

PROGRESSIVE BUSINESS C O N F E R E N C E S

384 TECHNOLOGY DRIVE • MALVERN, PA 19355
PHONE 800.964.6033 • FAX 215.689.3435

Dear Audio Conference Attendee:

Welcome and thank you for registering for the audio conference “17 Surefire Ways to Maximize Tradeshow ROI” scheduled for Thursday, June 21, 2007 at 1 pm ET. Please check your time zone for the correct local time.

Enclosed please find the following audio conference materials:

1. **Speaker Handouts** – “17 Surefire Ways to Maximize Tradeshow ROI” presentation slides
2. **Audiotape/CD Discount** - This audio conference will be recorded for your future use. You may purchase your own copy of just \$99 (versus the \$199 regular price). To reserve your audiotape or CD, please complete the attached coupon and return it to Progressive Business Conferences or call us toll free at 800-964-6033. Please note: It is a violation of copyright laws to record the audio conference.
3. **Audio Conference Evaluation Form** – After listening to the audio conference, each participant is asked to complete the evaluation form and return it to Progressive Business Conferences. We would very much appreciate your comments and suggestions for future audio conferences.

Telephone Instructions

DIAL-IN NUMBER: [877-454-9202](tel:877-454-9202)

- Please refer to the recently sent email titled “IMPORTANT AUDIO CONFERENCE INFORMATION FOR REGISTRANTS” for your CUSTOMER PIN CODE and the CONFERENCE PIN CODE.
- Please dial in **no sooner than** 15 minutes before the audio conference is scheduled to begin. The four digit Conference Code will not function until 15 minutes prior to the conference start time.
- Please dial in **no later than** five (5) minutes before the audio conference is scheduled to begin. You may miss the beginning if you call too close to the start time.
- You will be prompted by the automated attendant to first enter your five-digit CUSTOMER PIN CODE as identified on the Confirmation and Instruction e-mail you received. Do Not press the # key after entering this code.
- You will next be prompted for the four-digit CONFERENCE PIN CODE followed by the # key as identified on the Confirmation and Instruction e-mail you received.
- After you have completed this process, you will then be placed on hold until the audio conference begins. You do not need to perform any additional functions; the audio conference will simply begin at the appointed time and last for 60 minutes. At the conclusion of the audio conference, simply hang up.

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- If during the audio conference you are in need of assistance **dial *0** (star, zero) and an operator will personally assist you.
- If you need assistance with dialing in prior to the audio conference, please call Progressive Business Conferences at 800-964-6033 and speak with a customer service representative.
- We recommend that you MUTE your speaker phone during the presentation, as background noise in your listening area can cause the phone to mute the presenter, causing you to miss part of the conference.

Interactive Question and Answer Period During the 60-Minute Program

- The question and answer period of the conference will be interactive. We have scheduled the last 15 minutes of the program for this part of the session. The operator will make an announcement when the Q&A period is ready to begin. You will then be prompted to **press the number 0 key and then the 1 key** on your touch-tone phone if you have a specific question for the speaker.
- When the time comes to ask your question we ask that you use the handset and not the speakerphone. This will ensure all attendees will be able to hear the question clearly.
- The operator will bring you onto the live audio conference, introduce your company, and prompt you to ask your question.
- If you decide you do not want to ask your question, please press the **number 0 key and then the 2 key** and you will be removed from the question cue.
- If you are not selected to have your question answered or have any additional questions, you may e-mail it to Progressive Business Conferences at MarketingQuestions@pbconferences.com and we will forward it to the speaker.

Additional Information

Remember you are free to put the audio conference on “speakerphone” at each listening site so that additional colleagues may listen with you at no extra charge. However, conferencing in additional phone lines is unlawful. Please check your time zone for the correct local time that corresponds to 1:00 p.m. ET.

Again, welcome and thank you for your enrollment. If you have any questions, please contact us at 800-964-6033.

Sincerely,



Tara Butler Krgovic
Conference Manager

P.S. Our audio conferences are available on audiotape and CD. You can order them by calling 800-964-6033.

17 Surefire Ways to Increase Your Exhibiting Success



Presented by:
Susan Friedmann, CSP
The Tradeshow Coach



About

Susan Friedmann, CSP

Originally from London, England, Susan Friedmann, CSP (Certified Speaking Professional) is an internationally recognized expert and "how to" coach specializing in the tradeshow and meetings industry. Working with organizations who want to grow their marketing strategies, Susan offers programs to increase results and focus on building better relationships with customers, prospects and advocates in the marketplace.

