

# PULL-OUT SCHEDULE WORKSHEET

Tear out this worksheet to plan your schedule, then fill out the registration form (inside back cover).

Or, do it all at EXHIBITOR2008.com where you'll find an online schedule builder and complete up-to-the-minute info including session availability and hotel registration.

## PEER2PEER ROUNDTABLE TOPICS

Roundtables are held Monday - Wednesday, 5:30 PM - 6:30 PM.  
Available to passport registrants only. See page 54 for registration options.

### Topics Offered

#### Monday, Tuesday, Wednesday:

- P1 Time Management
- P2 Plan B
- P3 Controlling Design Costs
- P4 Strategies for Cutting Exhibiting Costs
- P5 Small Budget Issues
- P6 Green Exhibiting
- P7 Green Events
- P8 Lead Tracking and Follow-Up
- P9 Measurement: ROO or ROI?
- P10 What Type of Sponsorships Pay Off?
- P11 Reporting to Management
- P12 Small Exhibit Strategies
- P13 The Value of PR at Shows and Events
- P14 In-House Booth Staff Training
- P15 Stress Management Tips

#### Additional Topics Offered Monday:

- P16 Pre-Show Marketing
- P17 Developing International Events
- P18 Exhibit/Event Issues: Government
- P19 Promoting Your Program & Yourself
- P20 Managing Events Internally
- P21 Graphic Challenges
- P22 Project Management Tips
- P23 Innovation in Direct Mail
- P24 The Smart Approach to Outsourcing
- P25 Events or Trade Shows?
- P26 Sensory Branding
- P27 Best Practices for Hotel Contracts
- P28 CTSM – Learn More about the Program
- P29 Six Degrees of Trade Show Networking
- P30 Getting Upper Management Support
- P31 Using Interns

#### Additional Topics Offered Tuesday:

- P16 Pre-Show Marketing
- P17 Developing International Events
- P18 Exhibit/Event Issues: Government
- P19 Promoting Your Program & Yourself
- P21 Graphic Challenges
- P22 Project Management Tips
- P23 Innovation in Direct Mail
- P28 CTSM – Learn More about the Program
- P32 ROI for Events
- P34 Branding Strategies
- P35 Partnering with Event Organizers
- P36 International Exhibiting Tips
- P37 Exhibit/Event Issues: Non-Profit
- P38 Being Happy at Work
- P39 Large Exhibit Strategies
- P40 Understanding Your Culturally Different Customers

#### Additional Topics Offered Wednesday:

- P20 Managing Events Internally
- P30 Getting Upper Management Support
- P32 ROI for Events
- P34 Branding Strategies
- P35 Partnering with Event Organizers
- P36 International Exhibiting Tips
- P41 Lead Generation Best Practices
- P42 Gather Competitive Intelligence
- P43 A Booth or a Stand: The Difference between Domestic and International
- P44 Getting Started in Consulting
- P45 Measurement & Communicating
- P46 Marketing Me
- P47 Advancement and Salary Equality for Men & Women
- P48 Integrating Promotional Products into Your Plan
- P49 CTSM Portfolio – Ask Your Portfolio Questions

## SUNDAY, MARCH 9 SCHEDULE

### 8:30 AM - 4:30 PM

- S201 All-Day Workshop: Trade Show Rookies Quick-Start Program

### 8:30 AM - 12:00 PM

- S101 Half-Day Workshop: Overcoming the Fear of ROI
- S205 Half-Day Workshop & Advanced Learning Session: The SMART Event and Trade Show Strategists Toolkits **NEW!**
- S206 Half-Day Workshop: Safety & Security - Planners and Business Partners Preparing Together **NEW!**
- S303 Half-Day Workshop: Setting the Stage for Your Next Big Idea **NEW!**
- S304 Half-Day Workshop: Developing and Writing Your Marketing Plan **NEW!**
- S501 Half-Day Workshop: Optimize the Impact of Your Trade Show Team on Your Exhibit Program
- S503 Half-Day Workshop: Making Your Vision Stick: What Every Senior Marketing Manager Needs to Know to Communicate with More Influence and Impact **NEW!**
- S602 Half-Day Workshop: Build a Better Booth Design

### 1:00 PM - 4:30 PM

- S202 Half-Day Workshop: Stop Budget Hacking, Start Responding Rationally
- S207 Half-Day Workshop: Q-Storming™ Your Way Through Contracts **NEW!**
- S208 Half-Day Workshop & Advanced Learning Session: The Evolution of Trade Show Strategy – Innovative Ways to Plan Your Program **NEW!**
- S301 Half-Day Workshop: Your Life After Logistics
- S302 Half-Day Workshop: GPS Global Position Strategy - Paving the Way for Your Message
- S502 Half-Day Workshop: Women in Command: A Business Guide for the Successful Woman **NEW!**
- S601 Half-Day Workshop: Delivering a Successful Mobile Experience... End-to-End **NEW!**

