

Back by popular demand!
Tuesday, January 31, 2012
8:30-10:00 am (registration starts at 8:00 am)

Informational Seminar open to all 2012 HBA Akron Home & Flower Show Vendors!

“Trade Show Savvy - 7 Secrets for Trade Show Success”

Does your trade show exhibit, exhibit success?

- Tired of watching your competition make out like bandits at trade shows?
- Do you cringe at the thought of wasting days manning a tradeshow booth with no payoff?
- New to tradeshow exhibiting and not sure where to start?

Trade Show Savvy reveals the “inside secrets” for both setting up and working a trade show and maximizing your effectiveness as a vendor

Be a Trade Show Success - Learn to Master these steps:

- 5-step booth strategy • Confuse or lose-what Harvard can teach you
- Why exhibit: goals and objectives • What not to wear • Vertical Energy
- 80% of leads die a premature death • What 76% of visitors are looking for

seminar partners:



for your event rental needs



for your printing needs

Get the most out of your exhibiting dollars!
Learn how to stand out at the Home & Flower Show



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HBA: 799 White Pond Dr., Akron, 44320

\$5 per person - includes refreshments

RSVP: 330.869.6800 or sharong@akronhba.com

Reservations due by: January 27

Company: _____ Name Attending: _____

Name Attending: _____ Name Attending: _____

Address: _____ City/State/Zip: _____

Phone: _____ Fax: _____ Email: _____

At \$5 per person, enclosed is \$_____ (checks payable to Greater Akron Home Builders Promotions) or charge below:

Card Number: _____ Exp. Date: _____

CCV code (on back): _____ Billing zip code: _____ Signature: _____

RSVP to 330.869.6800, fax to 330.869.5506 or sharong@akronhba.com