#### HOTEL RESERVATIONS

For Office Use Only:

To make a room reservation at our group rate, you must complete this section by September 22, 2008. (Hotel reservations will not be confirmed until program registration fee is paid.) The Hilton Austin — \$190 per night plus 15% tax (Please check your selection below) ☐ Two Doubles King ☐ Handicap Accessible Room Hilton Honors Number # \_\_\_\_\_ THE FOLLOWING HOTEL AMENITIES APPLY TO ALL FORUM ATTENDEES: Complimentary access to the hotel's fitness center • Complimentary 1-800, calling card and local telephone calls from guestrooms • Complimentary newspaper delivery • A 5% discount on parking garage rates \* The Hilton must receive all changes and cancellations of hotel reservations in writing no later than 72 hours of arrival date to avoid a one night's cancellation charge. Arrival Date: \_\_\_\_\_ Departure Date: Special Requests: ☐ MasterCard ☐ VISA ☐ American Express (card not charged until check-in) Card Number: Exp Date: Cardholder Name: Signature: FRIENDS OF THE FORUM PROGRAM This informal program is designed to help our newer attendees become acquainted with the Forum and its members. An active member of the Forum will be paired with a newcomer. The Forum Friend will 1) contact the newcomer prior to the Forum and answer questions 2) meet with the newcomer at the Welcome Reception, and 3) otherwise try and make the newcomer feel welcome by introducing him/her to other Forum members and to the leadership of the Forum. This is a flexible program. I would like to volunteer to serve as Friend to welcome a newcomer to the meeting I would like to be paired with a Friend of the Forum

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Date Faxed to Hotel \_\_\_\_\_

# **REGISTRATION FORM - Three Easy Ways to Register!**

31st Annual Forum on Franchising - October 15-17, 2008



## MAII.



FAX



INTERNET

Please complete both sides of this form and mail with payment to:

If paying by credit card, you may fax your form to: **630/262-1520** 

www.abanet.org/forums/franchising

Technical Registration Experts 13 South Second Street Geneva, IL 60134 Toll Free: 877/309-1565

630-262-1599							
Last Name/First Name/MI							
Name as you would like it to appear on the badge							
Title							
Firm/Company/Agency							
Address							
City/State/Zip							
Telephone ( ) Fax ( )							
Email Address							
Name of Guest							
Please circle: New Member First or Second-time Attendee Young Lawyer (36 and younger or in practice less than 5 years)							
Are you licensed to practice in NY?							
Total Amount Due:							
METHOD OF PAYMENT							
Check (made payable to the American Bar Association)							
Credit Card:   MasterCard   VISA   American Express							
Card Number: Exp date:							
Cardholder name:							
Signature:							

## **PROGRAM FEES**

Please circle:

Vegetarian

## 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/petrolmkting/

<b>INTENS</b>	INTENSIVE PROGRAMS: WEDNESDAY, OCTOBER 15				
12:30 - 5:0 □ \$345 □ \$345 □ \$345	00 p.m. I-1 I-2 I-3	Please check your selection) Fundamentals of Franchising® Developments Under the Amended FTC Rule – Learning from our Mistakes 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           \$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           \$0         Press         \$0           \$0         Press         \$0           \$10         Forum Lawyer/Associate Membership         \$50           \$10         Law Student Membership         \$10           \$10         Law Student Membership         \$10           \$10         \$10         \$10					
section to join the Forum on Franchising.)  ADDITIONAL EVENT FEES  WEDNESDAY, OCTOBER 15					
	\$35 \$35 \$35 \$90 \$35 \$85	Newcomers' Networking Night #  TOBER 16  **Momens Caucus Breakfast # Corporate Counsel Reception/Dinner Adult Guest #  Bob Bullock Reception/Dinner Child (ages 4 - 12) Guest #  Spouse/Guest Cooking Class # (Class size is limited)  **Momens Caucus Breakfast #  **Corporate Counsel Reception Gopen to in-house counsel only)  **Bob Bullock Reception Gopen to in-house counsel only)  **Bob Bullock Reception Gopen Child (agest #  **Bob Bullock Reception Gopen Child (agest #  **Example Counsel Reception Gopen Child (agest #  **Example Counsel Reception Gopen Child (agest #  **Example Counsel Reception Gopen Child (agest #)  **Example Counsel Reception Gopen Child (agest #)  **Example Counsel Reception Gopen Child (agest #			
	\$0	Solo and Small Firm Breakfast #  FDI Breakfast #  Dinner/Concert at Antone's Nightclub #  Spouse/Guest Shopping Excursion #  TOBER 18  Community Service Event			
	\$95	Texas Hill Country Tour #			

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

**N5** 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

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#### 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.

Franchise Laws

W4 Recent Changes and Trends in International

N9 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\_\_\_\_\_