### 4:45 PM - 6:15 PM

EXHIBITOR2008 and CTSM Orientation

### 6:30 PM - 8:00 PM

Opening Reception

## MY SUNDAY SESSIONS:

### 8:30 AM - 4:30 PM All-Day Workshop

WORKSHOP # \_\_\_\_\_ TITLE \_\_\_\_\_

### 8:30 AM - 12:00 PM Half-Day Workshops

1ST CHOICE # \_\_\_\_\_ TITLE \_\_\_\_\_

2ND CHOICE # \_\_\_\_\_ TITLE \_\_\_\_\_

### 1:00 PM - 4:30 PM Half-Day Workshops

1ST CHOICE # \_\_\_\_\_ TITLE \_\_\_\_\_

2ND CHOICE # \_\_\_\_\_ TITLE \_\_\_\_\_

**MONDAY, MARCH 10**

**8:00 AM - 9:30 AM**

- M104 Advanced Learning Session: Measurement - Did the Strategies and Tactics Work? **NEW!**
- M120 Power Play: Sales Leads Are Why You Exhibit
- M20608 Show Operation Basics - Part I: Pre-Show Planning ▼
- M222 Rental Exhibits: Maximize Your Impact and Your Budget!
- M225 The RFP Experience Clinic
- M31108 How To Grow Your Brand: Incorporating Brand Marketing Into Your Exhibit Program ▼
- M313 Creating Winning Direct Mail Promotions: Back to Basics to Improve Response
- M320 Build Loyalty - Forging Strong Links with Your Customers **NEW!**
- M410 Successfully Incorporate Celebrities and Entertainment into Your Events
- M414 Don't Let Green Make You See Red **NEW!**
- M520 Essential Supervisory Skills
- M52108 Negotiating Skills to Win ▼
- M527 Speaking in Public ... and Other Life-Threatening Situations
- M617 Design + Technology = Engagement
- M618 Fabric's Untouched Frontier **NEW!**
- M702 Profile In Excellence: Alcon Laboratories: Global Exhibit Development from a Domestic Perspective **NEW!**

**8:30 AM - 11:30 AM**

- M306 Field Trip: Strategic Sales Tools: The Benefits of Executive Briefing Center Programs

**10:00 AM - 11:30 AM**

- M10508 Using Surveys in the Trade Show and Event Decision Making Process ▼
- M20308 The Nuts and Bolts of Budgeting for Results ▼
- M20908 Show Operation Basics - Part II: On-Site Implementation ▼
- M226 The RFP Experience Clinic (continued)
- M315 Bridging the Gap Between Sales and Marketing **NEW!**
- M317 Differentiation in a Crowded Marketplace – Defining Your Company's Identity **NEW!**
- M331 The Girlfriend's Guide to Leading a More Strategic Event Organization (it's all about change management)
- M404 Profile In Excellence: Tata Consultancy Services: Increase "C" Level Attendance at your Next Event **NEW!**
- M412 Trade Shows Versus Corporate Events – Which is Better?
- M505 Authors Executive Series: Career Distinctions: Stand Out by Building Your Personal Brand **NEW!**
- M514 Preparing, Developing, and Submitting a Quality CTSM Portfolio
- M522 Ethics in Organizations ▼
- M614 Creativity Found! The Power of Collaboration and Seeing Beyond the Trade Show Floor
- M619 AccScent Your Exhibit **NEW!**
- M706 Five for Five: Five European Projects at Five Budget Levels
- M72008 Introductory Overview to Global Exhibiting ▼

**11:30 AM - 3:30 PM Exhibit Hall Open**

**3:45 PM - 5:15 PM**

- M105 Advanced Learning Session: Senior Roundtable: Event-Mix Strategy Decisions **NEW!**
- M106 Trade Show Objectives and Performance Measurement
- M20208 Basic Project Management and Reporting Skills ▼
- M21308 Beyond the Basics of Booth Selling ▼
- M228 Conducting a Pre-Show Strategic Briefing
- M309 Transform Your PDA into a Trade Show Tool **NEW!**
- M325 Evaluating Promotions - Optimize Right Brain Creative and Left Brain Organization
- M402 Profile In Excellence: Nortel: Global Sales Conference - Measuring for Success **NEW!**
- M417 The Hows, Why's, and Why-Nots of Creating Sponsorship Packages for Your Private Event
- M509 Getting Started in Consulting - Things to Consider
- M519 For Women Only: Our Place in the Industry: What Next?
- M603 Authors Executive Series: Authenticity is the New Quality **NEW!**
- M604 Profile In Excellence: Mohawk Industries: Green Before Green was Mainstream **NEW!**
- M61908 Exhibit Design - From Concept to Completion ▼
- M712 Ten Ways You and Your Global Partner Can Collaborate to Avoid International Nightmares **NEW!**
- M72108 Introductory Overview to Global Event Marketing ▼

