The Accelerated Learning Conference for Exhibit and Corporate Event Marketing Professionals

EXHIBITOR FastTrak

The Accelerated Learning Conference for Exhibit and Corporate Event Marketing Professionals

PRESENTED BY
EXHIBITOR
AND
MC²

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.

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. 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: $995

Intercontinental Passport
Conference A (Tues. all day / Wed. all day)
Conference B (Tues. PM / Wed. all day / Thur. AM)
8 sessions: $1075

Global Passport
Both Conferences
(Tues. all day / Wed. all day / Thurs. AM)
10 sessions: $1,260
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: $340

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

Complete conference details including faculty bios, session descriptions, and hotel information.

Questions? Call Wendy Lewis: 507-424-4881 wlewis@CTSM.com

Register online now at www.EXHIBITORFastTrak.com
BOSTON MAY 15-17, 2007
BatteryMarch Conference Center

TUESDAY, MAY 15
8:30-10:00am 20607 Show Operations Basics – Part I: Pre-Show Planning ▼
109 Keep Your Best Leads Out of the Trash and Convert Them to Customers ▼
10:15-11:45am 20907 Show Operations Basics – Part II: On-Site Implementations ▼
221 Springboards for Inspiration — Sourcing and Recording Ideas ▼
1:15-2:45pm 310 A Rookie’s Seven Deadly Sins NEW
31107 How To Grow Your Brand: Incorporating Brand Marketing Into Your Exhibit Program ▼
3:00-4:30pm 10807 How To Measure the Value of Trade Show Participation ▼
416 Mastering the Meeting Maze ▼

WEDNESDAY, MAY 16
8:30-10:00am 121 How To Create Event Communications That Attract and Sell Customers — and Even Impress the Company President NEW
72007 Introductory Overview to Global Exhibiting ▼
10:15-11:45am 216 RFIs and RFPs: Asking the Right Questions — Choosing the Right Partner (A Supplier Perspective) ▼
72107 Introductory Overview to Global Marketing ▼
1:15-2:45pm 21307 Beyond the Basics of Booth Selling ▼
508 Organizing 101: Business and Residential Organizing NEW
417 The Hows, Whys and Why-Nots of Creating Sponsorship Packages for Your Private Event ▼
3:00-4:30pm 20707 Exhibiting and the Law: What You Need to Know ▼
406 Authors Executive Series: Moving Events Up the Food Chain NEW
1:00-4:00pm 305 HALF-DAY WORKSHOP: GPS “Global Position Strategy” — Paving the Way for Your Message ▼

THURSDAY, MAY 17
8:30-10:00am 41907 Liquor Liability and the Law: What You Need to Know ▼
504 Speaking in Public… and Other Life Threatening Situations ▼
10:15-11:45am 30807 Business Marketing Strategies and Trade Shows ▼
417 The Hows, Whys and Why-Nots of Creating Sponsorship Packages for Your Private Event ▼
3:00-4:30pm 106 Measuring ROI/ROO Through Surveys — Quantify Your Results ▼

SAN FRANCISCO OCTOBER 2-4, 2007
Marriott San Francisco Fisherman’s Wharf

TUESDAY, OCTOBER 2
8:30-10:00am 30807 Business Marketing Strategies and Trade Shows ▼
221 Springboards for Inspiration — Sourcing and Recording Ideas NEW
10:15-11:45am 10507 Using Surveys in the Trade Show and Event Decision Making Process ▼
508 Organizing 101: Business and Residential Organizing NEW
1:15-2:45pm 20607 Show Operations Basics – Part I: Pre-Show Planning ▼
406 Authors Executive Series: Moving Events Up the Food Chain NEW
3:00-4:30pm 20907 Show Operations Basics – Part II: On-Site Implementations ▼
106 Measuring ROI/ROO Through Surveys — Quantify Your Results ▼

WEDNESDAY, OCTOBER 3
8:30-10:00am 20107 Selecting the Right Shows: The Critical Decision ▼
327 The One Percent Solution: Ignore the Masses and Focus on Key Attendees ▼
10:15-11:45am 31207 Realizing Your Public Relations Potential ▼
617 Inside the Attendee’s Mind: A Trip Down Memory Lane ▼
1:15-2:45pm 41607 The Basics of Event Planning and Management ▼
314 Using Target Audience Profiles to Create Memorable Events that Drive Results ▼
3:00-4:30pm 41707 The Basics of Event Logistics and Implementation ▼
420 Sales Training vs. Exhibit Training: Telling and Selling the Difference ▼

THURSDAY, OCTOBER 4
8:30-10:00am 20207 Basic Project Management and Reporting Skills ▼
412 Top Ten Trends Impacting Events ▼
10:15-11:45am 20307 The Nuts and Bolts of Budgeting for Results ▼
105 Power Play: Sales Leads Are Why You Exhibit NEW
1:00-4:00pm 404 FIELD TRIP: The Best Thing Is Being There — Site Inspection Workshop ▼

▼ : 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.
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

MC² is the founding and proud sponsor of the EXHIBITOR FastTrak program. In this sixth 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 nine 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:

“Very impressed with quality of instructors — this was my first time attending and I’m looking forward to coming back for more! Great learning experience with relevant information and real-life scenarios. I really appreciated the Tuesday evening tour and reception — it was fun, good food, informative and great networking.”

Concetta Sapienza, CMU
Software Engineering Institute

“I thought this FastTrak was great! Being my first I enjoyed the intimate setting — it made participating much easier... great job and thank you!”

Bethany McNally
WESCO Distribution Inc.

“I am continually impressed with the high quality and professionalism.”

Gail Amor
North American Signs

“Excellent opportunity to network and share best practices.”

Pamela Hickey
Gore & Associates

EXHIBITOR FastTrak
THE ACCELERATED LEARNING CONFERENCE FOR EXHIBIT AND CORPORATE EVENT MARKETING PROFESSIONALS

BOSTON
May 15, 16, 17, 2007
BatteryMarch Conference Center

CHICAGO
August 7, 8, 9, 2007
Hard Rock Hotel

SAN FRANCISCO
October 2, 3, 4, 2007
Marriott San Francisco
Fisherman’s Wharf

ATLANTA
November 13, 14, 15, 2007
MC² Conference Learning Center (Lithia Springs)

Register online now at www.EXHIBITORFastTrak.com