

The Chamber of Commerce of Eastern CT and
The Builders & Remodelers Association of Eastern CT
host

Jim Bottaro of Skyline Graphics as he presents

**How to Successfully Market
Your Showroom, and
Home Show / Trade Show Booths**



Wednesday, November 13, 2013

Bella Fiore's Restaurant

543 West Thames Street, Norwich, CT

5:30 PM Networking

6:00 PM Program

**Skyline Graphics offers tips, tools and training to help you
exhibit better in a booth or in your showroom!**

Jim Bottaro, Senior Marketing Consultant for Skyline Exhibits and Graphics, will offer a short and punchy, interactive workshop to provide you with successful showroom, and trade & home show marketing strategies. With an emphasis on logistics tips that show insiders will love, veterans and rookies alike will quickly come away with new ideas they can put to use right away.

Tips include:

- ◆ Simple ways to cut your expenses and increase your ROI
- ◆ How to bring the public to your showroom and booth
- ◆ How to increase average stay
- ◆ Appropriate giveaways
- ◆ Lead management strategies

Advance Registration Required to:

BAEC, 20 Hartford Road, Suite 18, Salem, CT 06420

Phone (860) 859-3518 / Fax (860) 859-1713

E-mail to BAEC2@aol.com by

Friday, November 8, 2013

\$25.00 – BAEC & Chamber Members & 1st time guests

\$30.00 – Billings and non-members

Please make your reservations on time.

If your schedule changes, you may cancel up to 3:00 pm

the day prior to the meeting without charge.

____ YES! I'm bringing a guest!

*(If your guest can not attend and you do not call to cancel them before 3:00 pm **the day prior** to the event, you will be charged for their meal.)*

Name: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Company _____

Phone _____

Email _____

Name: _____

Name: _____

Name: _____

Name: _____

____ **Check Enclosed**

____ **Bill Me (For BAEC Members Only)**

____ **MasterCard** ____ **Visa**

Card Number: _____

Exp Date: _____

Billing Address: _____

Signature: _____