

## Welcome to Las Vegas!

Dear Inside Self-Storage Expo Participant:

Welcome to the 16th annual Inside Self-Storage Expo.

I would like to personally invite you as my guest to hear the featured speaker Chip Cordes as he discusses conversions and their place in today's self-storage industry. The seminar will be held Wednesday, Feb. 21, from 2:15 p.m. to 3:15 p.m. during the concurrent educational seminars.

You will see firsthand how profits can escalate by converting an empty building or adding additional net rentable space to your portfolio.

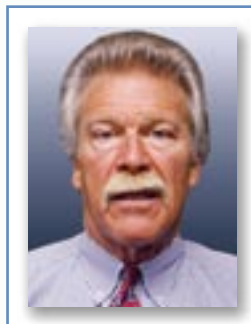
Watch for the follow-up article in the March ISS magazine about Chip's seminar, highlighting the newest technologies and strategies on mezzanine construction as well as financial modeling that can double your profits.

Overall, the Inside Self-Storage convention remains one of the best opportunities for you and your business associates to see in person the newest trends, products and pricing available to our industry. Please take time to visit the exposition hall and see all the presenting companies.

Have a great visit!

*John McLane*

John McLane  
President, US Door



# ISS

## INSIDE SELF-STORAGE

The Premier Magazine of Self-Storage Professionals

### The ISS Vegas Expo:

Visit US Door at Booth #327 for special show-stoppers!

### Conversions

Converting empty buildings to profit

### Mezzanine Magic

US Door tells the secrets of how to double your profits

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## See The Light!

### How to Make the Most of Your Interior Conversion Project



Featured Speaker:  
**Charles "Chip" Cordes**  
Vice President, US Door

Learn the finer points from industry leaders in conversion construction. US Door perfected the grid load science used in building these income-multiplying systems. Boost your project's value, increase cash flow, and realize much more profit with very little investment.

- Cap Rate Analysis
- Other Profit Increasing Products
- Demographic Study
- Lighting & HVAC Impacts

The conversion seminar will be presented Wednesday, Feb. 21, from 2:15 p.m. to 3:15 p.m. during the concurrent educational seminars. Seating is limited, so don't miss out!



**Tom Long**  
National Sales Manager,  
US Door

Be sure to stop by the US Door Booth #327 and speak with a sales representative about your next commercial or self-storage project.