As an innovative and insightful speaker who offers high content with a crisp and lively style, she is a popular presenter for corporations, associations and convention organizers worldwide.

She is a regular contributing writer to numerous professional and trade publications. A prolific author, Susan has written twelve books including **"Meeting & Event Planning for Dummies,"** (Wiley). Her latest book **"Riches in Niches: How to Make it BIG in a small market"** (Career Press) will be released in Spring 2007. Many of her books have been translated into several languages, and her training materials are used worldwide. Susan has appeared on a variety of radio talk shows and as a guest expert on CNN's Financial Network and Bloomberg's Small Business.

Susan's clients include American Express, MasterCard International, Sun Microsystems, John Deere, Parker Hannifin, BOC Gases, Boehringer Mannheim Corporation, Silgan Containers, Raytheon, Conoco Lubricants, Parke-Davis, Eli Lilly, Kimberly-Clark, Ethicon Endo Surgery, Siemens Wireless Terminals, Online Computer Library Center, Assn. of Manufacturing Technology,

International Spa Assn., American Rental Assn., National Automatic Merchandising Assn., Nomadic Display, Greek Economic & Commercial Section, Meeting Professionals International, Tradeshow Exhibitors Association, and hundreds of smaller businesses around the world.

Susan is currently a National Board Director of the National Speakers Association. One of only 159 women to hold the association's highest earned designation of Certified Speaking Professional (CSP), she has the proven platform experience, understands what is required, and knows how to deliver client satisfaction - every time.

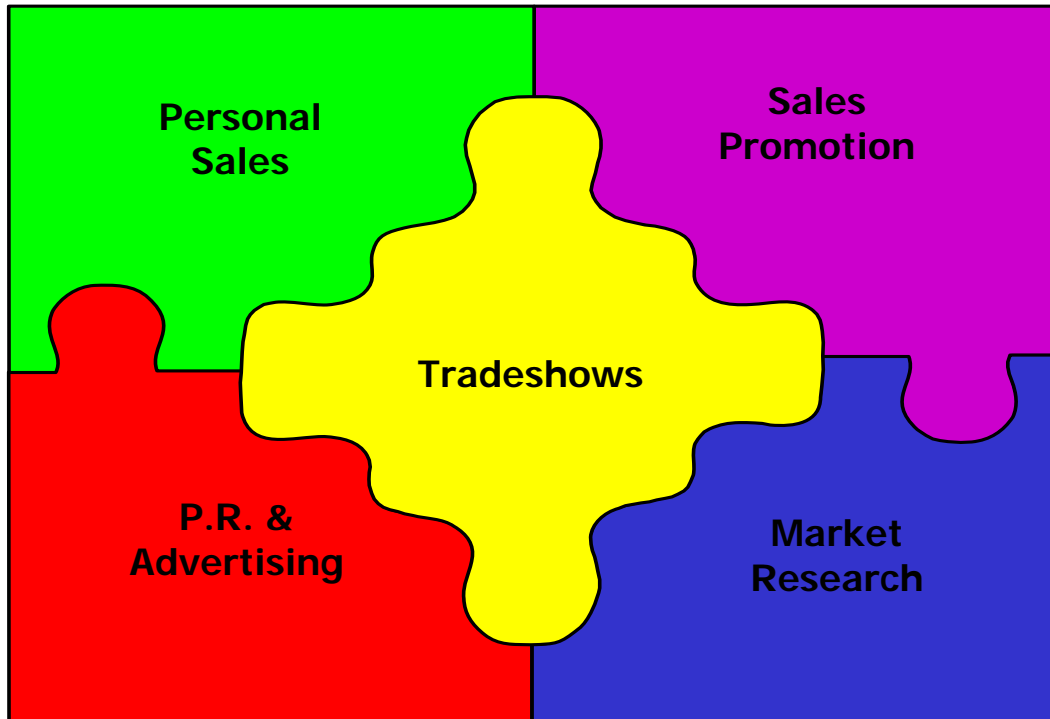
In her spare time Susan enjoys practicing yoga, hiking, and works as a literacy volunteer for the Federal Bureau of Prisons.

