



BOSTON

June 23-25, 2009



CHICAGO

August 4-6, 2009



SAN FRANCISCO

September 30-October 2, 2009



ATLANTA

November 10-12, 2009

Register online now at www.EXHIBITORFastTrak.com



EXHIBITOR *FastTrak*

THE ACCELERATED LEARNING CONFERENCE
FOR EXHIBIT AND CORPORATE EVENT
MARKETING PROFESSIONALS

PRESENTED BY

EXHIBITOR

AND



ACCELERATE.

Four Cities. Four Dates. Four Idea-Packed Conferences!

THE INDUSTRY'S ESSENTIAL KNOWLEDGE

Whether you've been in the business for years or are new to the industry, ideas that help you flourish - despite the struggling economy - are the key to your long term success. No matter your level of experience, EXHIBITOR*FastTrak* is the most efficient and convenient path to enhancing your skills, building a solid foundation of trade show and event marketing knowledge and honing your survival instincts.

EXHIBITOR*FastTrak* regional conferences present educational selections from the annual EXHIBITOR conference. The small group, intimate setting and blend of job levels create the perfect atmosphere for genuine networking, sharing of survival tactics and success stories, and generating excitement for ongoing education.

CONCENTRATED LEARNING IN A RELAXED, COLLEGIAL ENVIRONMENT

An extraordinary faculty of the most knowledgeable professionals in trade shows and corporate events - all veteran EXHIBITOR presenters - share their expertise. You'll have unparalleled access to your instructors, and ample time to establish lasting connections with your peers.

CHOICES WITHIN EACH CONFERENCE

Each EXHIBITOR*FastTrak* is two overlapping conferences and a featured half-day workshop. Customize your learning experience - first choose Conference A or B then add sessions from the other conference, or add the workshop. The flexible scheduling enables you to attend at your convenience, and to choose which courses best suit your needs.

BRING YOUR ISSUES TO THE TABLE!

Peer2Peer lunch roundtables are back! Engage your group in issues that concern you...the economy, logistics, company communications, design, workflow bottlenecks... whatever is high on your list of challenges.

EARN PROFESSIONAL CERTIFICATION, OR JUST COME TO LEARN

Receive Continuing Education Units (CEUs) awarded by Northern Illinois University Outreach. Or earn your Certified Trade Show Marketer (CTSM) certification - the industry's only university affiliated program. CTSM representatives will be available to acquaint you with the program and share the many advantages - both personal and professional.



NIU Outreach
NORTHERN ILLINOIS UNIVERSITY

The CTSM curriculum consists of 23 core classes, along with five electives. Required courses are identified with the **CTSM** symbol. Candidates with five or more years of experience may replace some of the basic courses with advanced electives, indicated by the **CTSM 5**. The CTSM comprehensive exam is offered at each location on Day 3 from 1:15 PM - 4:15 PM for those who qualify. Online preregistration is required one month prior to each conference. You may preregister at www.CTSM.com.

ALL REWARD, NO RISK

It's very simple. Learn what you came to learn, or your money back!

REGISTRATION OPTIONS

All Passport options include continental breakfast, Peer2Peer lunch, and breaks on the day(s) of attendance.

Basic Passport

Conference A (Day 1 all day / Day 2 AM)
Conference B (Day 2 all day / Day 3 AM)
6 sessions: \$1,040

Intercontinental Passport

Conference A (Day 1 all day / Day 2 all day)
Conference B (Day 1 PM / Day 2 all day / Day 3 AM)
8 sessions: \$1,125

Global Passport

Both Conferences
(Day 1 all day / Day 2 all day / Day 3 AM)
10 sessions: \$1,295
Save 10% if you register 30 days before the conference!

Global Plus Passport

Both Conferences, plus workshop
10 sessions + workshop: \$1,440
Save 10% if you register 30 days before the conference!

Day 3 Workshop

Can be added to any passport option:
Workshop: \$360

Fast and easy online registration... www.EXHIBITORFastTrak.com

Complete conference details including faculty bios, session descriptions, and hotel information are all available online. Register now to reserve your spot. Questions? Call Wendy Lewis: 507-424-4881 wlewis@CTSM.com

BOSTON JUNE 23-25, 2009

TUESDAY, JUNE 23

- 9:00-10:30am **314** Using Target Audience Profiles to Create Memorable Events that Drive Results **CTSM 5**
615 Transition Planning: A Step-by-Step Guide to Ensure Your Program's Transition is Successful
- 10:45am-12:15pm **21309** Beyond the Basics of Booth Selling **CTSM**
403 Making Your Sponsorship a Special Event **NEW**
- 1:15-2:45pm **218** Promotional Products - An Integrated Part of Your Exhibit Plan
52109 Negotiating Skills to Win **CTSM**
- 3:00-4:30pm **52309** Communicating with Others: Essentials for Success **CTSM**
709 Guidelines to International Budgeting **CTSM 5**