**5:30 PM - 6:30 PM**

Peer2Peer Roundtables (see p. 27)

**6:30 PM - 8:00 PM**

Welcome Reception

**TUESDAY, MARCH 11**

**8:00 AM - 9:30 AM**

- T103 Profile In Excellence: MEDRAD – “Performance. For life.™” – Reigniting a Measurable Global Integrated Marketing Program **NEW!**
- T111 Designing a Better Lead Form
- T20608 Show Operation Basics - Part I: Pre-Show Planning ▼
- T210 Advanced Learning Session: Senior Roundtable: Creating Internships in Your Company **NEW!**
- T223 How Do You Cut Costs Without Sacrificing Customer Experience? Focus on Strategy **NEW!**
- T229 Control Your Costs! Real World Cost Saving Tips **NEW!**
- T307 Exhibiting Strategically - Surviving the Changes - Part I
- T31108 How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program ▼
- T329 Divide and Conquer: Market Segmentation for Fun and Profit **NEW!**
- T407 What's Law Got To Do With It? **NEW!**
- T41608 The Basics of Event Planning and Management ▼
- T523 Managing Career and Illness
- T528 A Piece of Peace: From Stress to Success – Part I **NEW!**
- T607 Advanced Learning Session: Insights in Innovation
- T615 Transition Planning: A Step-by-Step Guide to Ensure Your Program's Transition is Successful **NEW!**
- T61908 Exhibit Design - From Concept to Completion ▼
- T705 VAT (Value-Added Tax) Refunds: Money Back Guarantee?

**8:00 AM - 11:30 AM**

- T406 Field Trip: The Best Thing is Being There - Site Inspection Workshop ▼

**10:00 AM - 11:30 AM**

- T102 Profile In Excellence: Johns Manville: Build Your Measurement Program **NEW!**
- T114 Hewlett-Packard Measurement Case Study
- T20108 Selecting the Right Shows: The Critical Decision ▼
- T20908 Show Operation Basics - Part II: On-Site Implementation ▼
- T214 I Need the Newest, Hottest Giveaway NOW - and Other Purchasing Tactics to Avoid
- T308 Exhibiting Strategically - Surviving the Changes - Part II
- T314 Using Target Audience Profiles to Create Memorable Events that Drive Results ▼
- T322 Customer-Driven (and Personal) Excellence **NEW!**
- T413 Help! My Event is in a Rut and Can't Get Out: How to Breathe New Life into Your Program **NEW!**
- T41708 The Basics of Event Logistics and Implementation ▼
- T524 What Do I Want to Be When I Grow Up? - A Look at Career Succession **NEW!**
- T529 A Piece of Peace: Personal Energy Renewal – Part II **NEW!**
- T608 Advanced Learning Session: Insights in Innovation (continued)
- T61708 Graphics Boot Camp: What Every Event Manager Should Know **NEW!** ▼
- T622 The Greening of the Exhibit Industry **NEW!**
- T703 Authors Executive Series: Negotiating Internationally - Some Do's and Taboos ▼

**11:30 AM - 3:30 PM Exhibit Hall Open**

**3:45 PM - 5:15 PM**

- T113 A Lead is Only a Lead if It Leads to Something
- T118 Measurement and Analysis of the Purchase Experience to Improve ROI ▼
- T211 Advanced Learning Session: Problem Solving or Disaster Control? What's Your Approach? An On-the-Fly Working Case Study Session **NEW!**
- T216 RFIs and RFPs: Asking the Right Questions – Choosing the Right Partner (A Supplier Perspective)
- T227 Honesty is the Best Policy: Accountability in the Sarbanes-Oxley World
- T30808 Business Marketing Strategies and Trade Shows ▼
- T31508 Integrated Marketing Communications ▼
- T328 Virtual Environments: The Incredible Future of Online Branding **NEW!**
- T332 A Whole New Perspective: 25 Intriguing Thoughts, Insights, and Inspirations **NEW!**
- T416 Mastering the Meeting Maze ▼
- T513 It's All About Possibilities **NEW!**
- T518 How To Be Deliriously (OK...Reasonably) Happy at Work **NEW!**
- T521 Does Your Workplace Encourage or Stifle Bright Thinkers
- T52308 Communicating With Others: Essentials for Success ▼
- T609 Off the Wall Exhibiting - The Non-Booth Booth
- T710 Marketing Abroad: Understanding Your Culturally Different Customers

