



CDA presents an

EXHIBITOR SUCCESS 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 communication tool available....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.

As an additional benefit, Fred will also provide in-person booth evaluations on Friday 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.

Take a break from booth set up to enjoy a refreshing ice cream buffet before the seminar. Treat yourself to a delicious ice cream sundae, network with your fellow exhibitors and then experience a dynamic seminar!

"I promise that when you leave this seminar you will have a complete understanding of how to take control of your exhibit program!" - 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:

Thursday, May 1, 2008

Ice Cream Buffet: 3:00-3:30 p.m.

Seminar: 3:30 - 4:30 p.m.

Location:

Anaheim Convention Center

Room 211

To Register:

RSVP to Jackie Tran

jackie.tran@cda.org

or call 916.554.5967