



PRESENTED BY
EXHIBITOR
AND


EXHIBITOR *FastTrak*

The Accelerated Learning Conference for Exhibit and Corporate Event Marketing Professionals



BOSTON
June 10-12, 2008



CHICAGO
August 12-14, 2008



SAN FRANCISCO
September 30-October 2, 2008



ATLANTA
November 11-13, 2008

REGISTER ONLINE NOW AT WWW.EXHIBITORFASTTRAK.COM

ACCELERATE.

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

THE INDUSTRY'S ESSENTIAL KNOWLEDGE

Whether you're working toward certification or simply building a solid foundation of trade show and event marketing knowledge, EXHIBITOR*FastTrak* is the shortest path to enhancing your critical skills.

EXHIBITOR*FastTrak* regional conferences present selections from the CTSM (Certified Trade Show Marketer) core curriculum plus other highly relevant sessions from the annual EXHIBITOR conference. (CTSM courses are identified with ▼ in the schedule at right.)

CONCENTRATED LEARNING IN A RELAXED, SMALL GROUP ENVIRONMENT

An extraordinary faculty of the most knowledgeable professionals in trade shows and corporate events — all veteran EXHIBITOR presenters — are here to share their expertise. You'll have extraordinary access to your instructors, and ample networking time with peers in a collegial setting that encourages interaction... and lasting connections.

CHOICES WITHIN EACH CONFERENCE

Each EXHIBITOR*FastTrak* is two overlapping conferences plus a featured half-day workshop. Choose Conference A or B. Then add sessions from the other conference, or add the workshop. Two session choices are scheduled concurrently so you can customize your learning experience.

BRING YOUR ISSUES TO THE TABLE!

Peer2Peer luncheon sessions are back! It's an opportunity to engage your group in issues that concern you... logistical problems, communication within your company, design topics, workflow bottlenecks... whatever is high on your list of challenges.

Make the most of your peer learning experience by setting the agenda! Bring an issue you faced this past year and how you solved it, OR a challenge that still defies solution. Feel free to share photos, forms or templates you've developed. These problem-solving sessions are a unique chance to gain new insights.

EARN PROFESSIONAL CERTIFICATION OR JUST COME TO LEARN

Receive Continuing Education Units (CEUs) if you wish. Or take your learning all the way with the industry's only university-affiliated professional certification, in conjunction with Northern Illinois University Outreach.



CTSM representatives will be available to acquaint you with the program. **NIU Outreach**

The CTSM comprehensive exam will be offered at each location on Thursday, 1:00 PM - 4:00 PM for those candidates who qualify. Online preregistration is required. Exam registration deadline is 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 session, and breaks on the day(s) of attendance.

Basic Passport

Conference A (Tues. all day / Wed. AM)
Conference B (Wed. all day / Thur. AM)
6 sessions: \$1,040

Intercontinental Passport

Conference A (Tues. all day / Wed. all day)
Conference B (Tues. PM / Wed. all day / Thur. AM)
8 sessions: \$1,125

Global Passport

Both Conferences
(Tues. all day / Wed. all day / Thurs. 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!

Thursday Workshop

Added to any passport option:
Workshop: \$360

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

Complete conference details online — faculty bios, session descriptions, hotel information. Questions? Call Wendy Lewis: 507-424-4881 wlewis@CTSM.com
SEVERAL CONFERENCES SOLD OUT EARLY LAST YEAR. REGISTER SOON TO RESERVE YOUR SPOT.

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BOSTON JUNE 10-12, 2008

Batterymarch Conference Center

TUESDAY – JUNE 10

- 8:30-10:00am **410** Successfully Incorporate Celebrities and Entertainment into Your Events
52108 Negotiating Skills to Win ▼
- 10:15-11:45am **20408** Don't Skip the Meetings – Pre, At, and Post: Guideposts to Success ▼
615 Transition Planning: A Step-by-Step Guide to Ensure Your Program's Transition is Successful **NEW**
- 1:15-2:45pm **104** Advanced Learning Session: Measurement – Did the Strategies and Tactics Work? **NEW**
- 3:00-4:30pm **52308** Communicating With Others: Essentials for Success ▼
111 Designing a Better Lead Form
21308 Beyond the Basics of Booth Selling ▼