**4:00 PM - 8:30 PM**

- T605 Excursion: TSI: Trade Show Investigation **NEW!**

**5:30 PM - 6:30 PM**

Peer2Peer Roundtables (see p. 27)

**WEDNESDAY, MARCH 12**

**8:00 AM - 9:30 AM**

- W116 How To Turn Your Trade Show from Money Pit to Profit Center **NEW!**
- W119 Ask, Listen, Measure, Act! **NEW!**
- W20708 Exhibiting and the Law: What You Need to Know ▼
- W31208 Realizing Your Public Relations Potential ▼
- W321 Demonstrations – The Reason We Do Trade Shows
- W327 The One Per Cent Solution: Ignore the Masses and Focus on Key Attendees
- W409 Top Ten Trends Impacting Events
- W415 Connecting Multiple Meeting Sites Through Technology **NEW!**
- W512 Leadership: How Would I Know It if I See It?
- W515 Moving From Mere Provider to Trusted Advisor: Five Steps to Moving from Optional to Indispensable
- W526 No Regrets - What I Learned During My First Two Years as a Consultant
- W612 What We Don't Do Yet: Creating Innovative Exhibit and Event Experiences ▼
- W61708 Graphics Boot Camp: What Every Event Manager Should Know **NEW!** ▼
- W708 Going East - Demystifying China and India **NEW!**
- W709 Guidelines to International Budgeting ▼

**8:00 AM - 11:30 AM**

- W212 Field Trip: Deciphering the Official Service Contractor and Exhibitor Kit ▼

**10:00 AM - 11:30 AM**

- W10808 How To Measure the Value of Trade Show Participation ▼
- W112 Trade Show Leads – Stop Counting... Start Closing
- W117 Four Strategic Pillars of a Results-Driven Exhibit Program
- W20108 Selecting the Right Shows: The Critical Decision ▼
- W20408 Don't Skip the Meetings – Pre, At, and Post: Guideposts to Success ▼
- W233 Is There a Technology Doctor in the House? **NEW!**
- W305 Profile In Excellence: US Army: The Data War **NEW!**
- W310 A Rookie's Seven Deadly Sins
- W324 Using Web Tools to Increase Event Success **NEW!**
- W401 Authors Executive Series & Advanced Learning Session: Taking the Show on the Road **NEW!**
- W411 Onsite Event Registration Systems: The Latest State-of-the-Art Technology and Services
- W510 Marketing Me
- W516 Improv Yourself - Business Spontaneity at the Speed of Thought
- W610 Inside the Attendee's Mind: A Trip Down Memory Lane
- W613 What We Don't Do Yet: Creating Innovative Exhibit and Event Experiences (continued) ▼
- W701 Profile In Excellence: Becton-Dickinson: Opening Up the Lines of Communication: Using a Tried-and-True Event to Knock Down Walls and Connect with Your Clients **NEW!**

**11:30 AM - 3:30 PM Exhibit Hall Open**

**3:45 PM - 5:15 PM**

- W10508 Using Surveys in the Trade Show and Event Decision Making Process ▼
- W110 Why Your Salespeople Won't Follow-Up and How to Fix It **NEW!**
- W213 Big or Small: This Nine-Step Plan Covers it All!
- W215 Authors Executive Series: The Top Technology Trends Transforming the Events and Trade Show Industries
- W220 Sales Training vs. Exhibit Training: Telling and Selling the Difference
- W224 Times Have Changed — You Need to Change Too **NEW!**
- W30808 Business Marketing Strategies and Trade Shows ▼
- W318 What's Next for Brand Experience?
- W319 How Public Relations Can Strengthen Your Trade Show Presence **NEW!**
- W41908 Liquor Liability and the Law: What You Need to Know ▼
- W506 Essential Energy – Amplifying Your Health and Effectiveness
- W507 The Dynamics of Successful Attitudes: Seven Attitudes for Getting from Where You Are to Where You Want to Be
- W606 Advanced Learning Session: Senior Roundtable: Replenish, Recycle, Reuse... Everyone is "Going Green" **NEW!**
- W620 Using Customers, Experts, and Business Partners to Add Credibility **NEW!**
- W707 China Within Reach: Strategies That Work in China's Booming Exhibition Industry

