



CDA presents an

# EXHIBITOR **SUCCESS** BREAKFAST SEMINAR

## Breakthrough Thinking For Exhibitors!

with Fred Fox

### Attention All Exhibitors:

Get ready to move your exhibit program into high gear and learn how to harness the power of the most effective marketing/sales tool available today.... the tradeshow.

If you are part of your company's exhibit program and are interested in achieving more effective results, join Fred Fox of the Exhibitor Institute for a dynamic look at exhibiting at its best.

Fred will reveal all the steps you need to head right to the show floor and take your show performance to a new level.

Fred presented this seminar at our Spring Session in Anaheim and it met with rave reviews. The most heard comment was "This was a powerful presentation, I wish we had brought the entire sales team"

As an additional benefit, Fred will also provide in-person booth evaluations for seminar attendees that sign up on a first-come, first-serve basis. This is a great opportunity to have a leading expert in the industry review your exhibiting strategy, discuss any questions you may have and provide you with specific tips to help you achieve your exhibiting goals.

*"I promise that when you leave this seminar you will have a complete understanding of how to take control of your exhibit program, qualify more leads and make more sales than ever before!"*

*- Fred Fox*



Fred Fox is North America's leading exhibit marketing consultant/trainer and founder of the Exhibitor Institute. For the past 25 years, Fred has been presenting his training programs to thousands of exhibitors in North America, the United Kingdom and Europe.

- Maximize your presence at shows!
- Take control of your exhibiting efforts!
- Generate more results from your booth!
- Learn the importance of training your booth staff!
- Learn 5 powerful show 'selling' strategies!
- Learn how to attract visitors to your booth!

### Date:

Saturday, Sept. 13, 2008

Breakfast Seminar: 7:30 a.m. - 8:30 a.m.

### Location:

Moscone Center

Room 101 (South Hall / Exhibits Level )

### To Register:

RSVP to Jackie Tran

[jackie.tran@cda.org](mailto:jackie.tran@cda.org)

or call 916.554.5967