**The USRA May Event
is a unique opportunity to utilize the resources
of the shoe industry's strongest Independent Retailers & Vendors.**

The MAY EVENT creates and strengthens Partnerships:

Whether it is Retail/Retail, Retail/Vendor or Vendor/Vendor....

We can all learn something from each other.

That is what is done at the May Event. We network & brainstorm TOGETHER.

There are Speakers, Workshops, Round Tables and Panels involving Retailers, Sales Reps and Vendor Executives. The May Event offers many different ways to share and disseminate information while making sure we involve all sectors of our footwear community.

This is all done in a beautiful resort setting.

The annual golf tournament takes place on the first morning. The seminar portion begins that afternoon with an amazing keynote speaker followed by networking and orders. The evening starts with a cocktail party, banquet dinner and awards.

The following day is full of interaction through panels: where attendees hear from our industry's strongest and most knowledgeable and Workshops: where attendees brainstorm together on issues currently facing the industry. We end the business day with more networking followed by another cocktail party, banquet dinner and an evening event involving more networking.

We finish off the last day of this amazing event with more Dynamic Speakers.

Vendors have the opportunity to display their shoes throughout the entire three days, giving Retailers a chance to look at the lines in a very relaxed atmosphere. Not only can they look at the shoes, but many of our generous Sponsors offer discounts on orders left during this three-day event.

**So whether you are in Retail or in Wholesale,
a Sales Rep or an Executive....
THE MAY EVENT HAS SOMETHING FOR YOU!**

One Industry...One Goal...One Place.

USRA MAY EVENT

1994-2024

Over 30 years of Believing & Building "Partnerships"



THE MAY EVENT

April 29-May 1, 2024 at the incredible Hilton Lake Las Vegas Resort & Spa

\$4500 Sponsorship Fee

*\$500 Advertising Fee DUE NOW to hold your spot (credit applied toward total payment)

*Previously, we've SOLD OUT, Sign up early to insure space availability
Form In & Balance Paid by February 16, 2024 (Price Increase 02/17/2024)*

**Non-Refundable Advertising Fee*

Your 2024 May Event Sponsorship Package includes:

2 Rooms (Sunday, Monday & Tuesday nights)

Continental Breakfasts (Tuesday & Wednesday)

Cocktail Party & Banquet Dinners (Monday & Tuesday)

Golf Tournament with Cart (Monday – Shotgun start)

Your company name will be listed on a tee sign during the Tournament
(This Tournament is for Attendees ONLY – NO OUTSIDE GUESTS PERMITTED)

Display Table (Entire 3 days)

Each Sponsor receives ONE six foot table to display shoes
*Companies with multiple brands must pay sponsorship fee for each brand to be displayed.
Only the brand sponsored may be displayed*

ADVERTISING

Your company will be advertised in USRA publicity regarding this Event
(Newsletters, Email Blasts, Websites, Footwear Plus, & May Event Mailings)
Listed on USRA Site as a “VIP – Very Important Partner” with a link to company website

COMPANY AD

Ad in The Program Booklet and Event Ending Slide Show – Optional (Must be turned in by Deadline)

COMPANY LOGO LISTING

Logo in Event Slide Show – Optional (Must be turned in by Deadline)

PROGRAM BOOKLET LISTING

All Sponsors will be listed in the Event Program Booklet that will be given to all May Event Attendees ‘
and on the Event Power Point Presentation

FREE USR MEMBERSHIP FOR ALL COMPANY REPS

•All Company Reps receive FREE membership into the United Sales Reps (USR) for one year. (\$45 yearly membership fee required to maintain membership after one year or Company’s participation in following years May Event, if desired)



THE MAY EVENT

WHAT DO VENDORS GET AT THE MAY EVENT????