WEDNESDAY, JUNE 24

- 9:00-10:30am **10809** How To Measure the Value of Trade Show Participation **CTSM**
507 Advanced Learning Session: Managing in a Changing Environment **NEW**
- 10:45am-12:15pm **124** How To Measure the Value of Trade Show Participation Part II **NEW**
20409 Don't Skip the Meetings - Pre, At, and Post: Guideposts to Success **CTSM**
- 1:15-2:45pm **20609** Show Operation Basics - Part I: Pre-Show Planning **CTSM**
309 Evaluating Execution of Creative Ideas in Your Exhibit Marketing Program **NEW**
- 3:00-4:30pm **20909** Show Operation Basics - Part II: On-Site Implementation **CTSM**
610 Inside the Attendee's Mind: A Trip Down Memory Lane

THURSDAY, JUNE 25

- 9:00-10:30am **20309** The Nuts and Bolts of Budgeting for Results **CTSM**
325 Understanding Your Audience and Selecting the Best Venue to Maximize Return on Investment **NEW**
- 10:45am-12:15pm **112** Trade Show Leads - Stop Counting... Start Closing
20209 Basic Project Management and Reporting Skills **CTSM**
- 1:15-4:15pm **406** FIELD TRIP: The Best Thing is Being There - Site Inspection Workshop **CTSM 5**

CHICAGO AUGUST 4-6, 2009

TUESDAY, AUGUST 4

- 9:00-10:30am **20609** Show Operation Basics - Part I: Pre-Show Planning **CTSM**
323 Five Step High-Impact Pre-Show Marketing System
- 10:45am-12:15pm **20909** Show Operation Basics - Part II: On-Site Implementation **CTSM**
605 Design Elements That Impact ROI **NEW**
- 1:15-2:45pm **118** Measurement and Analysis of the Purchase Experience to Improve ROI **CTSM 5**
227 How One Company Solved Its Marketing-Sales Gap Using Practical Process, Tools and Methods **NEW**
- 3:00-4:30pm **31209** Realizing Your Public Relations Potential **CTSM**
416 Mastering the Meeting Maze **CTSM 5**

WEDNESDAY, AUGUST 5

- 9:00-10:30am **327** The One Per Cent Solution: Ignore the Masses and Focus on Key Attendees
72009 Introductory Overview to Global Exhibiting **CTSM**
- 10:45am-12:15pm **111** Back of the Envelope Trade Show Economics **NEW**
72109 Introductory Overview to Global Event Marketing **CTSM**
- 1:15-2:45pm **113** A Lead is Only a Lead if It Leads to Something
31109 How To Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program **CTSM**
- 3:00-4:30pm **325** Understanding Your Audience and Selecting the Best Venue to Maximize Return on Investment **NEW**
410 Successfully Incorporate Celebrities and Entertainment into Your Events

THURSDAY, AUGUST 6

- 9:00-10:30am **30809** Business Marketing Strategies and Trade Shows **CTSM**
525 Investing in Yourself - Marketing Your Program Internally
- 10:45am-12:15pm **403** Making Your Sponsorship a Special Event **NEW**
61709 Graphics Boot Camp: What Every Event Manager Should Know **CTSM**
- 1:15-4:15pm **502** HALF-DAY WORKSHOP: Women in Command: A Business Guide for the Successful Woman **NEW**

SAN FRANCISCO SEPTEMBER 30-OCTOBER 2, 2009

WEDNESDAY, SEPTEMBER 30

- 9:00-10:30am **106** Trade Show Objectives and Performance Measurement **NEW**
52109 Negotiating Skills to Win **CTSM**
- 10:45am-12:15pm **410** Successfully Incorporate Celebrities and Entertainment into Your Events
52309 Communicating with Others: Essentials for Success **CTSM**
- 1:15-2:45pm **31109** How To Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program **CTSM**
615 Transition Planning: A Step-by-Step Guide to Ensure Your Program's Transition is Successful
- 3:00-4:30pm **20109** Selecting the Right Shows: The Critical Decision **CTSM**
219 The Government Exhibitor **NEW**

THURSDAY, OCTOBER 1

- 9:00-10:30am **10509** Using Surveys to Measure Your Performance in Trade Shows and Events **CTSM**
426 RFID 101: The Basics of RFID and the Benefits of the Technology in Events **NEW**
- 10:45am-12:15pm **20309** The Nuts and Bolts of Budgeting for Results **CTSM**
326 Social Media Marketing - How Can I Use YouTube, LinkedIn, Squidoo and Others to Promote my Meeting and/or Company **NEW**
- 1:15-2:45pm **122** Advanced Learning Session: Senior Roundtable: Understanding Attendee Interests, Behavior and Preferences to Increase Revenue **NEW**
20409 Don't Skip the Meetings - Pre, At, and Post: Guideposts to Success **CTSM**
- 3:00-4:30pm **218** Promotional Products - An Integrated Part of Your Exhibit Plan
327 The One Per Cent Solution: Ignore the Masses and Focus on Key Attendees

