

2010-2011  
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SMPS Long Island Presents

# High Impact Exhibiting:

*Draw Crowds and New Business to your Next Event*Tuesday, September 28, 2010  
8 - 10 am

Bring your event marketing into the 21st century. Whether you're a new or veteran exhibitor, you will learn tips on how to take advantage of event sponsorships and tradeshow. You will learn how to avoid making the 10 biggest mistakes of exhibiting. Discover how to take steps to go beyond "talking green" to showcase your commitment. See for yourself why new display trends are worth noticing. Explore integrating new digital and traditional techniques that will lead to event success.

## Engineer the perfect display!

### Pre-registered attendees receive a free exhibit assessment

Workshop presenter Deborah Elms is the CEO of Imprinted Originals, a tradeshow marketing company specializing in displays, marketing support, and exhibitor training. Deborah is passionate about helping businesses create and retain customers through the use of effective tradeshow and events. She blogs regularly about exhibiting success at <http://www.imprintedoriginals.com/blog/>.

**This workshop is presented as part of the SMPS-LI chapter's  
Marketing Tools Series, a value-added benefit to SMPS members.**

Location:

**RXR Building****Lower Level Conference Room**68 South Service Road, Melville, NY  
(Exit 48 off the LIE; East of Round Swamp Road)**Cost: Free for SMPS members**

\$25 for non-members