

Learn the secrets of successful exhibitors!



Want to ensure success at your upcoming show?
All it takes is 3 hours to learn the secrets of successful exhibitors!

Get Ready, Get Set...Show!

- 3 key areas of exhibiting you can't afford to overlook
 - What you don't know about booth layout that could cost you customers
 - Effective ways to extend your marketing investment that most exhibitors miss
- ... And much more!

"I found the session very informative and interesting. I especially liked the specific information given that was particular to my agency's situation. Great ideas!"

*– Mardi Taylor, Unit Manager
Canadian Cancer Society*

"I learned many ways to promote our business, not only at the Home Show, but on a daily basis."

*– Lucy Wittenberg, Owner
Newmarket Glass & Mirror*

Get Ready, Get Set...

Effective Show Strategies: Planning
for Owners, Managers and Exhibit Managers

Why attend?

By the end of this course you will leave with:

- A complete action plan
- Promotional and media strategy options
- A booth layout that works for your needs
- A show planning workbook and check list
- Additional marketing opportunities and tips

When? Wednesday, April 7, 2010
9:00 – 12:00 (registration opens at 8:30)

Where? Aurora Public Library
15145 Yonge Street, Aurora L4G1M1

Investment? ~~\$249~~ +GST **ONLY \$69*!**

***Register for both courses and receive a FREE 30-minute consulting session (valued at \$150)!**

...Show!

Effective Show Strategies: Impact and Return
This is a must-attend for anyone who "works" the booth, plus the sales team responsible for lead follow up.

Why attend?

By the end of this course your booth staff will:

- Have excellent strategies to quickly engage, qualify and disengage prospective clients
- Understand and know how to effectively provide leads to the sales team
- Be equipped with guidelines and strategies for building a cost-effective follow-up campaign

When? Thursday, March 4, 2010
9:00 – 12:00 (registration opens at 8:30)

OR Wednesday, April 7, 2010
1:00 – 4:00 (registration opens at 12:30)

Where? Aurora Public Library
15145 Yonge Street, Aurora L4G1M1

Investment? ~~\$249~~ +GST **ONLY \$69*!**

WORKSHOP/SEMINAR REGISTRATION FORM

To register, return the completed form by fax to 905-726-4429 or to workshops@watershedmarketing.com. You will be contacted to confirm your registration before any payment processing occurs. We look forward to meeting you!

Company Name: _____
 Address: _____
 City: _____ Postal Code: _____
 Contact Name: _____
 Email Address: _____ Office Phone: _____
 (*ALL fields are required for registration receipt*)

Workshop/Seminar	Code	Date(s)	Session	Location
Effective Show Strategies — Impact and Return	ESS2-M	Thursday March 4, 2010	Morning 9am-12pm	Aurora Public Library
Effective Show Strategies — Planning	ESS1	Wednesday April 7, 2010	Morning 9am-12pm	Aurora Public Library
Effective Show Strategies — Impact and Return	ESS2-A	Wednesday April 7, 2010	Afternoon 1pm-4pm	Aurora Public Library



Registrant(s) – all fields required for registration confirmation

Name (please print)	Session	Email Address (required for confirmation)
1 _____	<input type="checkbox"/> ESS1 <input type="checkbox"/> ESS2-M <input type="checkbox"/> ESS2-A	_____
2 _____	<input type="checkbox"/> ESS1 <input type="checkbox"/> ESS2-M <input type="checkbox"/> ESS2-A	_____
3 _____	<input type="checkbox"/> ESS1 <input type="checkbox"/> ESS2-M <input type="checkbox"/> ESS2-A	_____

Do you (or does your company) belong to a business association? Yes* No
 * If yes, to qualify for discounted prices please provide the association name here:

Session	Notes	# Persons	Price (per person)	*Association Rate
<input type="checkbox"/> ESS1 - Planning		_____	\$261.45 (\$249 + GST)	Special \$69 per session (\$72.45 per person, includes GST)
<input type="checkbox"/> ESS2- Impact and Return		_____	\$261.45 (\$249 + GST)	
<input type="checkbox"/> ESS1 & 2 - Both sessions (incl. ½ hour consult)	<i>(same registrant attending both sessions to qualify)</i>	_____	\$519.75 (\$495 + GST)	\$144.90 (\$138 + GST)
Registration opens at 8:30am. Course begins promptly at 9:00am.			TOTAL: \$ _____	

Payment options (you will be contacted to confirm):

Visa  **Corporate Cheque.**
 MasterCard  **PO # _____**
(PO is required and we will need to receive the cheque at least ten (10) business days prior to the workshop date.)
 American Express

Card Number: _____ Expiry Date: _____
 Cardholder's Name: _____
(as it appears on the card)
 Cardholder's Signature: _____

Thank You!
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FOR OFFICE USE:	Auth: _____	SR _____
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