



Media Release
For Immediate Release
September 16, 2010

Tri-City Regional Chamber Business Development University
“Tips, Tools & Training for Maximizing Your Trade Show Experience”

Tri-Cities, WA – The Tri-City Regional Chamber of Commerce invites you to attend the Business Development University (BDU), “Tips, Tools & Training for Maximizing Your Trade Show Experience”, sponsored by Bank Reale on Thursday, September 23rd from 1:00 – 3:00 p.m. in the Bechtel Board Room inside the Tri-Cities Business and Visitor Center. Presenting on the subject will be Vicki Monteagudo from MM3 Marketing and Jeff Backstrom from Skyline Inland Northwest.

Attendees will learn how to stimulate traffic, successfully convert attendees to leads to actual clients, how to provide a platform through which buyers and sellers can meet and will explore how to attract the right type of trade show vendors as well as the services exhibitors will need to offer them. Additionally, the speakers will focus on how exhibitors can organize themselves for the show and what it takes to construct an attractive and impactful trade show booth.

Tickets are \$20 for chamber members, \$30 per non-chamber members and **FREE** to exhibitors participating in the 2010 Regional Open for Business EXPO. Tickets are available thru the Chamber at 509.736.0510, for further details go to www.tricityregionalchamber.com.

For more information:
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