Contact Susan to prepare your team for your next big tradeshow, or for your very own exhibit marketing coaching sessions at susan@thetradeshowcoach.com

17 Surefire Ways to Increase Your Exhibiting Success

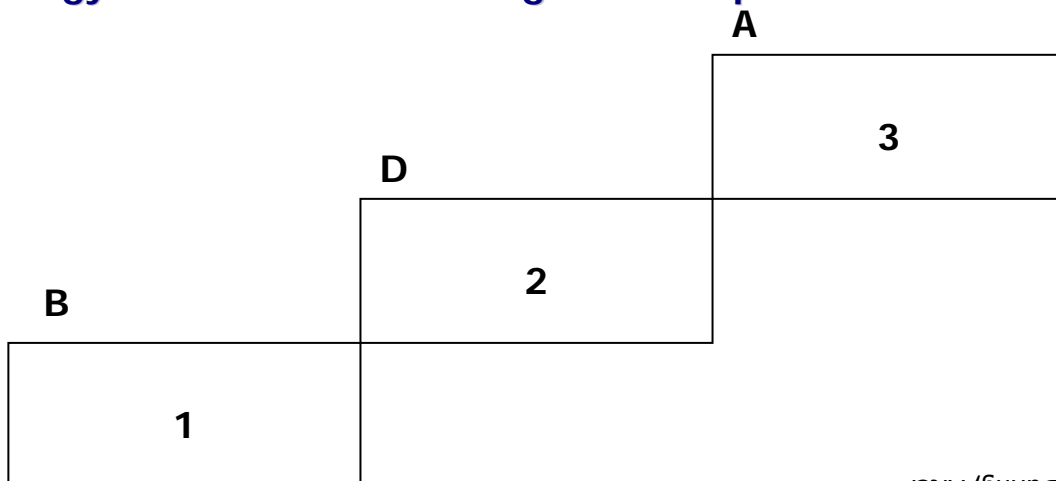
Strategy #1: Understand the Power of Tradeshows

Marketing Communications



Strategy #2: Keep a “Fresh Eyes” Perspective

Strategy #3: Realize Exhibiting is a 3-Step Process:



Answers: Before, During, After

17 Surefire Ways to Increase Your Exhibiting Success

BEFORE THE SHOW - PLANNING

Strategy #4: Planning Strategy – Begin with the End in Mind

3 Basic Principles

1. Know what _____ you want.
2. Set _____.
3. Plan your _____.

What do you want to achieve?

- Generate new leads
- Write orders
- Increase visibility and brand awareness
- Launch new products/services launch
- Provide target audience/customer education
- Recruit dealers or distributors
- Conduct market research
- Strengthen existing relationships

Answers: results, measurable goals, strategy

17 Surefire Ways to Increase Your Exhibiting Success

BEFORE THE SHOW - PLANNING

Strategy #5: Be a SMART Goal Setter

Whatever your exhibiting goals are, they need to be written down.
Always follow the SMART principle :

S

Goals need to be written in **Specific** language stating the quality and quantity of the results required.

M

Goals need to be **Measurable**.

A

Goals need to be **Attainable**.

R

Goals need to be **Realistic**.

T

Goals need to have a **Time** frame or deadline.

SMART Goal Setting Example:

To generate 50 leads (quantity) from new prospects (quality) for the Mark IV widget, to be converted into 10 sales (quality), by 00/00/0000 (deadline).

Bonus Tip: Involve your exhibit staff in goal setting. It makes them more accountable for your company's show results and will increase their enthusiasm for participating.

17 Surefire Ways to Increase Your Exhibiting Success

9 Common Exhibition Goals & Ways to Quantify to Make them Measurable

Generate sales leads	Establish a number of leads that are realistic based on your potential audience at the show. Determine how much you will be willing to invest for each lead.
Write orders	Establish a monetary volume expected based on the potential for your company.
Change or enhance your image	Define a specific part of your image that you would want to change (i.e. poor to good; arrogant to friendly).
Sign new distributors	Define exactly the number you expect to sign and target specific geographic regions, volumes, or specialties when appropriate. Decide how much you plan to invest per contact.
Get press coverage	Target specific publications for the press coverage you would like to receive.
Introduce a new product	Define what you want people to know about your product. Who will be your target audience for the introduction?
Gather competitive information	Determine exactly which competitors will be evaluated and what you want to know about each.
Meet existing customers	Why? And Who? Determine in advance who can be met at the exhibition and what can be accomplished that couldn't be done in the field. For example. preview a new product.
Support the industry	Consider what would specifically demonstrate that support and how you could determine whether you accomplished it. For example, teach a session during the conference.