- Deluxe accommodations – 3 nights at an amazing resort, Event Golf Tournament, 2 nights of Banquet Dinners, 2 Cocktail Parties, 1 full day with Lunch, 2 days Continental Breakfasts, All Seminars, Workshops & Entertainment.
- Learn from knowledgeable & exciting Speakers
- Learn from leading Industry Experts
- Utilize the resources of the Shoe Industry's strongest Independent Retailers & Vendors
- The Chance to:
 - Connect with Unfamiliar Retailers
 - Network with Retailers
 - Network with other Vendors
- CPED's have the opportunity to earn continuing education points
- All Company Reps receive **FREE** membership into the United Sales Reps (USR) for one year. (\$45 yearly membership fee required to maintain membership after one year or Company's participation in following years May Event, if desired)
- A place to brainstorm, share ideas, problem solve and offer support & guidance to one another. It is a place where all walls are dropped and we become one industry working together for a common cause -- keeping the Independent Shoe Retailer alive and growing.
- Show your lines in a relaxed atmosphere
- Many Vendors offer discounts on any orders written at the 3 day Event creating an incentive for retailers to leave orders at the event
- The opportunity to meet new & interesting people
- A Special Connection with Retailers - There is a special connection, a loyalty, made at this Event. Retailers have the opportunity to see many Vendors they may not see at the shows and vice-versa. Due to the unique environment of the May Event, attendees find themselves doing business without even realizing it.
- Instead of just attending a Business Meeting, the May Event has become a group of friends getting together to discuss business: *Selling shoes is not the focus of the Event, it is a bonus!*

If you've never personally attended this Event, you **MUST** attend this year. The May Event is a very unique and beneficial Event. It is the only one like it within the shoe industry. Until you have actually attended this amazing Event, you cannot understand the incredible benefits it has to offer.

The networking and connections made there cannot be compared -- It is an Event not to be missed!!

RETAILERS HELPING RETAILERS, REPS & VENDORS



"The Industry's Association"

Get Connected with the USRA



THE MAY EVENT

April 29-May 1, 2024

at the incredible Lake Las Vegas Resort & Spa

\$4500 Sponsorship Fee

*\$500 Advertising Fee DUE NOW to hold your spot (credit applied toward total payment)

*Previously, we've SOLD OUT, Sign up early to insure space availability
Form In & Balance Paid by February 15, 2024 (Price Increase 02/16/2024)*

**Non-Refundable Advertising Fee*

Your Sponsor Package includes:

The opportunity to network with some of the industry's strongest Independent Retailers & Vendors