**5:30 PM - 6:30 PM**

Peer2Peer Roundtables (see p. 27)

▼ = Required sessions for CTSM certification

▼ = Optional sessions for CTSM candidates with 5 years experience (see p. 11)

**MY MONDAY SESSIONS:**

**8:00 AM - 9:30 AM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**8:30 AM - 11:30 AM Field Trip** (M306 Strategic Sales Tools: The Benefits of Executive Briefing Center Programs)

FIELD TRIP #	TITLE
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**10:00 AM - 11:30 AM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**3:45 PM - 5:15 PM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**5:30 PM - 6:30 PM Peer2Peer Roundtables** (Passport holders only. For passport information, see p. 54)

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**MY TUESDAY SESSIONS:**

**8:00 AM - 9:30 AM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**8:30 AM - 11:30 AM Field Trip** (T406 The Best Thing is Being There – Site Inspection Workshop)

FIELD TRIP #	TITLE
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**10:00 AM - 11:30 AM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**3:45 PM - 5:15 PM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**5:30 PM - 6:30 PM Peer2Peer Roundtables** (Passport holders only. For passport information, see p. 54)

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**MY WEDNESDAY SESSIONS:**

**8:00 AM - 9:30 AM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**8:00 AM - 11:30 AM Field Trip** (W212 Deciphering the Official Service Contractor and Exhibitor Kit)

FIELD TRIP #	TITLE
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**10:00 AM - 11:30 AM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**3:45 PM - 5:15 PM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**5:30 PM - 6:30 PM Peer2Peer Roundtables** (Passport holders only. For passport information, see p. 54)

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**THURSDAY, MARCH 13**

**8:00 AM - 9:30 AM**

- R115 How to Create Event Communications That Attract and Sell Customers...and Even Impress the Company President
- R20408 Don't Skip the Meetings – Pre, At, and Post: Guideposts to Success ▼
- R209 Profile In Excellence: Cisco Systems: Successfully Leveraging the Outsource Staffing Model **NEW!**
- R218 Promotional Products – An Integrated Part of Your Exhibit Plan
- R312 Targeted, Tailored, and Timely – Innovations in Direct Mail
- R323 Five Step High-Impact Pre-Show Marketing System
- R408 Myth Buster – Strategic Events (for Novices) **NEW!**
- R508 Organizing 101: Business and Residential Organizing
- R52108 Negotiating Skills to Win ▼
- R616 Attendee-Centered Exhibit Strategies: Understanding Audience Psyche and Crowd Dynamics to Make Your Exhibit More Effective
- R61908 Exhibit Design – From Concept to Completion ▼
- R711 Localize Your Programs for Success in Europe **NEW!**

**8:00 AM - 11:30 AM**

- R203 Half-Day Workshop: Open Minds with Open Space: Using Open Space Technology to Invigorate Cross-Functional Planning of Trade Shows and Events **NEW!**

**9:00 AM - 2:00 PM**

- R405 Field Trip: Taking Your Events Offsite – Unique Venues

**10:00 AM - 11:30 AM**

- R107 Online Lead Management at Trade Shows: Getting a Better ROI
- R108 Break Through the Measurement Mystic with this Six-Step Process
- R20208 Basic Project Management and Reporting Skills ▼
- R20708 Exhibiting and the Law: What You Need to Know ▼
- R221 Controlling Costs via Design **NEW!**
- R230 How Do I Get to Green? **NEW!**
- R311 Ten Key Steps to Developing Trade Show and Marketing Communications Strategies
- R31208 Realizing Your Public Relations Potential ▼
- R418 An Event Makeover
- R517 Spontaneous Speaking
- R611 Creating More Memorable Experiences: Latest Technologies & Techniques
- R621 Authors Executive Series: Color Trends: The Future is Not What it Used to Be **NEW!**
- R704 International Travel and Exhibiting: The Basics

**1:00 PM - 2:30 PM**

- R109 Keep Your Best Leads Out of the Trash and Convert Them to Customers
- R20308 The Nuts and Bolts of Budgeting for Results ▼
- R21308 Beyond the Basics of Booth Selling ▼
- R232 Plan B: Recovering From That Big (or Little) Disaster
- R316 How To Position Your Company Through Trade Shows
- R330 The Power of Communities: Integrating Customer and Online Events to Increase Revenue **NEW!**
- R419 Lessons Learned – Building an Event That Gets Results **NEW!**
- R52308 Communicating With Others: Essentials for Success ▼