17 Surefire Ways to Increase Your Exhibiting Success

BEFORE THE SHOW - PLANNING

Strategy #6: Plan Your Strategy

Common Mistake:

Exhibitors don't take _____ to plan a _____ to achieve their _____.

Take time to develop your:

- Pre-show planning & promotion
- At-show activity
- Post-show tactics

Strategy #7: Know the Show

- Attendance
- Show hours
- Number of Exhibits
- Exhibiting Companies
- Competitors

Answers: time, strategy, goals

17 Surefire Ways to Increase Your Exhibiting Success

BEFORE THE SHOW – PROMOTION

How Attendees Learn About Exhibitions

Direct Mail	52%
Attended Previous	31%
Trade Publication Ad	28%
Word-of-Mouth	24%
Invited by Exhibitor	22%
Member	22%
Internet	18%
Article/Editorial	12%
Newspaper	17%

Source: CEIR (Center for Exhibition Industry Research)

Strategy #8: Understand Basic Promotion Principles:

1. Be _____ about your _____.
2. Give an _____/_____ to visit your exhibit.
3. Make it _____.

These basic promotion principles are based on your

_____.

Remember:

The #1 reason people go to exhibitions...

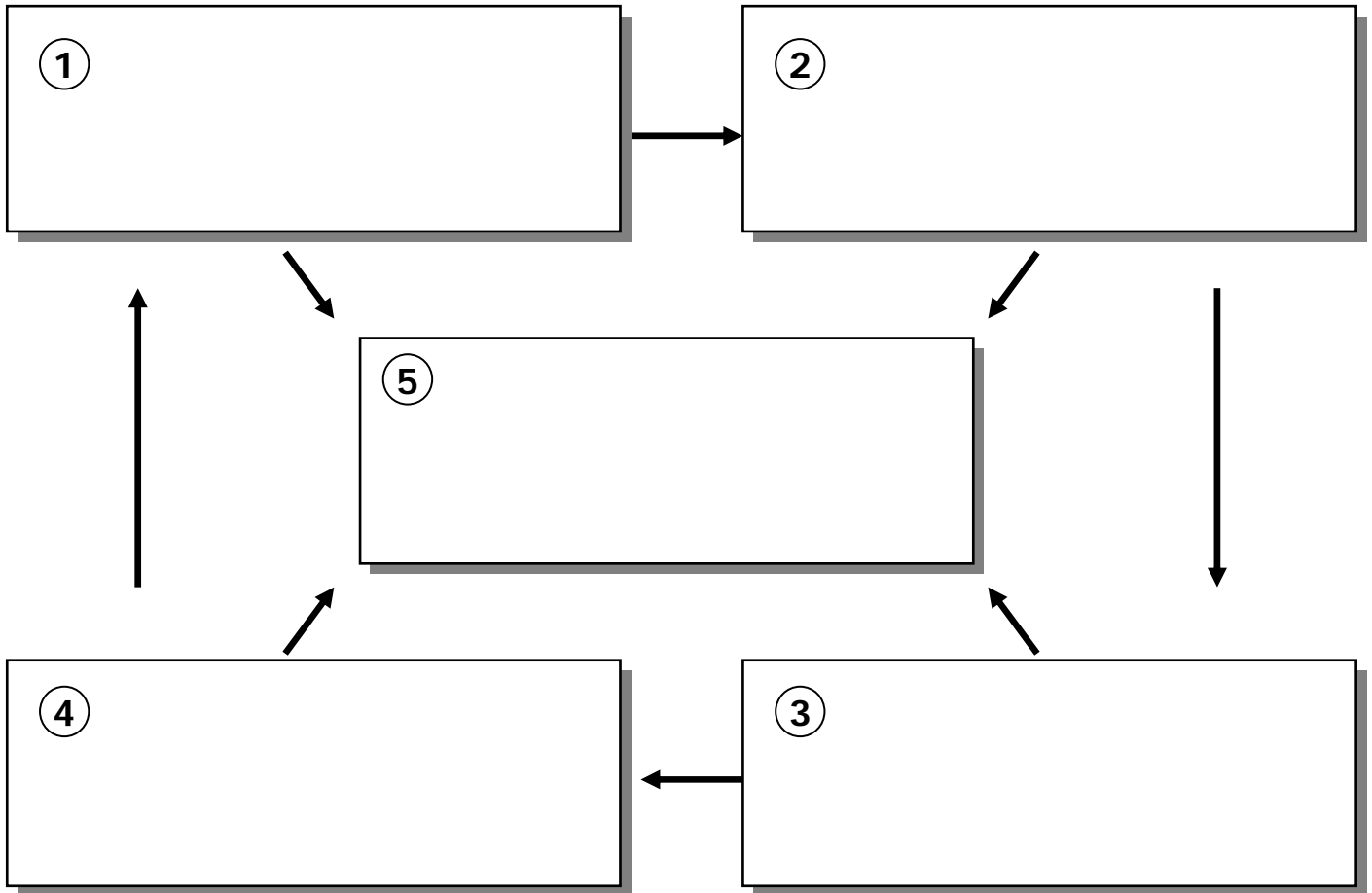
To see _____ !