Pre-Event Set Up Day - April 28

Table for set up

2 Rooms Deluxe Accommodations – *(Sunday eve)*

Day One - April 29

Golf Tournament with Cart & Lunch shotgun start

Seminars + Workshops + Networking with Retailers & Vendors

Hosted Cocktail Party + Banquet Dinner + Evening Entertainment

2 Rooms Deluxe Accommodations – *(Monday eve)*

Day Two - April 30

Continental Breakfast + Lunch + Banquet Dinner

Seminars + Workshops + Networking with Retailers & Vendors

Hosted Cocktail Party + Evening Entertainment

2 Rooms Deluxe Accommodations – *(Tuesday eve)*

Day Three - May 1

Continental Breakfast

Seminars + Networking with Retailers & Vendors

CPED Points for the entire Event

**NETWORK WITH SOME OF THE INDUSTRY'S STRONGEST RETAILERS
1994-2023 ATTENDEES HAVE INCLUDED**

<p>Abbadabba Shoes – Tucker, GA Achieve Footwear – Crystal Lake, IL Alaska Walking Store – Anchorage AL Apache Foot & Ankle Specialists & Dr Foolsies – Las Vegas, NV A Proper Fit – Reno, NV Aptos Shoes & Apparel – Aptos, CA Arizona Comfort Shoes - Mesa, AZ Arizona Shoe Box – Prescott, AZ Azusa Shoes - Calistoga, CA Baker's Birkenstock - Chico, CA Barebones – Sacramento, CA Beck's Shoes – San Jose, CA Benges – Grand Junction, CO Benjamin Lovell – Pittsburgh, PA Bennie's – Atlanta, GA Beverly Hills Euro - Beverly Hills, CA Big & Little Shoes – Chicago, IL Birkenstock of Bend – Bend OR Birkenstock of SD – San Diego, CA Birkenstock Midtown – Sacramento, CA Bootlegger's – Rochester, NH Boot World – San Diego, CA Brenner's – Nanuet, NY Brill's Shoes – San Bernardino, CA Brown's Sport Shoe - Durango, CO Brown's Shoe Fit – Cheyenne, WY Brown's Shoe Fit - Durango, CO Brown's Shoe Fit – Hanford, CA Brown's Shoe Fit – Mitchell, SD Brown's Shoe Fit – Montrose, CO Brown's Shoe Fit – Roseburg, OR Brown's Shoe Fit – San Luis Obispo, CA Brown's Shoe Fit - Shenandoah, IA Brown's Shoe Fit – Topeka, KS Brown's Shoe Fit - Visalia, CA Cactus Flower – Palm Desert, CA CC McKenzie – Portland, OR Cartan's Shoes – Fort Worth, TX Champion Shoes – Lewisburg, PA Charles Shoes – San Luis Obispo, CA Chiapetta Shoes – Kenosha, WI Citi Shoes – San Francisco, CA Cobblery, The – Palo Alto, CA Comfort One Shoes – Washington, DC Comfort Shoe Loft – Lake Forest, CA Cottonwood Shoes – Cottonwood, AZ Dardano's – Wheat Ridge, CO Desert Birkenstock – Las Vegas, NV Dodd's Shoe Co – Laramie, WY Dressed – Tucson, AZ Ecco – Scottsdale, CA Elias Shoes – Murrieta, CA Elements – Berkeley, CA Elliott's Shoes – Knoxville, TN Euro Walk – Palo Alto, CA Feet for Life - Visalia, CA Fit To Be Tied – W Des Moines, IA Fleet Feet - Albuquerque, NM FOII Clothing – Los Angeles, CA Foot Foundations – Los Angeles, CA Foothill Shoes – Yuma, AZ Footland Sports - Santa Fe Springs, CA Footprints – Newington, CT Foot Savvy – Greenwood Village, CO Foot Solutions – Arcadia, AZ Foot Solutions – Goodyear, AZ</p>	<p>Foot Solutions – Grand Rapids, MI Foot Solutions – Sandy Springs, GA Foot Solutions – Scottsdale, AZ Foot Solutions – Sherman Oaks, CA Foot Traffic Shoes – San Rafael, CA Footwear Etc – Sunnyvale, CA Footwise – Corvallis, OR Footworks – Cincinnati, OH Foster's – Tucson, AZ Geox – Canoga Park, CA Globe Footwear – Paramus, NJ Golden Shoes - Traverse City, MI Great Lakes Industrial Shoe- Akron, OH Guarantee Shoe Center – Bakersfield, CA Hanig's - Chicago, IL Hansen's Comfort – Santa Clara, CA Harry's Shoes – NY Hawley Lane Shoes – Milford, CT Hedi's – Carmel, CA Hilton's - Bellingham, WA HyTest Safety Shoe- Milwaukee, WI Imelda's – Portland, OR Industrial Shoe Warehouse – Santa Ana, CA J. Stephens Shoes – West