

PROGRAM FEES

PMPA PROGRAM: WEDNESDAY, OCTOBER 15

\$300 Developments in Petroleum Marketing Law -- 2008 Roundtable
To register for this program please visit <http://www.abanet.org/environ/committees/petrolmktng/>

INTENSIVE PROGRAMS: WEDNESDAY, OCTOBER 15

12:30 - 5:00 p.m. (Please check your selection)

- \$345 I-1 Fundamentals of Franchising®
- \$345 I-2 Developments Under the Amended FTC Rule – Learning from our Mistakes
- \$345 I-3 Evidentiary and Trial Issues in Franchise Cases

MAIN PROGRAM:

THURSDAY, OCTOBER 16 AND FRIDAY, OCTOBER 17

EARLY BIRD FEES

POST-MARKED ON OR BEFORE JULY 31

POSTMARKED AFTER JULY 31

- \$825 Forum on Franchising Member \$895
- \$1025 Non-member \$1,095
- \$575 Government \$645
- \$475 Paralegal, Legal Assistant, etc. \$545
- \$375 Law Student \$375
- \$0 Speaker \$0
- \$0 Forum Governing Committee or Past Chair/Non-speaker \$0
- \$0 Press \$0
(must gain approval from ABA Media Relations Department)
- \$50 Forum Lawyer/Associate Membership \$50
- \$10 Law Student Membership \$10

(I understand that I must belong to the American Bar Association and at least one other section to join the Forum on Franchising.)

ADDITIONAL EVENT FEES

WEDNESDAY, OCTOBER 15

- \$65 Newcomers' Networking Night # _____

THURSDAY, OCTOBER 16

(One ticket to Bob Bullock Museum® Reception/Dinner is included in the above registration fees)

- \$35 Womens Caucus Breakfast # _____
- \$35 Corporate Counsel Reception# _____ (open to in-house counsel only)
- \$90 Bob Bullock®Reception/Dinner Adult Guest # _____
- \$35 Bob Bullock Reception/Dinner Child (ages 4 - 12) Guest # _____
- \$85 Spouse/Guest Cooking Class # _____ (Class size is limited)

FRIDAY, OCTOBER 17

- \$35 Solo and Small Firm Breakfast # _____
- \$35 IFDI Breakfast # _____
- \$100 Dinner/Concert at Antone's Nightclub # _____
- \$85 Spouse/Guest Shopping Excursion # _____

SATURDAY, OCTOBER 18

- \$0 Community Service Event
- \$95 Texas Hill Country Tour # _____

Please circle: Vegetarian Allergy: _____

WORKSHOP SELECTIONS

(Please select one number per time slot so that we can provide accurate seating)

THURSDAY, OCTOBER 16, 2008

MORNING WORKSHOPS

10:30 a.m. – 11:45 a.m.

- W1** Advanced Disclosure Issues under the Amended FTC Rule
- W2** A Basic Overview of Franchise and Consumer Advertising Standards
- W3** Calculating and Proving Damages in Franchise Termination Cases
- W4** Recent Changes and Trends in International Franchise Laws
- W5** Determining the Rules of Engagement in Litigation Here and Abroad
- W6** Operating Manuals – The Devil is in the Details
- W7** Anatomy of the Sale of the Brand

SELECTION _____

LUNCH WORKSHOPS

11:45 p.m. – 12:45 p.m.

- W8** Franchising in Unique Venues
- W9** Consumer Class Actions and Actions by State Attorneys General
- W10** Vicarious Liability
- W11** Navigating the Exemption/Exclusion Maze under the Amended FTC Rule and State Laws
- W12** Cost Containment Strategies for Franchise Disputes
- W13** New Media Threats - Responding to Cyber-Attacks
- W14** Litigating a Claim under the PMPA

SELECTION _____

AFTERNOON WORKSHOPS

2:15 P.M. – 3:30 P.M.

- W15** Depositions in Franchise Cases
- W16** Financial Performance Representations – Shield or Sword?
- W17** Ethics Issues in a Multi-Jurisdictional Franchise Practice
- W18** Franchising in the BRIC Markets (Brazil, Russia, India and China)
- W19** When Franchisors Compete – Understanding the Boundaries between Healthy and Unfair Competition for Franchisees
- W20** Litigating Disclosure Claims
- W7** Anatomy of the Sale of a Brand

SELECTION _____

3:45 P.M. – 5:00 P.M.

- W21** Controlling Franchisee Pricing After *Leegin*
- W22** Inside a Franchise Arbitration
- W23** Representing and Dealing with Multi-Unit Franchises-Does Size Really Matter?
- W24** I've Got a Secret (Don't I?) – Maintaining the Confidentiality of Settlement Discussions, Mediations, and Arbitrations
- W2** A Basic Overview of Franchise and Consumer Advertising Standards
- W5** Determining the Rules of Engagement in Litigation Here and Abroad
- W6** Operating Manuals – The Devil is in the Details

SELECTION _____

FRIDAY, OCTOBER 17, 2008

MORNING WORKSHOPS

9:15 a.m. – 10:30 a.m.

- W8** Franchising in Unique Venues
- W10** Vicarious Liability
- W11** Navigating the Exemption/Exclusion Maze under the Amended FTC Rule and State Laws
- W13** New Media Threats - Responding to Cyber-Attacks
- W15** Depositions in Franchise Cases
- W19** When Franchisors Compete – Understanding the Boundaries between Healthy and Unfair Competition for Franchisees
- W20** Litigating Disclosure Claims

SELECTION _____

LUNCH WORKSHOPS

1:15 p.m. – 2:30 p.m.

- W1** Advanced Disclosure Issues under the Amended FTC Rule
- W3** Calculating and Proving Damages in Franchise Termination Cases
- W14** Litigating a Claim under the PMPA
- W18** Franchising in the BRIC Markets (Brazil, Russia, India and China)
- W21** Controlling Franchisee Pricing After *Leegin*
- W22** Inside a Franchise Arbitration
- W23** Representing and Dealing with Multi-Unit Franchisees-Does Size Really Matter?

SELECTION _____

AFTERNOON WORKSHOPS

2:45 p.m. – 4:00 p.m.

- W4** Recent Changes and Trends in International Franchise Laws
- W9** Consumer Class Actions and Actions by State Attorneys General
- W12** Cost Containment Strategies for Franchise Disputes
- W16** Financial Performance Representations – Shield or Sword?
- W17** Ethics Issues in a Multi-Jurisdictional Franchise Practice
- W24** I've Got a Secret (Don't I?) — Maintaining the Confidentiality of Settlement Discussions, Mediations, and Arbitrations

SELECTION _____