

Learn
From
Experts
Who Do
What
You Do

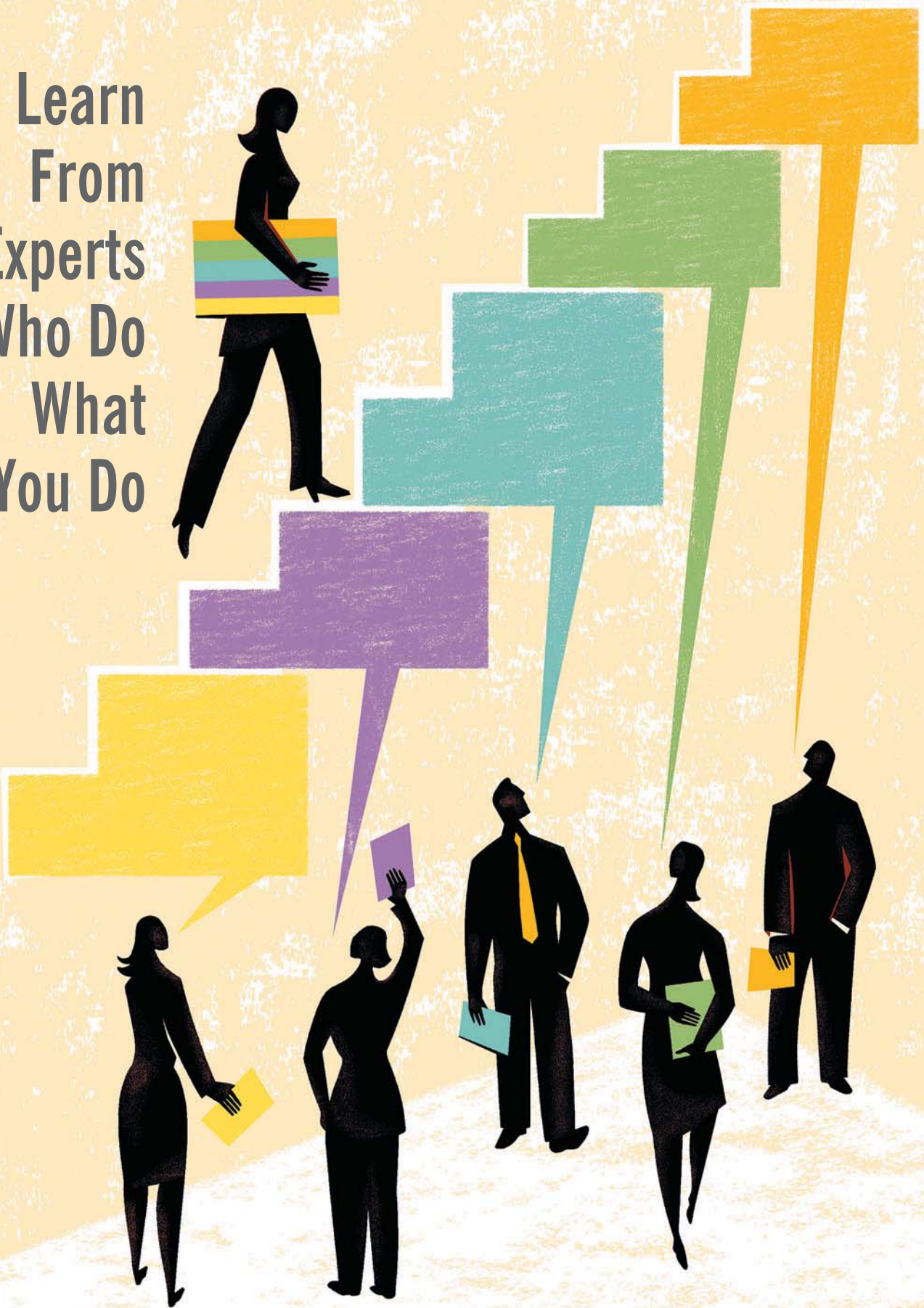


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EXHIBITOR *FastTrak*

THE ACCELERATED LEARNING CONFERENCE FOR EXHIBIT AND CORPORATE EVENT MARKETING PROFESSIONALS

PRESENTED BY EXHIBITOR AND 

WHAT ATTENDEES SAY:

“ The EXHIBITOR educational seminars were the only training available to satisfy the need for training my manager required. ”