Hills, CA Jay's Wide Shoes – Beaverton, OR Johnson's Family Shoes – Chico, CA Joy-Pers Shoes – Salinas, CA Karavel Shoes – Austin, TX K-Swiss Outlet – Lancaster, CA Kyles Shoes – Sun City West, AZ La Jolla Shoe Gallery – La Jolla, CA Lebo's – Charlotte, NC Little's Shoes – Pittsburgh, PA Lucky Feet Shoes - San Dimas, CA Lucky Shoes – Akron, OH Mark Adrian Shoes – Gloucester, MA Market Street Shoes -Seattle, WA Marsden's – Whittier, CA McCulloch's Wide Shoes – Brea, CA Michelle's Hilltop Emp -Running Springs, CA Michigan Ind Shoes – Farmington Hills, MI Michael's Comfort Shoes – Tucson, AZ Mike Meyers Shoes – Phoenix, AZ Mike's Shoes – San Luis Obispo, CA Mirolli Shoes – Orland Park, CA Moon Lady – Willits, CA On The Run – San Francisco, CA On Your Feet – Sante Fe, NM Orva Shoes – New York, NY Perfect Fit Shoes – Las Vegas, NV Pueblo Shoe Corp – Albuquerque, NM PSNE Group – Taftville, CT Quenvold's Safety Shoemobile – Martinez, CA Red Rock Running – Las Vegas, NV Riviera Euro Comfort – Redondo Beach, CA Rockport Shop, The – Novi, MI Romax – Seattle, WA Ruze, Inc – Montclair, CA Saf-Gard - Lancaster, PA Safety Boot Store, The – Lubbock, TX Safety Shoe Distributors – Houston, TX Salamander Shoes – Torrance, CA Sahuarita Shoes – Sahuarita, AZ Sancshoearly – Tucson, AZ Saxon Shoes – Richmond, VA Schnees Boot & Shoe – Bozeman, MT Schulers Shoes – Maple Grove, MN</p>	<p>Scrub Stop, The – Sacramento, CA Selby Shoes – South Portland, ME Shoe Box – Modesto, CA Shoe Box, The – Ridgefield, WA Shoe Fitters - Albuquerque, NM Shoe House, The – Tucson, AZ Shoe Inn – Bend, OR Shoe Market – Hingham, MA Shoe Metro – San Diego, CA Shoe Mill, The - Portland, OR Shoe Palace – San Jose, CA Shoe Parlor – New York, NY Shoe Port – Southgate, CA Shoe Sensation – Jefferson Place, IN Shoe Spa, The - West Palm Beach, FL Shoe Thrill – Chandler, AZ Shoe Tree – Pismo Beach, CA Shoes And Such – Flagstaff, AZ Shoes-N-Feet – San Francisco, CA Shoes on a Shoestring – Albuquerque, NM Shoes On First – Napa, CA Shoes On Solano – Berkeley, CA Shoes That Fit – Stockton, CA Shooz! - Green Valley, AZ ShuzyQ – Anchorage, AK Sid Boedeker Safety Shoe - St. Louis, MO Sock Shop & Shoe - Santa Cruz, CA Sole Comfort – Newport Beach, CA Sole Desire – Santa Rosa, CA Sole Mates – Bainbridge Island, WA Sole Mia – Morro Bay, CA Sole Perfection – Seattle, WA Solvang Shoe Store, Inc – Solvang, CA Stan's - Fit For Your Feet – Brookfield, WI Steppin' Out – Jacksonhole, WY Stowe Shoe & Clothing – Burlington, WA Suburban Sole – Fountain Hills, AZ Summerlin Shoes, Las Vegas, NV Swift Feet - Prescott, AZ Takken's - San Luis Obispo, CA Tannery, The – Boston, MA Tenni-Moccs – Long Beach, CA Tip Top Shoes – New York, NY Traverso Red Wing – Richmond, CA Treads & Threads – Gunnison, CO V&A Bootery – Kalamazoo, MI Vanderloop Shoes – Little Chute, WI Vernon Powell – Salisbury, MD Village Birkenstock – Santa Rosa, CA Village Shoes – Fresno, CA VIM – New York, NY Vose-Sanders Bootery – Winnetka, IL Vulcan Safety Shoe - Tucker, PA Walkabout Footwear - Walnut Creek, CA Walking Comfort – Centerville, UT Walking Co, The – Santa Barbara, CA Walk This Way – Montrose, CA Wedding Formal Shoes – Anaheim Hills, CA Well-Heeled Footwear – Studio City, CA Well-Polished Footwear – Ventura, CA When The Shoe Fits – Vancouver, WA Whittwood Shoes – La Habra, CA World Class Footwear – Doral, FL World of Earth – Laguna Beach, CA Zacky's – New York, NY Zanna – Amherst, MA Zappo's – Las Vegas, NV</p>
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NETWORK WITH SOME OF THE INDUSTRY'S STRONGEST VENDORS