**1:00 PM - 4:30 PM**

- R406 Field Trip: The Best Thing is Being There – Site Inspection Workshop ▼
- R504 Half-Day Workshop: Organizing 201: Papers, Piles, and Procrastination

**3:00 PM - 4:30 PM**

- R10808 How To Measure the Value of Trade Show Participation ▼
- R217 Fulfillment Made Easy! **NEW!**
- R31508 Integrated Marketing Communications ▼
- R326 A Sensory Branding Case Study – Monster.com **NEW!**
- R41908 Liquor Liability and the Law: What You Need to Know ▼
- R511 Stress Right – Capitalizing on the Stress of a Crazy, Busy World
- R525 Investing in Yourself – Marketing Your Program Internally

**MY THURSDAY SESSIONS:**

**8:00 AM - 9:30 AM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**8:00 AM - 11:30 AM Half-Day Workshop (R203 Open Minds with Open Space: Using Open Space Technology to Invigorate Cross-Functional Planning of Trade Shows and Events)**

WORKSHOP #	TITLE
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**9:00 AM - 2:00 PM Field Trip (R405 Taking Your Events Offsite – Unique Venues)**

FIELD TRIP #	TITLE
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**10:00 AM - 11:30 AM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**1:00 PM - 2:30 PM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**1:00 PM - 4:30 PM Half-Day Workshop**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**3:00 PM - 4:30 PM Seminars**

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

**LOCK IN YOUR  
"FIRST CHOICE" SESSIONS...  
AND SAVE \$250!**

**REGISTER ONLINE.**

Register at [www.Exhibitor2008.com](http://www.Exhibitor2008.com) to verify immediately if your selected sessions are still open and select alternate sessions on the fly. You'll know, in real time, how your whole schedule fits together.

**REGISTER EARLY.**

Get your best shot at popular sessions. The earlier you register, the more likely your first choice sessions will still be open.

**GET IN ON THE EARLY BIRD DISCOUNT AND SAVE \$200!**

Just register before January 29, 2008. See money-saving passport options and discounts on page 54.

# EXHIBITOR2008 CONFERENCE REGISTRATION FORM

Check if form has been faxed previously

**Use this form for CONFERENCE REGISTRATION only. If registering for EXHIBIT HALL ONLY, go to [www.EXHIBITOR2008.com/HallOnly.asp](http://www.EXHIBITOR2008.com/HallOnly.asp)**  
 Registrations will be processed only if all requested information is provided and accompanied by full payment.

## REGISTRANT INFORMATION

NAME \_\_\_\_\_  
 TITLE \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE/PROV \_\_\_\_\_ ZIP \_\_\_\_\_  
 COUNTRY \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
 E-MAIL \_\_\_\_\_

Some of our exhibitors send special show offers, private invitations and information to conferees (on a limited basis) pre- and/or post-show. We encourage you to indicate a preferred method of receiving information. E-mail will be used if no preference is selected.

Please choose all that apply:  E-mail  Mail  I don't want any information pre- or post-show.