WEDNESDAY – JUNE 11

- 8:30-10:00am **10508** Using Surveys in the Trade Show and Event Decision Making Process ▼
514 Preparing, Developing and Submitting a Quality CTSM Portfolio
- 10:15-11:45am **234** Mid-Course Corrections: Making Changes After the Show Begins
41608 The Basics of Event Planning and Management ▼
- 1:15-2:45pm **330** The Power of Communities: Integrating Customer and Online Events to Increase Revenue **NEW**
41708 The Basics of Event Logistics and Implementation ▼
- 3:00-4:30pm **20108** Selecting the Right Shows: The Critical Decision ▼
327 The One Percent Solution: Ignore the Masses and Focus on Key Attendees

THURSDAY – JUNE 12

- 8:30-10:00am **229** Control Your Costs! Real World Cost Saving Tips **NEW**
30808 Business Marketing Strategies and Trade Shows ▼
- 10:15-11:45am **114** Hewlett-Packard Measurement Case Study
31208 Realizing Your Public Relations Potential ▼
- 1:00-4:00pm **406** FIELD TRIP: The Best Thing is Being There – Site Inspection Workshop ▼

CHICAGO AUGUST 12-14, 2008

THE JAMES Hotel

TUESDAY – AUGUST 12

- 8:30-10:00am **109** Keep Your Best Leads Out of the Trash and Convert Them to Customers
20308 The Nuts and Bolts of Budgeting for Results ▼
- 10:15-11:45am **41608** The Basics of Event Planning and Management ▼
620 Using Customers, Experts, and Business Partners to Add Credibility **NEW**
- 1:15-2:45pm **231** The Smart Approach to Outsourcing
41708 The Basics of Event Logistics and Implementation ▼
- 3:00-4:30pm **31208** Realizing Your Public Relations Potential ▼
516 Improv Yourself – Business Spontaneity at the Speed of Thought

WEDNESDAY – AUGUST 13

- 8:30-10:00am **20208** Basic Project Management and Reporting Skills ▼
606 Advanced Learning Session: Senior Roundtable: Replenish, Recycle, Reuse... Everyone is "Going Green" **NEW**
- 10:15-11:45am **20708** Exhibiting and the Law: What You Need to Know ▼
517 Spontaneous Speaking
- 1:15-2:45pm **118** Measurement and Analysis of the Purchase Experience to Improve ROI ▼
41908 Liquor Liability and the Law: What You Need to Know ▼
- 3:00-4:30pm **312** Targeted, Tailored, and Timely – Innovations in Direct Mail
709 Guidelines to International Budgeting ▼

THURSDAY – AUGUST 14

- 8:30-10:00am **211** Advanced Learning Session: Problem Solving or Disaster Control? What's Your Approach? An On-the-Fly Working Case Study Session **NEW**
31108 How to Grow Your Brand: Incorporating Brand Marketing Into Your Exhibit Program ▼
- 10:15-11:45am **324** Using Web Tools To Increase Event Success **NEW**
61708 Graphics Boot Camp: What Every Event Manager Should Know **NEW** ▼
- 1:00-4:00pm **406** FIELD TRIP: The Best Thing is Being There – Site Inspection Workshop ▼

SAN FRANCISCO SEPTEMBER 30-OCTOBER 2, 2008

Marriott Fisherman's Wharf

TUESDAY, SEPTEMBER 30

- 8:30-10:00am **116** How To Turn Your Trade Show From Money Pit to Profit Center **NEW**
20108 Selecting the Right Shows: The Critical Decision ▼
- 10:15-11:45am **30808** Business Marketing Strategies and Trade Shows ▼
615 Transition Planning: A Step-by-Step Guide to Ensure Your Program's Transition is Successful **NEW**
- 1:15-2:45pm **314** Using Target Audience Profiles to Create Memorable Events that Drive Results ▼
72008 Introductory Overview to Global Exhibiting ▼
- 3:00-4:30pm **408** Myth Buster – Strategic Events (for Novices) **NEW**
72108 Introductory Overview to Global Event Marketing ▼

WEDNESDAY, OCTOBER 1

- 8:30-10:00am **20708** Exhibiting and the Law: What You Need to Know ▼
416 Mastering the Meeting Maze ▼
- 10:15-11:45am **10508** Using Surveys in the Trade Show and Event Decision Making Process ▼
310 A Rookie's Seven Deadly Sins
- 1:15-2:45pm **41908** Liquor Liability and the Law: What You Need to Know ▼
528 A Piece of Peace: From Stress to Success – Part I **NEW**
- 3:00-4:30pm **311** Ten Key Steps to Developing Trade Show and Marketing Communications Strategies
529 A Piece of Peace: Personal Energy Renewal – Part II **NEW**