2006-2023 ATTENDEES HAVE INCLUDED

1803	GEOX USA	RED WING SHOE CO
ABEO FOOTWEAR	GEE WA WA FOOTWEAR	REPUBLIC INDEMNITY
AEROSLES	GLAGLA SHOES	RETAIL SMART GUYS
AETREX WORLDWIDE	GLOBAL COMFORT INT'L	REVERE
AHNU FOOTWEAR	GoLITE FOOTWEAR	RICS
ALEGRIA FOOTWEAR	GOODYEAR FOOTWEAR	RIEKER SHOE CORP
ALLEN EDMONDS	GRAVITY DEFYER	RIMA
ARA FOOTWEAR	HANDSEWN CO	ROCKET DOG BRANDS
ARAVON	HARLEY DAVIDSON	ROCKPORT
ARCOPEDICO USA	HAVANA JOE	ROCKY
ARIAT INTERNATIONAL	HELLE COMFORT	ROMIKA
AURI FOOTWEAR	HOKA ONE ONE	SAMUEL HUBBARD
BAGGALINNI	HOTTER COMFORT	SAS
BANK OF AMERICA MERCHANT SERVICES	HUSH PUPPIES	SBICCA COMFORT
BIONICA	IMAC	SEBAGO
BIRKENSTOCK USA	INDIGO	SHOEPASSION
BIRKI'S	INCREDIWEAR	SIMPLE
BIZA FOOTWEAR	INTERMEDIA MARKETING	SIMPLE LOGIC
BLUPRINT COMFORT	ITALIAN SHOE MAKERS	SKECHERS GO RUN
BRANDLIVE	JAJA	SKECHERS MARK NASAN
BOB'S FROM SKECHERS	JAMBU (Formerly) J-41	SKECHERS MENS SPORT
BORN FOOTWEAR	JB OFFICE SUPPLIES	SKECHERS PERFORMANCE
BOSTONIAN	JOHNSTON & MURPHY	SKECHERS SHAPE-UPS
BUENO	JOSEF SEIBEL NA	SKECHERS USA
BURTEN DISTRIBUTION	JUIL	SKECHERS WOMENS COMFORT
BZEES BY NATURALIZER & NAYA	KEDS	SKECHERS WOMENS SPORT
CAROLINA SHOE CO	KEEN	SKINS FOOTWEAR
CAT FOOTWEAR	KINGSTON-McKNIGHT	SMARTDOGS
CHACO	KLOGS USA	SOCIAL PUNCH MARKETING
CHIPPEWA BOOT CO	KODIAK TERRA	SOFFT
THE CLARKS COMPANIES	KOOLABURRA	SOFTSPOTS
CLOUD FOOTWEAR	KORKS BY KORK-EASE	SOFTWALK
COBB HILL	KORK-EASE	SOLES4SOULS
COMFORTIVA	KYBOOT WALK ON AIR	SPENCO MEDICAL
CONSTANT CONTACT	LAMO	SPERRY
COREsense	LATINAS REPRISE	SPIRA FOOTWEAR
CROCS	LIBERTY INSURANCE	SPRING BOOST
CROWNE COMFORTEUR	MBT	SPRING FOOTWEAR
CUSHE	MEPHISTO	STEEL BLUE
DANSKO	MERRELL	STEPTRONIC
DEER STAGS CONCEPTS	MINNETONKA MOCCASIN	STONEFLY
DEERTRACKS	MODELLISTA	SUPERFEET WORLDWIDE
DEXTER SHOE CO	MONTANA	TAOS
DICKIES	MUNRO AMERICAN	TEAMWORK
DIMMI	NAOT	THERAFIT
DOCKERS	NATURALIZER	TIMBERLAND
DORKING	NAYA FOOTWEAR	TROTTERS
DR SCHOLLS	NEW BALANCE ATHLETIC	TSUBO
DUNHAM	NEW ENGLAND FOOTWEAR	TWO TEN FOUNDATION
DURANGO BOOT	NO SOX	UGG
EARTH	NPD GROUP	US CONTINENTAL
EARTHIES	ONFOOT	VIKTOR SHOES
EASY SPIRIT	OS1st BASE	VIONIC
ECCO USA	OTBT	VIVO BAREFOOT
EMU AUSTRALIA	OTZ SHOES	WARSON GROUP
ENK WSA	ORTHAHEEL	WHIZBANG! TRAINING
FEETURES	PAPILLIO	WIGWAM
FINN COMFORT	PARCEL MANAGEMENT GROUP	WOLKY
FIREMAN'S FUND	PG LITE	WOOLOOMOOLOO SHOES
FITFLOP INC	PERFECTSOLE	WOLVERINE BOOTS
FLORSHEIM SHOE CO	PIKOLINOS	ZAPPOS
FN PLATFORM	PLAKTON SANDALS	Z-EX INC
FOOTWEAR INSIGHT	PREFERRED INSURANCE	ZUMFOOT
FOOTWEAR PLUS	PRIVO	
GABOR	PROPET USA	
GEORGIA BOOT	PW MINOR	



Don't be late!! SIGN UP TODAY!

**"It's not about being the best. It's about being better than you were yesterday.
Don't wait until you've reached your goal to be proud of yourself. Be proud of every step you take
toward reaching that goal". - Faye Howard**

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MAY EVENT**
The industry's premiere networking event

USRA
THE INDUSTRY'S ORGANIZATION

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