FRIDAY, OCTOBER 2

- 9:00-10:30am **21309** Beyond the Basics of Booth Selling **CTSM**
324 Using Web Tools To Increase Event Success - The Basics
- 10:45am-12:15pm **103** Profile In Excellence: Siemens Healthcare: Always Challenge the Status Quo **NEW**
30809 Business Marketing Strategies and Trade Shows **CTSM**
- 1:15-4:15pm **330** HALF-DAY WORKSHOP & Advanced Learning Session: Using Web Tools to Increase Event Success **NEW**

ATLANTA NOVEMBER 10-12, 2009

TUESDAY, NOVEMBER 10

- 9:00-10:30am **216** RFIs and RFPs: Asking the Right Questions - Choosing the Right Partner (A Supplier Perspective)
41609 The Basics of Event Planning and Management **CTSM**
- 10:45am-12:15pm **41709** The Basics of Event Logistics and Implementation **CTSM**
605 Design Elements That Impact ROI **NEW**
- 1:15-2:45pm **227** How One Company Solved Its Marketing-Sales Gap Using Practical Process, Tools and Methods **NEW**
31209 Realizing Your Public Relations Potential **CTSM**
- 3:00-4:30pm **118** Measurement and Analysis of the Purchase Experience to Improve ROI **CTSM 5**
514 Preparing, Developing, and Submitting a Quality CTSM Portfolio

WEDNESDAY, NOVEMBER 11

- 9:00-10:30am **20109** Selecting the Right Shows: The Critical Decision **CTSM**
409 Top Five Trends Influencing Your Events **NEW**
- 10:45am-12:15pm **10809** How To Measure the Value of Trade Show Participation **CTSM**
220 Sales Training vs. Exhibit Training: Telling and Selling the Difference
- 1:15-2:45pm **10509** Using Surveys to Measure Your Performance in Trade Shows and Event **CTSM**
323 Five Step High-Impact Pre-Show Marketing System
- 3:00-4:30pm **117** Four Strategic Pillars of a Results-Driven Exhibit Program
414 Don't Let Green Make You See Red **NEW**


THURSDAY, NOVEMBER 12

- 9:00-10:30am **20209** Basic Project Management and Reporting Skills **CTSM**
314 Using Target Audience Profiles to Create Memorable Events that Drive Results **CTSM 5**
- 10:45am-12:15pm **523** Advanced Learning Session: Senior Roundtable: Ethics **NEW**
61709 Graphics Boot Camp: What Every Event Manager Should Know **CTSM**
- 1:15-4:15pm **424** HALF-DAY WORKSHOP: Top 15 Legal Issues in Event and Meeting Contracts **NEW**

ABOUT THE CONFERENCE SPONSORS:

EXHIBITOR

The leader in trade show and corporate event marketing education, EXHIBITOR Media Group publishes EXHIBITOR magazine – best practices in trade show marketing; and Corporate EVENT magazine – case studies of strategic event marketing. EXHIBITOR Media Group is producer of EXHIBITOR Show, the world education and learning conference for trade show and corporate event marketers, sponsor of CTSM (Certified Trade Show Marketer) professional certification, and producer of GRAVITY FREE. Go to www.ExhibitorOnline.com for the industry's most comprehensive online resource.

 MC² is the founding and proud sponsor of the EXHIBITOR*FastTrak* program. In this eighth year, the plan is to continue to provide quality locations in exciting cities, fine meals, evening entertainment and a great learning experience. MC² believes that education is a vital component to your personal success and to the success of the entire industry.

MC² specializes in the expert execution of trade show exhibits, environments and corporate events. The company provides single-source accountability while utilizing ten locations and multiple global alliances for the delivery of seamless service. Award-winning design and creative marketing programs highlight the company's deliverables.

A full description of MC² services as well as a portfolio of work can be found at www.mc-2.com.

WHAT ATTENDEES SAY:

"I came because of the timing I will come back because of the quality. I don't know where I have gained so much valuable insight in such a short time. Thank you for this program."

Terri Prince,
Exhibit Coordinator, KCI

"Per usual this was outstanding and the content unbelievable! Thanks."

Abby Greene
Events Manager, Hobsons

"This was my first EXHIBITOR Conference, completely impressed with the quality of the speaker's presentations, staff, hotel, food, and evening event! I will be attending EXHIBITOR Conferences in the future."

Dawn Fredericy,
Marketing Specialist, Luminex Corp.

"This was an incredible help in getting me up to speed and the networking was priceless!"

Dana Rains,
Sales, Keystone Resort and Conference Center

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THE ACCELERATED LEARNING CONFERENCE FOR EXHIBIT AND CORPORATE EVENT MARKETING PROFESSIONALS



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Batterymarch Conference Center
(Hilton Boston)



CHICAGO

August 4-6, 2009

THE JAMES Hotel



SAN FRANCISCO

September 30-October 2, 2009

Marriott San Francisco
Fisherman's Wharf



ATLANTA

November 10-12, 2009

MC² Conference Learning Center
(Lithia Springs)

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