Carol Stock, CTSM
Marketing Specialist
Westinghouse Electric Company, LLC

“ I'm so happy I came to EXHIBITORFastTrak. It's one of the best things I ever did to re-invigorate my career! ”

David Michalski
Vice President
Bank of America

“ Fabulous speaker with a wealth of knowledge. I left the room feeling like I had a roadmap for moving forward with our quest to start our ROI program. One of the best presentations in what was, for me, an excellent conference. ”

Ruth Gregg
Event Planner
Software Engineering Institute

Register at www.EXHIBITORFastTrak.com
Questions? Call Wendy Lewis at 507-424-4881
or email at wlewis@CTSM.com

EXHIBITORFast

FOUR CITIES. FOUR DATES. FOUR IDEA-PACKS

DENVER JUNE 14-16, 2011

CONFERENCE A

TUESDAY, JUNE 14

- | | | | |
|-----------------|-------|------------------------------------------------------------|------------|
| 9:00-10:30am | 103 | Lead Follow-Up, WTF? (What's the Formula?) | |
| | 61711 | Graphics Boot Camp: What Every Event Manager Should Know | CTSM |
| 10:45am-12:15pm | 305 | Advanced Learning Session: Public Relations 2.0 and Beyond | NEW CTSM 5 |
| | 334 | A Rookie's Seven Deadly Sins | |
| 1:30-3:00pm | 20611 | Show Operation Basics – Part I: Pre-Show Planning | CTSM |
| | 606 | Design Through Delivery: Conducting a Harmonious New Build | |
| 3:15-4:45pm | 20911 | Show Operation Basics – Part II: On-Site Implementation | CTSM |
| | 518 | Seven Career-Limiting Mistakes and How to Avoid Them | NEW |

CONFERENCE B

WEDNESDAY, JUNE 15

- | | | | |
|-----------------|-------|-----------------------------------------------------------------------------------------|------|
| 9:00-10:30am | 128 | You Know What to Measure – But How Do You Actually Measure It? | NEW |
| | 20411 | Don't Skip the Meetings – Pre-, At-, and Post-: Guideposts to Success | CTSM |
| 10:45am-12:15pm | 203 | Exhibit Transportation: Understanding Industry Changes in Getting Your Show on the Road | |
| | 62411 | Green Trade Shows | CTSM |
| 1:30-3:00pm | 311 | Ten Key Steps to Developing Trade Show and Marketing Communications Strategies | |
| | 41611 | The Basics of Event Planning and Management | CTSM |
| 3:15-4:45pm | 327 | The One Per Cent Solution: Ignore the Masses and Focus on Key Attendees | |
| | 41711 | The Basics of Event Logistics and Implementation | CTSM |

THURSDAY, JUNE 16

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|-----------------|-------|---------------------------------------------------------------------------------|------|
| 9:00-10:30am | 20311 | The Nuts and Bolts of Budgeting for Results | CTSM |
| | 332 | Effective Writing Skills for Business Communication | NEW |
| 10:45am-12:15pm | 110 | Metrics Matter: Choosing Measurement Tools That Will Best Evaluate Your Program | |
| | 30811 | Business Marketing Strategies and Trade Shows | CTSM |

W

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|-------------|-----|-----------------------------------------------------------------|--|
| 1:30-4:30pm | 224 | HALF-DAY WORKSHOP: Times Have Changed – You Need to Change, Too | |
|-------------|-----|-----------------------------------------------------------------|--|



DENVER June 14-16, 2011

Renaissance Denver Hotel 3801 Quebec Street, Denver, CO 80207

stTrak

MARKETED CONFERENCES! THE ACCELERATED LEARNING CONFERENCE FOR EXHIBIT AND

CHICAGO JULY 26-28, 2011

TUESDAY, JULY 26

- 9:00-10:30am 116 Maximizing ROI Starts With a Numbers-Based Trade Show Plan **CTSM 5**
 52111 Negotiating Skills To Win **CTSM**
- 10:45am-12:15pm 220 Is Your Procurement Department Influencing Your Marketing Goals?
 52311 Communicating with Others: Essentials for Success **CTSM**
- 1:30-3:00pm 322 Advanced Learning Session: Taking Your Social Media to the Next Level **NEW**
 72011 Introductory Overview to Global Exhibiting **CTSM**
- 3:15-4:45pm 31211 Realizing Your Public Relations Potential **CTSM**
 630 Dream Theme: How to Develop Talk-of-Show Exhibit Themes **NEW**