Answers: clear, target, incentive/reason, personal, exhibiting goals, what's new

17 Surefire Ways to Increase Your Exhibiting Success

AT THE SHOW – PEOPLE

Strategy #9: Know the 5 Stages of Exhibit Selling



Answers: Meet & Greet, Gather Information, Present Your Resources, Get a Commitment, Anticipate Questions

17 Surefire Ways to Increase Your Exhibiting Success

AT THE SHOW – PEOPLE

Strategy 10: Stage 1 – Meet & Greet

Know how to create a positive first impression.

What to say first?



Positive: _____



Negative: _____

You never get a second chance to make a
first impression!

Remember:

Your people are your company's _____

Exhibition Research

85% of the visitor's impression about your exhibit
is determined by your
attitude and behavior.

80% of a final decision can be influenced by the
stand interaction

Answers: ambassadors

17 Surefire Ways to Increase Your Exhibiting Success

AT THE SHOW – PEOPLE

Booth Etiquette - Do's :

- ☒ Prepare for success
- ☒ Dress according to your company's dress code
- ☒ Wear your name tag on upper right.
- ☒ Wear comfortable shoes.
- ☒ Be familiar with your exhibit
- ☒ Know the products displayed.
- ☒ Qualify the prospect.
- ☒ Determine the prospect's needs.
- ☒ Relate your product to those needs.
- ☒ Walk around the show and know what's there.
- ☒ Help keep the exhibit clean and tidy.
- ☒ Be enthusiastic.
- ☒ Be confident.
- ☒ Know who else is working the stand and their area of expertise.
- ☒ Be nice to "LOOKERS".
- ☒ Be nice to students (tomorrow's customers)

17 Surefire Ways to Increase Your Exhibiting Success

AT THE SHOW – PEOPLE

Booth Etiquette - Don'ts:

- ☒ Sit, read, smoke, eat, chew gum or drink in the exhibit.
- ☒ Ignore prospects by forming a cozy cluster and chatting with colleagues
- ☒ Use the telephone (mobile) while visitors are around.
- ☒ Leave the exhibit without informing colleagues.
- ☒ Be late for stand duty.
- ☒ Close off conversation by crossing your arms.
- ☒ Use inappropriate/negative body language, e.g. fig leaf.
- ☒ Stand with your back to the aisle.
- ☒ Say "Can I help you".
- ☒ Lean on booth furniture.
- ☒ Drink alcohol.
- ☒ Eat garlicky or spicy foods during the day.
- ☒ Eat or drink anything that will make you burp!
- ☒ Complain.
- ☒ Wear new shoes or high heels.
- ☒ Talk negatively about anyone or anything
- ☒ Let the stand get untidy.
- ☒ Get into over the fence conversations with neighboring exhibits.
- ☒ Congregate at your booth when you are off duty.
- ☒ Be unprofessional.
- ☒ Have private/company conversations on the shuttle bus, airplane, mobile phones, in restaurants/bars, lifts, escalators – anywhere you can be overheard (your only safe sanctuary is your hotel room)

REMEMBER...

Exhibitions are very public environments – there are eyes and ears all around you at all times!