## REGISTRATION OPTIONS

(WORKSHOPS ARE NOT INCLUDED IN PASSPORTS)	EARLY BIRD DISCOUNT BY JAN 29, 2008	AFTER JAN 29, 2008	ONSITE	
<input type="checkbox"/> <b>GOLD PASSPORT</b> – Save \$2345 Up to 13 seminars, 3 Peer2Peer Roundtables, exhibit hall, 4 lunch vouchers, and admission to all events	\$1,425	\$1,675	\$1,775	\$
<input type="checkbox"/> <b>SILVER PASSPORT</b> – Save \$1575 Up to 10 seminars, 2 Peer2Peer Roundtables, exhibit hall, 3 lunch vouchers, and admission to all events	\$1,325	\$1,575	\$1,675	\$
<input type="checkbox"/> <b>ONE-DAY PASSPORT</b> – Save \$380 (Valid one day only Mon - Wed) 3 seminars, 1 Peer2Peer Roundtable, exhibit hall, lunch voucher, and admission to all events	\$595	\$845	\$895	\$
<input type="checkbox"/> <b>INDIVIDUAL SEMINARS</b> multiply number _____ X	\$225	\$290	\$325	\$
<input type="checkbox"/> <b>ALL-DAY WORKSHOP</b> Sunday, 8:30 AM - 4:30 PM	\$580	\$680	\$780	\$
<input type="checkbox"/> <b>HALF-DAY WORKSHOPS</b> Sunday and Thursday	\$360	\$460	\$560	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS – save \$122 (includes lunch)	\$598	\$698	\$798	\$
<input type="checkbox"/> 2 HALF-DAY WORKSHOPS with Gold/Silver Passport – save up to \$222 (includes lunch)	\$498	\$598	\$698	\$
<input type="checkbox"/> <b>EXCURSION (T605)</b> Tue. 4:00PM-8:30PM	\$580	\$680	\$780	\$
<b>PROCESSING FEE</b> (covers all seminar materials)				\$ <b>70.00</b>
<input type="checkbox"/> <b>CTSM TRANSCRIPT MAINTENANCE FEE</b> (certification and graduate upgrades. See p. 11)	\$90	\$90	\$90	\$
<b>OPENING AND WELCOME RECEPTIONS</b> free to conference registrants				FREE
<b>ORIENTATION SESSION</b> free to conference registrants				FREE
<b>EXHIBIT HALL ADMISSION</b> free to conference registrants				FREE
<b>THE MARCH ISSUE OF EXHIBITOR MAGAZINE</b> free to conference registrants				FREE
<b>DISCOUNTS</b> <input type="checkbox"/> Government <input type="checkbox"/> Team (If applying for team discount, forms must be submitted together) Applies to Gold and Silver Passports only. See p. 54 for discount information.				\$ -
<input type="checkbox"/> <b>EXHIBITOR magazine subscription:</b> 12 issues / \$78 (save \$67) U.S. only.				\$
<input type="checkbox"/> <b>Corporate EVENT magazine subscription:</b> 4 issues / \$28 U.S. only.				\$
			<b>TOTAL</b>	\$

## SESSION SELECTIONS (example: M210)

**ALL-DAY WORKSHOP (not included with passports)**  
 Sun 8:30 AM – 4:30 PM \_\_\_\_\_

**HALF-DAY WORKSHOPS (not included with passports)**  
 Sun 8:30 AM – 12:00 PM \_\_\_\_\_  
 Sun 1:00 PM – 4:30 PM \_\_\_\_\_  
 Thurs 8:00 AM – 11:30 AM \_\_\_\_\_  
 Thurs 1:00 PM – 4:30 PM \_\_\_\_\_

**EXCURSION T605 (not included with passports)**  
 Tues 4:00 PM – 8:30 PM \_\_\_\_\_

**FIELD TRIPS**  
 Mon 8:30 AM – 11:30 AM (M306) \_\_\_\_\_  
 Tues 8:30 AM – 11:30 AM (T406) \_\_\_\_\_  
 Wed 8:00 AM – 11:30 AM (W212) \_\_\_\_\_  
 Thurs 9:00 AM – 2:00 PM (R405) \_\_\_\_\_  
 Thurs 1:00 PM – 4:30 PM (R406) \_\_\_\_\_

\* Peer2Peer (P2P) Roundtable topics found on page 15.  
 Please enter topic number. Available only to passport registrants.

**PEER2PEER ROUNDTABLES**

FIRST CHOICE SECOND CHOICE

\* Mon P2P 5:30 PM – 6:30 PM \_\_\_\_\_

\* Tues P2P 5:30 PM – 6:30 PM \_\_\_\_\_

\* Wed P2P 5:30 PM – 6:30 PM \_\_\_\_\_

**SESSIONS**

FIRST CHOICE SECOND CHOICE

Mon 8:00 AM – 9:30 AM \_\_\_\_\_

Mon 10:00 AM – 11:30 AM \_\_\_\_\_

Mon 3:45 PM – 5:15 PM \_\_\_\_\_

Tues 8:00 AM – 9:30 AM \_\_\_\_\_

Tues 10:00 AM – 11:30 AM \_\_\_\_\_

Tues 3:45 PM – 5:15 PM \_\_\_\_\_

Wed 8:00 AM – 9:30 AM \_\_\_\_\_

Wed 10:00 AM – 11:30 AM \_\_\_\_\_

Wed 3:45 PM – 5:15 PM \_\_\_\_\_

Thur 8:00 AM – 9:30 AM \_\_\_\_\_

Thur 10:00 AM – 11:30 AM \_\_\_\_\_

Thur 1:00 PM – 2:30 PM \_\_\_\_\_

Thur 3:00 PM – 4:30 PM \_\_\_\_\_

ONLINE: [www.EXHIBITOR2008.com](http://www.EXHIBITOR2008.com)  
 FAX: 630.434.1216  
 QUESTIONS: 800.752.6312 or 630.434.7779  
 MAIL: EXHIBITOR2008 Registration  
 Hall-Erickson Inc, 98 E. Naperville Rd., Westmont, IL 60559

