

THE WESTIN

KIERLAND RESORT & SPA

Phoenix / Scottsdale



**BATTERY AND ELECTRICAL
SPECIALISTS ASSOCIATION
(BESA)**

**MEETING DATES: Tuesday, April
20, 2010 - Friday, April 23, 2010**

AT

**THE WESTIN KIERLAND RESORT
& SPA**

**6302 East Greenway Parkway
Scottsdale AZ 85254**

Phone: 480-624-1000

Fax: 480-624-1350

It's time to start thinking about making your travel plans to the 2010 BESA Annual Meeting. Hard to believe that it is a few short months away. We are having excellent response from the BESA Vendors and it looks as though many Vendors that have not attended in the past are planning to attend this year. We are expecting record attendance and expect space to fill up quickly.

**To Members Thank you
Erroll Fisher Great Northern
Battery**

1-877-549-4454

Heavenly Guestroom Accommodations



RATES

Hotel is pleased to confirm the following special

[meeting/convention] guest room

Traditional Singles:\$219.00

Traditional Double:\$219.00

In addition to the guestroom rates listed above, additional room category rates are as follows (Based on Availability):

Deluxe View Guestrooms: \$269.00

Junior Suite: \$499.00

One Bedroom Suite: \$549.00

CUT-OFF DATE

The “cut-off date” for accepting reservations into this guest room block is **March 21, 2010**. Reservation requests received after 5:00 p.m local time at Hotel on the cut-off date will be accepted at Hotel’s prevailing rate, based on contracted room type availability.



BATTERY AND ELECTRICAL SPECIALISTS ASSOCIATION (BESA)

DATE	START TIME	END TIME	DESCRIPTION	ROOM		SETUP
TUESDAY APR 20, 2010	6:30 PM	8:00 PM	WELCOME RECEPTION	MARSHALL'S OUTPOST PAVILION		COCKTAIL ROUNDS
WEDNESDAY APR 21, 2010	7:00 AM	8:00 AM	BREAKFAST	DESEO		EXISTING
	8:00 AM	3:00 PM	GENERAL SESSION	HERBERGER BALLROOM 1&2		U-SHAPE
	10:00 AM	10:30 AM	AM BREAK	HERBERGER FOYER WEST		FLOW THROUGH
	12:00 PM	1:00 PM	LUNCH	DESEO		FLOW THROUGH
	2:00 PM	2:30 PM	PM BREAK	HERBERGER FOYER WEST		FLOW THROUGH
THURSDAY APR 22, 2010	7:00 AM	8:00 AM	BREAKFAST	DESEO		EXISTING
	8:00 AM	3:00 PM	GENERAL SESSION	HERBERGER BALLROOM 1&2		U-SHAPE
	10:00 AM	10:30 AM	AM BREAK	HERBERGER FOYER WEST		FLOW THROUGH
	12:00 PM	1:00 PM	LUNCH	DESEO		FLOW THROUGH
	2:00 PM	2:30 PM	PM BREAK	HERBERGER FOYER WEST		FLOW THROUGH
	4:30 PM	8:00 PM	VENDOR SHOWCASE	RAINMAKERS BALLROOM		EXHIBITS
	5:00 PM	7:00 PM	VENDOR DINNER	RAINMAKERS BALLROOM		FLOW THROUGH
FRIDAY APR 23, 2010	7:00 AM	8:00 AM	BREAKFAST	DESEO		EXISTING
	8:00 AM	12:00 PM	GENERAL SESSION	HERBERGER BALLROOM 1&2		U-SHAPE
	10:00 AM	10:30 AM	AM BREAK	HERBERGER FOYER WEST		FLOW THROUGH

Kierland Golf Club



The Golf Club features 3 courses and 27 holes of Championship golf designed by Scott Miller, ProFit club fitting, award-winning golf instruction, Segways and climate-controlled carts.



Marshall's Pavilion

Ideal for outdoor receptions, Marshall's Pavilion overlooks the golf course and putting greens