WEDNESDAY, JULY 27

- 9:00-10:30am 222 Staffer Performance as a Strategic Asset **NEW**
 416 Mastering the Meeting Maze **CTSM 5**
- 10:45am-12:15pm 10811 How to Measure the Value of Trade Show Participation **CTSM**
 223 Event Collaboration: How to Effectively Utilize Outside Vendors **NEW**
- 1:30-3:00pm 115 How to Create Event Communications That Attract and Sell Customers ...
 and Even Impress the Company President
 20611 Show Operation Basics – Part I: Pre-Show Planning **CTSM**
- 3:15-4:45pm 20911 Show Operation Basics – Part II: On-Site Implementation **CTSM**
 215 Trade Shows: The Big Picture

THURSDAY, JULY 28

- 9:00-10:30am 219 The Government Exhibitor - An Overview **NEW**
 30811 Business Marketing Strategies and Trade Shows **CTSM**
- 10:45am-12:15pm 313 Telling Your Story in the 21st Century **NEW**
 62411 Green Trade Shows **CTSM**

- 1:30-4:30pm 502 **HALF-DAY WORKSHOP: Women in Command: A Business Guide for the Successful Woman**

SAN DIEGO SEPTEMBER 20-22, 2011

TUESDAY, SEPTEMBER 20

- 9:00-10:30am 220 Is Your Procurement Department Influencing Your Marketing Goals?
 52111 Negotiating Skills To Win **CTSM**
- 10:45am-12:15pm 113 A Lead is Only a Lead if It Leads to Something
 52311 Communicating with Others: Essentials for Success **CTSM**
- 1:30-3:00pm 326 Social Media Marketing – How Can I Use YouTube, LinkedIn, Squidoo
 and Others to Promote my Meeting and/or Company?
 61711 Graphics Boot Camp: What Every Event Manager Should Know **CTSM**
- 3:15-4:45pm 121 How to Talk to Your CFO About Trade Shows **NEW**
 20411 Don't Skip the Meetings – Pre-, At-, and Post-: Guideposts to Success **CTSM**

WEDNESDAY, SEPTEMBER 21

- 9:00-10:30am 211 The NEW Tools for Trade Show Success **NEW**
 307 Exhibiting Strategically – Surviving the Changes – Part I
- 10:45am-12:15pm 125 Setting Measurable Objectives: Get Past the Fuzzy Factor and Focus! **NEW**
 308 Exhibiting Strategically – Surviving the Changes – Part II
- 1:30-3:00pm 122 The Great Budgeting Adventure
 31211 Realizing Your Public Relations Potential **CTSM**
- 3:15-4:45pm 20111 Selecting the Right Shows: The Critical Decision **CTSM**
 610 Inside the Attendee's Mind: A Trip Down Memory Lane

THURSDAY, SEPTEMBER 22

- 9:00-10:30am 10511 Using Surveys to Measure Your Performance in Trade Shows and Events **CTSM**
 322 Advanced Learning Session: Taking Your Social Media to the Next Level **NEW**
- 10:45am-12:15pm 20211 Basic Project Management and Reporting Skills **CTSM**
 312 Response Driven Direct Mail **NEW**

- 1:30-4:30pm 406 **FIELD TRIP: The Best Thing is Being There – Site Inspection Workshop** **CTSM 5**



CHICAGO July 26-28, 2011

Hyatt Regency O'Hare 9300 Bryn Mawr Avenue, Rosemont, IL 60018



SAN DIEGO September 20-22, 2011

Hilton San Diego Resort & Spa 1775 East Mission Bay Drive, San Diego, CA 92109

CORPORATE EVENT MARKETING PROFESSIONALS

ATLANTA NOVEMBER 8-10, 2011

TUESDAY, NOVEMBER 8

9:00-10:30am	122	The Great Budgeting Adventure	
	20111	Selecting the Right Shows: The Critical Decision	CTSM
10:45am-12:15pm	126	The Government Exhibitor - Managing Results	NEW
	21311	Beyond the Basics of Booth Selling	CTSM
1:30-3:00pm	10511	Using Surveys to Measure Your Performance in Trade Shows and Events	CTSM
	301	Advanced Learning Session: Do Your Messages Stick or Just Slip Away?	NEW
3:15-4:45pm	303	Social Media Marketing 101 - Getting Your Feet Wet	NEW
	72011	Introductory Overview to Global Exhibiting	CTSM