## PAYMENT OPTIONS

U.S. funds only

CHECK (please make checks payable to EXHIBITOR2008)  
 VISA  MASTERCARD  AMERICAN EXPRESS

CARDHOLDER NAME \_\_\_\_\_  
 CARD NUMBER \_\_\_\_\_  
 EXP \_\_\_\_\_  
 DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

## REGISTRANT PROFILE (required information)

**Industry Role** (check one)  
 a) Corporate Exhibit Mgr. (Buyer)  
 b) Corporate Event Mgr. (Buyer)  
 c) Both A & B  
 d) Press  
 e) EXHIBITOR SHOW Exhibitor  
 m) Display Manufacturer/Builder  
 r) Dealer/Distributor/Rep  
 s) Exhibit/Event Supplier

**Primary Job Function** (check one)  
 a) Exhibit/Event Mgr./Coordinator  
 b) Marketing Mgmt.  
 c) Owner/President/Partner  
 d) Advertising/Promotion Mgmt.  
 e) General Mgmt.  
 f) Other  
 g) Designer  
 h) Sales Management

**Primary Business** (check one)  
 a) Electronics/Computer/Communications mfr.  
 b) Industrial Eqt./Machinery mfr.  
 c) Instrumentation/Medical mfr.  
 d) Other manufacturing  
 e) Service Industry  
 f) Internet Products/Services

**What is your role in the purchase of EXHIBITS and related products and services?** (check one)  
 a) Final Decision  
 b) Specify  
 c) Recommend  
 d) No Role

**What is your role in the purchase of EVENT-RELATED products and services?** (check one)  
 a) Final Decision  
 b) Specify  
 c) Recommend  
 d) No Role

**Annual Trade Show Budget**  
 a) Up to \$50K  
 b) \$50K-\$100K  
 c) \$100K-\$200K  
 d) \$200K-\$500K  
 e) \$500K-\$1MM  
 f) Over \$1MM  
 g) N/A

**Annual Corporate Event Budget**  
 a) Up to \$50K  
 b) \$50K-\$100K  
 c) \$100K-\$200K  
 d) \$200K-\$500K  
 e) \$500K-\$1MM  
 f) Over \$1MM  
 g) N/A

**How many TRADE SHOWS does your company exhibit in each year?**  
 a) 0-4  
 b) 5-10  
 c) 11-25  
 d) 26-50  
 e) 51-100  
 f) Over 100

**How many EVENTS does your company produce each year?**  
 a) 0-4  
 b) 5-10  
 c) 11-25  
 d) 26-50  
 e) 51-100  
 f) Over 100

**Does your company exhibit in shows overseas?**  
 a) Yes  
 b) No  
 If not, are they considering it?  
 c) Yes  
 d) No

**Number of Company Employees** (check one)  
 a) 1-4  
 b) 5-9  
 c) 10-19  
 d) 20-49  
 e) 50-99  
 f) 100-249  
 g) 250-499  
 h) 500-999  
 i) 1,000-4,999  
 j) 5,000-9,999  
 k) 10,000 or more

**Number of people who plan and execute TRADE SHOWS company-wide** (check one)  
 a) 1  
 b) 2-5  
 c) 6-9  
 d) 10 +  
 e) N/A

**Number of people who plan and execute CORPORATE EVENTS company-wide** (check one)  
 a) 1  
 b) 2-5  
 c) 6-9  
 d) 10 +  
 e) N/A

**Is this your first EXHIBITOR SHOW?**  
 a) Yes  
 b) No

**Which industry conferences have you attended in the past two years?**  
 a) EXHIBITOR SHOW  
 b) EXHIBITORFastTrak  
 c) Other  
 d) None

**Are you currently enrolled in EXHIBITOR'S CTSM Program?**  
 a) Yes  
 b) No  
 c) Graduate

PRIORITY NUMBER

113B

Check here if you have special needs that require attention.  
 Check here if international visitor requesting a Letter of Invitation

**CONFIRMATION/CANCELLATION REFUNDS:**  
 All registrations received by February 28, 2008 will be confirmed by fax and/or mail. If you must cancel for any reason, notify us in writing by February 21, 2008 to receive a full refund minus \$50 cancellation fee. After February 21, 2008, an additional 10% service charge will be deducted from the total cost. Because many of the sessions sell out before the Conference and we must turn customers away, no refunds will be given for cancellations received after 5:00 PM, February 28, 2008.

### OFFICE USE ONLY

\$ \_\_\_\_\_ REC'D \_\_\_\_\_  
 CK# \_\_\_\_\_  
 REF. \_\_\_\_\_