17 Surefire Ways to Increase Your Exhibiting Success

AT THE SHOW – PEOPLE

Strategy #11: Stage 2 – Gathering Information

Purpose to gather information:

To seek to understand specific problems and their need.

Questions you ask need to relate directly to your **goals and objectives**

"I had six honest serving men,
they taught me all I knew.

Their names were...

WHAT, WHERE, WHY, WHEN, HOW & WHO."

Rudyard Kipling

Your Goal:

To find out as much as possible in the shortest time possible!

Strategy 12: Follow the 80/20 Rule

80% of the time is spent _____.

20% of the time is spent _____.

(Never talk for more than two minutes straight.)

Answers: listening, talking

17 Surefire Ways to Increase Your Exhibiting Success

AT THE SHOW – PEOPLE

Strategy #13: Stage 3 - Presenting Your Resources

Guidelines for Dynamic Presentations:

1. Tailor your message
2. Stress _____
3. Involve the visitor – ask questions

Strategy #14: Stage 4 - Get a Commitment

1. Answers all relevant questions.
2. Complete the lead card, if applicable.
3. Agree on a _____ - _____ action plan.
4. Shake hands and thank the visitor for coming to the your exhibit.
5. Give a _____ as a _____ of appreciation.

Make sure...

You establish a **sales action** before the visitor leaves!

Strategy #15: Stage 5 - Questions to Anticipate

Consider what questions you can expect...

Answers: benefits, visitor, follow-up, gift, token

Sample Lead Card

Show: _____ Date: _____

Prospect name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Problems to solve/Needs that exist: _____

Product and/or service presently using: _____

Products and/or services of interest: ☐ Product A ☐ Product B ☐ Product C

Quantity considering: _____

Level of interest: ☐ excellent ☐ good ☐ fair ☐ poor ☐ hard to assess

Decision-making influence/process: ☐ sole decision-maker ☐ group decision ☐ committee influencer ☐ none

☐ Other: _____

Purchasing time-frame: ☐ immediate ☐ 1 month ☐ 3 months ☐ 6 months ☐ other:

Extra observations/comments:

Booth representative: _____

17 Surefire Ways to Increase Your Exhibiting Success

AFTER THE SHOW – PRODUCTIVITY

Strategy #16: Develop a follow up plan **BEFORE** the show!

- ☐ Who does it?
- ☐ What do they do?
- ☐ How do they do it?
- ☐ By when will it be done?

Your follow-up plan needs to be organized and systematic.

Follow up based on a ranking system.

Follow-up Example:

1. General thank you email to all
2. Take action based on lead rank
 - Phone A leads within a week
 - Send B leads information packet
 - Add C leads to database/mailing list

17 Surefire Ways to Increase Your Exhibiting Success

AFTER THE SHOW – PRODUCTIVITY

Strategy #17: Prove Shows Contribute to the Bottom Line

The Secret..... F_____

T_____

Establish a System:

- How will sales reps report back on leads?
- How often will reports be submitted?
- Who will be responsible for collecting & distributing leads?
- How will the information be tracked?

Critical Component!!!

Make your sales reps _____ for each and every
lead they receive!

Answers: Follow-up, Tracking, accountable

17 Surefire Ways to Increase Your Exhibiting Success

AFTER THE SHOW – PRODUCTIVITY

**of all leads gathered at shows are not
followed up!**

Bonus Strategy: Measure Results

Monitor results over time.

Return on Investment

Total number of sales

Total exhibition expenses

= ROI

Publish a summary report after each event:

- Goals/ROO/ROI/ROR
- Promotion campaign
- Presentations/demonstrations
- Staffing
- Challenges
- Improvements
- Cost per lead

Answers: 80%

17 Surefire Ways to Increase Your Exhibiting Success

SESSION KEEPERS

Use this page to keep track of the best action items you plan to or would like to implement:

Priority Action Item

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
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<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

FORMULAS

Number of prospects:

$\% \text{ visitors interested} \times \text{total attendance} = \text{number of prospects}$

OR

$\text{Total staff hours} \times \text{number of qualified prospects per hour}$
 $= \text{total number of prospects for show}$

Average visitors per hour:

$\text{Number of prospects} / \text{total productive show hours} = \text{average visitors per hour}$

Number of sales people needed:

$\text{Average visitors per hour} / (\text{x}) \text{ visitors per sales person per hour}$
 $= \text{number of salespeople needed}$

