

JOIN US on
February 13,
2009



Fall in Love with one of our mind-warming Workshops!

SESSION 1 ~
"Secrets" of Conducting a Successful Trade Show

Planning a Tradeshow or Expo? Join our Panelists and gain valuable insights from every angle, whether you're an Association, Business, or CVB/Hotelier!

- *Network with your peers during in a unique forum
- *Discuss vital strategies to maintain strength during tough economic times

Learn How to:

- Negotiate the best price during the downturn economy
- Go beyond the conventional check list for brilliant booth etiquette
- Communicate the value of your event to your members
- Deliver excitement to participants/exhibitors
- Assemble quality exhibitors
- Create a network of professionals
- Write a simple vision for the Event
- Conducting a Tradeshow or Expo is an expensive allocation of resources – this will make you more efficient!!

The Panelists:

Soni Dimond
Soni Dimond Media
Nationally recognized speaker will share her "Tips & Tricks" for Trade Shows

Melinda Condon, CMP
Vice President, Association Services
PA Newspaper Association
Melinda plans the nationally-recognized regional newspaper trade show, America East

Frank Nolan
Convention Sales Manager
Valley Forge CVB
Frank has over 25 years of experience in the Convention/Hotel Industry

Lisa Stokes - Chair (Moderator)
BRP Entertainment
PASAE Foundation Board Chair

SESSION 2 ~
Surviving the Economic Downturn

Learn to THRIVE in 2009! Learn how Convention -Seminar Planners /Hotel Representatives/Association Executive/Business Owners...not "Just Survive" but "THRIVE" during the uncertain economic times.

Learn How to:

- Attract speakers at the best rate – within your budget
- Maintain Association Membership
- Establish new seminar formats that include "Surviving the Economic Downturn"
- Attract "New" sponsorships
- The effect on sponsorship dollars?

During Economic uncertainty, managers must ACT not REACT to be successful in the next year – Only the strong will survive.

Your organization will be better strategically positioned to address this Economic downturn!!

The Panelists:

John Finley
Graystone Bank

Chad Harvey
Deputy Director, Modular Building Systems Association
PASAE Board Member
A Recovering Attorney with 6 years in association management

Randall Stuart, CHA, CHME
Corporate Vice President of Sales & Marketing
Holiday Inn Harrisburg East
25 years of experience in the hotel management industry

Gene Veno (Moderator)
Executive Vice President,
PA Chiropractic Association
PASAE Board Member
PANO Board Member

AGENDA

- 8:30 a.m. Registration & Continental Breakfast
- 9:00 a.m. Sessions Begin
- 11:30 a.m. Networking Reception
- 12:00 p.m. Lunch
- 1:30 p.m. Wrap Up

BE
MINE

HUGS!

I Love MY
PASAE!

Try our Quick & Easy online registration at www.pasae.org!



PASAE Professional Development Series - February 2009

Friday, February 13, 2009 ♦ Best Western Inn & Suites

815 Eisenhower Boulevard ♦ Middletown, PA 17057 ♦ Ph. (717) 939-1600

8:30 a.m. Registration & Continental Breakfast ♦ 9:00 a.m. Sessions ♦ 11:30 a.m. Reception ♦ 12:30 p.m. Lunch
(<http://www.bestwesternpa.com/hotels/best-western-inn-and-suites/> ~Then Click on Map/Weather)



Assn/Bus _____

Name _____

Name _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Check if you wish to have your credit card receipt emailed to you

Do you have any special dietary/accessibility needs? Yes No

If so, please List attendee name(s) & describe: _____

CK # _____ FOR \$ _____ IS ENCLOSED

VISA MASTERCARD AMEX DISCOVER EXP. _____

ACCT # _____

TRY OUR EASY ONLINE REGISTRATION at www.pasae.org

**MAIL COMPLETED
REGISTRATION TO:**

PASAE
777 East Park Drive
Suite 300
Harrisburg, PA 17111

FAX TO:
(717) 232-4550

QUESTIONS:
(717) 232-4500

PRICING PER PERSON MEMBER NON-MEMBER

FULL CONFERENCE \$55 \$70
(Continental Breakfast, Professional Development session & Lunch)

MORNING SESSION \$40 \$45
(Continental Breakfast & Professional Development session)

LUNCH ONLY \$30 \$40

TOTAL ENCLOSED _____ _____

*Please keep a copy of this completed form for CAE/CMP credit

Please indicate which session you will attend:

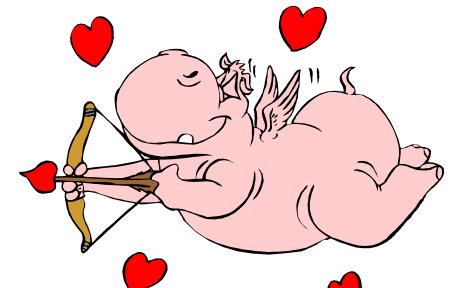
Trade Show Panel

Economic Downturn Panel

Roses are Red, Violets are Blue,
Register LATE, and it'll cost you!!
REGISTER ON-TIME!!

Registrations received less than 48 hours prior to the event add \$5.00. Payments received after the day of the event add \$5.00.

Cancellations must be received in writing. No refunds for cancellations received less than 48 hours prior to the event.



**Online Registration
is Quick & Easy!
Try it TODAY!**