CONFERENCE A

WEDNESDAY, NOVEMBER 9

9:00-10:30am	20211	Basic Project Management and Reporting Skills	CTSM
	606	Design Through Delivery: Conducting a Harmonious New Build	
10:45am-12:15pm	10811	How to Measure the Value of Trade Show Participation	CTSM
	510	Discovering Your Value in the Workplace	NEW
1:30-3:00pm	115	How to Create Event Communications That Attract and Sell Customers ... and Even Impress the Company President	
	41611	The Basics of Event Planning and Management	CTSM
3:15-4:45pm	323	State of the Art Eight Step Pre-Show Marketing System	
	41711	The Basics of Event Logistics and Implementation	CTSM

CONFERENCE B

THURSDAY, NOVEMBER 10

9:00-10:30am	117	Four Strategic Pillars of a Results-Driven Exhibit Program	
	332	Effective Writing Skills for Business Communication	NEW
10:45am-12:15pm	31211	Realizing Your Public Relations Potential	CTSM
	631	Leveraging Social Media: Extend the Reach and Impact of Your Event	NEW

1:30-4:30pm	208	HALF-DAY WORKSHOP & ADVANCED LEARNING SESSION: Using Information, Intelligence and Politics to Effectively Plan Your Trade Show Program	CTSM 5
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ATLANTA November 8-10, 2011

MC² Conference Learning Center 500 Interstate West Parkway,
Lithia Springs, GA 30122

Fast and easy online registration ...

Go to www.EXHIBITORFastTrak.com for complete conference details including faculty bios, session descriptions, and hotel information. Register now to reserve your spot.

REGISTRATION OPTIONS:

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Choose 10 sessions + workshop

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Register 30 days before the conference and receive an extra 10% off.

\$1,296

Global Passport (SAVE \$565)

Choose 10 sessions

(Tuesday all day/Wednesday all day/Thursday AM)

\$1,295

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\$1,165

Intercontinental Passport (SAVE \$259)

Choose 8 sessions

Conference A + two additional sessions on Wednesday afternoon

(Tuesday all day and Wednesday all day)

or

Conference B + two additional sessions on Tuesday afternoon

(Tuesday PM, Wednesday all day, Thursday AM)

\$1,150

Basic Passport

Choose 6 sessions

Conference A (Tuesday all day and Wednesday AM)

or

Conference B (Wednesday all day and Thursday AM)

\$1,060

WORKSHOP

The Thursday afternoon workshop can be added to any passport option.

\$360

ALL REWARD, NO RISK

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

The EXHIBITOR*FastTrak* Advantage

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. Two session choices are scheduled concurrently so you can customize your learning experience.

BRING YOUR ISSUES TO THE TABLE!

An Open Mic Forum will be held during lunch where you will engage in topics on issues that concern you ... the economy, logistics, company communications, design, workflow bottlenecks ... whatever is high on your list of challenges.

About The Conference Sponsors

EXHIBITOR The leader in trade show and corporate event marketing education, EXHIBITOR Media Group publishes EXHIBITOR magazine, a monthly publication featuring best practices in trade show marketing. EXHIBITOR's Learning Events include: EXHIBITOR2011, the industry's top-rated conference and exhibition for trade show and corporate event marketing; EXHIBITOR*FastTrak*, accelerated learning conferences; and EXHIBITOR eTrak, professional online learning. EXHIBITOR Media Group is also the founder and sponsor of CTSM (Certified Trade Show Marketer), the world's only university-affiliated certification program for trade show and event marketers. Find out more at www.ExhibitorOnline.com.

MC² MC² is the founding and proud sponsor of the EXHIBITOR*FastTrak* program. In this 10th 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.



NIU NORTHERN
ILLINOIS
UNIVERSITY

OUTREACH

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 of participating – both personal and professional.

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**, with prior approval from the program director. The CTSM comprehensive exam is offered at each location on Thursday from 1:30 PM - 4:30 PM for those who qualify. Online pre-registration is required one month prior to each conference. You may pre-register at www.CTSM.com.

NEW Sessions new to EXHIBITOR Conference in 2011.

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The shortest distance
between you
and
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EXHIBITOR *FastTrak*

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