New customers:

$\text{Number of prospects} \times \text{closing ratio} = \text{new customers}$

Total number of leads:

$\text{Total exhibition hours} \times \text{number of staffers} \times \text{number of leads per hour}$
 $= \text{total number of leads}$

Cost per lead:

$\text{Total exhibition expenses} / \text{total number of leads} = \text{cost per lead}$

Cost per sale:

$\text{Total dollar amount of sales generated} / \text{total number of sales} = \text{cost per sale}$

Return on Investment (ROI):

$\text{Total number of sales} / \text{total exhibition expenses} = \text{ROI}$

SHOW EVALUATION

How worthwhile are the exhibitions in which you exhibit?

What can you do to improve and fine-tune your present performance?

As every seasoned exhibitor knows, no two shows are alike. Each has its own idiosyncrasies and obstacles. There is always room for improvement, however small. Invest time with your exhibit staff *immediately* after each exhibition to evaluate your performance. It will pay enormous dividends.

Ask the following questions:

1. Overall, how did we perform in relation to our goals?
2. What could we do differently to improve our performance next time we exhibit?
3. What were our major challenges at the show?
4. What happened that we did not expect, or for which we were unprepared?
5. In what areas do we need more preparation?
6. What areas do we need to address with exposition management?
7. Should we exhibit at this show again? If no, why?
8. How effective was our exhibit? Layout? Location? Traffic flow? Demonstrations?
9. What changes could be made to improve our exhibit?
10. Which of our products or services attracted the most attention, least attention?
11. What response did we get to our pre-show promotion?
12. What improvements could be made to future pre-show promotional campaigns?
13. What response did we get to our at-show promotions?
14. What improvements could be made to future at-show promotions?
15. How could we improve our lead cards to get more effective information?
16. How many leads did we gather?
17. Who is following up and how?
18. How did we classify our leads? Do we have a monetary value?
19. How did the quality of visitors rate in relation to our needs?
20. How effective was the staffing schedule?
21. What staff scheduling changes need to be made?
22. How effective was our exhibit team?
23. Which of our major competitors also exhibited?
24. What were their key messages/themes?
25. What attention-getting activities did they use?

27 OPPORTUNITIES TO GATHER INFORMATION

Opening Questions:

1. What are your main objectives for attending this show?
2. What specific products/services are you looking for at this show?
3. What are your immediate needs?
4. How familiar are you with our company?
5. What experience have you had with our products/services?
6. How familiar are you with our new products?
7. Whose products/services are you presently using?
8. What specific solutions are you looking for?

Qualifying Questions:

1. Tell me more about your specific situation.
2. What are your top three criteria for buying?
3. What qualities are you looking for in (product/service)?
4. What do you like most about the products you are presently using?
5. What would you like to change?
6. What specific features are you looking for?
7. What are your major concerns?
8. Are you part of a buying team? If so, what specific information are you looking for?
9. How does what we offer compare with your specific needs?

Closing Questions:

1. Who else other than yourself is involved in the decision-making process?
2. When are you looking to make a purchasing decision?
3. What are your budget constraints?
4. Who else should we be contacting?
5. What would you like to see as the next step?
6. How do you propose we get started?
7. How soon would you like our sales representative to contact you?
8. What is your time-frame for making a decision?
9. What else would be important for me to know?
10. What else would be important for you to know?

RESOURCES

Free Articles:

"10 Common Exhibit Marketing Mistakes"

<http://www.thetradeshowcoach.com/article08.html>

"Building Brand Awareness Through Tradeshows"

<http://www.thetradeshowcoach.com/article07.html>

"10 Tips to Use Giveaways Effectively"

<http://www.thetradeshowcoach.com/article18.html>

"Sponsorship: A Key to Powerful Marketing"

<http://www.thetradeshowcoach.com/article16.html>

"Keeping Your Staff Motivated Throughout the Show"

<http://www.thetradeshowcoach.com/article01.html>

"Benefiting from a Regular Exhibiting Workout"

<http://www.thetradeshowcoach.com/article11.html>

"Cutting Down Your Tradeshow Budget"

<http://www.thetradeshowcoach.com/article09.html>

"Out-Foxing the Competition" <http://www.thetradeshowcoach.com/article15.html>

"The Power of Buzz" - <http://www.thetradeshowcoach.com/article17.html>

And many more...