THURSDAY, OCTOBER 2

- 8:30-10:00am **20608** Show Operations Basics – Part I: Pre-Show Planning ▼
527 Speaking in Public... and Other Life Threatening Situations
- 10:15-11:45am **20908** Show Operations Basics – Part II: On-Site Implementations ▼
319 How Public Relations Can Strengthen Your Trade Show Presence **NEW**
- 1:00-4:00pm **302** HALF-DAY WORKSHOP: GPS Global Position Strategy – Paving the Way for Your Message

ATLANTA NOVEMBER 11-13, 2008

MC² Conference Learning Center, Lithia Springs, GA

TUESDAY, NOVEMBER 11

- 8:30-10:00am **311** Ten Key Steps to Developing Trade Show and Marketing Communications Strategies
52108 Negotiating Skills to Win ▼
- 10:15-11:45am **233** Is There a Technology Doctor in the House? **NEW**
52308 Communicating With Others: Essentials for Success ▼
- 1:15-2:45pm **211** Advanced Learning Session: Problem Solving or Disaster Control? What's Your Approach? An On-the-Fly Working Case Study Session **NEW**
61708 Graphics Boot Camp: What Every Event Manager Should Know **NEW** ▼
- 3:00-4:30pm **20408** Don't Skip the Meetings – Pre, At, and Post: Guidepost to Success ▼
402 Profile In Excellence: Nortel: Global Sales Conference – Measuring for Success **NEW**

WEDNESDAY, NOVEMBER 12

- 8:30-10:00am **104** Advanced Learning Session: Measurement – Did the Strategies and Tactics Work? **NEW**
21308 Beyond the Basics of Booth Selling ▼
- 10:15-11:45am **229** Control Your Costs! Real World Cost Saving Tips **NEW**
418 An Event Makeover
- 1:15-2:45pm **313** Creating Winning Direct Mail Promotions: Back to Basics to Improve Response
20208 Basic Project Management and Reporting Skills ▼
- 3:00-4:30pm **107** Online Lead Management at Trade Shows: Getting a Better ROI
31108 How To Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program ▼

THURSDAY, NOVEMBER 13

- 8:30-10:00am **20308** The Nuts and Bolts of Budgeting for Results ▼
411 Onsite Event Registration Systems: The Latest State-of-the-Art Technology and Services
- 10:15-11:45am **10808** How to Measure the Value of Trade Show Participation ▼
604 Profile In Excellence: Mohawk Industries: Green Before Green was Mainstream **NEW**
- 1:00-4:00pm **204** HALF-DAY WORKSHOP: Stop Wasting Time – Organize Your Planning with Templates

NEW : Sessions new to EXHIBITOR conferences in 2008

▼ : Required Courses for Certified Trade Show Marketer (CTSM) Certification.

▼ : CTSM candidates with 5 or more years of experience may select one of these seminars as an option to a five-digit required seminar with approval of program director jnelson@CTSM.com.

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ABOUT THE CONFERENCE SPONSORS:

EXHIBITOR

EXHIBITOR is the recognized leader in trade show and corporate event marketing education. EXHIBITOR publishes EXHIBITOR magazine – best practices in trade show marketing; and Corporate EVENT magazine – case studies of strategic event marketing.

EXHIBITOR also produces the EXHIBITOR conference, the premier education and learning conference for trade show and corporate event marketers, which sponsors CTSM (Certified Trade Show Marketer) professional certification for trade show and corporate event marketers.



MC² is the founding and proud sponsor of the EXHIBITOR*FastTrak* program. In this seventh 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:

"Thank you for supporting this invaluable opportunity for our continued quest for knowledge and professionalism in this industry. I can't say enough!"

Jan Aument, Tradeshow Coordinator
BASF Construction Chemicals

"Excellent seminars – *FastTrak* was very much suited for my busy schedule. I took a lot back for my company and my career!"

Davee Bonde, Commercial Convention Coordinator
Daktronics Inc.

"Sessions and instructors were excellent. I will use all information learned."

Robert Schiavone, Marketing Communications Manager
Personal Care Americas, Rexam

"LOVED IT! I am a rookie in this field and took courses that would start me from the ground level up. Every single class I had related to things I needed to know for projects that I will be handling in the future."

Leigh Young, National Conference Coordinator
Meril, Ltd.

"I thoroughly enjoyed the conference, and used much of what I learned to justify a program with limited support. I was successful in actually increasing a budget that was set to be reduced!"

Antony Rothwell, Associate Manager, Meetings and Conventions
Reliant Pharmaceuticals

EXHIBITOR
206 S. Broadway, Ste. 745
Rochester MN 55904

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