Exhibitor Training Programs:

Exhibiting books, tapes and live presentations programs available from

<http://www.thetradeshowcoach.com>



Audio Conference Tapes and CDs *Reduced Price for Paid Attendees*

**Supply limited
order today!**

☒ **Yes!** I want to reserve my copy of the "17 Surefire Ways to Maximize Tradeshow ROI" audio conference in the format checked below at the special discounted price of only \$99 (regularly \$199). This reduced price is for conference attendees only.

Please check an option below:

- ☐ Audio tape \$99
☐ Audio CD \$99
☐ Both \$178 (tape and CD)

Payment information:

- ☐ Check enclosed for \$_____ (payable to Progressive Business Conferences)
- ☐ Please charge my credit card \$_____
☐ Visa ☐ Mastercard
☐ AmEx ☐ Discover

Account # _____

Exp. date _____

Signature _____

Contact information:

Name _____

Title _____

Company _____

Address _____

City _____

State _____

Zip _____

Telephone (____) _____

Fax (____) _____

E-mail _____

Customer Pin Code _____

To help us serve you better, please supply all requested information.

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PROGRESSIVE BUSINESS CONFERENCES

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Audio Conference Evaluation: (mrkt#958)

“17 Surefire Ways to Maximize Tradeshow ROI”

Thursday, June 21, 2007 – 1:00 PM ET

Please take a moment to fill out this evaluation form and return it to Progressive Business Conferences via fax (215-689-3435) or mail. Your comments will help us make future audio conferences even more valuable. If you would like your comments to remain anonymous, do not fill out the contact information below.

Contact Information:

Name: _____ Title: _____ Company _____
Phone: _____ Fax: _____ E-mail _____

1. Why did you attend this Audio Conference?

☐ Topic of Interest ☐ Invited/Instructed to Attend ☐ Save Time vs. Physical Conference
☐ Speaker ☐ Educational/Training Value of Topic ☐ Participate with Colleagues
☐ Accreditation ☐ Price/Value

1. Did the conference cover topics that you are interested in or currently faced with?

Comments: _____

2. Were recommendations presented during the conference that you found useful in your current situation?

Comments: _____

3. How valuable was the live question and answer session to you on a scale of 1-5 (1 poor, 5 excellent)

Comments: _____

4. Did you face any technical difficulties prior to or during the conference? If yes, please explain:

5. Please rate the conference presenter on a scale of 1-5 (1 poor, 5 excellent)?

☐ Preparation ☐ Verbal Presentation ☐ Question-and-Answer Session
☐ Expertise ☐ Conference Materials

Comments: _____

6. How many people listened in on the conference from the phone line you dialed in from? _____

7. Do you have any suggestions for improvement? _____

8. Based on your experience with this conference, would you consider attending a future conference offered by our company?

If no, please explain: _____

9. Are there topics you would like to see covered in future conferences? _____

Thank you for your evaluation and feedback!

PROGRESSIVE BUSINESS C O N F E R E N C E S

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IMPORTANT AUDIO CONFERENCE INFORMATION

Dear Audio Conference Attendee:

We have received a number of inquiries about audio conferences and the permissibility of copying and distributing materials, recording the conference as well as conferencing of calls to other sites by our listeners. Here are the main questions we receive.

Q: How many people may listen for the \$199 conference fee?

A: The \$199 registration charge is a "per phone line" charge. You may have as many people as feasible gather around one phone and listen to the conference.

Q: May I photocopy, fax or email a copy of my attendee packet to one or more colleagues for the purpose of calling from another location?

A: No. Only one phone line per registration is permitted. The first party to use your unique confirmation code will be the only phone line connected to the audio conference.

Q: May we tape the conference during the call.

A: No. Taping the conference and not purchasing the recording is an infringement on our copyright. However you may purchase the Audio Conference Tape or CD at the special paid attendee discounted price of only \$99 (regularly \$199). This price is reduced for conference attendees only.

We trust that our audience of professionals such as you will respect our legal copyright "on the honor system." But if we learn of willful violations, we may have to seek legal remedies. If you have questions about the legal use and distribution of our conference materials not answered here, please contact us at 800-964-6033.

Sincerely,



Tara Butler Krgovic
Conference Manager
Progressive Business Conferences