



For Immediate Release: November 4, 2008

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Maximize Your Company's Success at Your Next Tradeshow

In the United States and Canada, expositions will showcase in one year, 1.2 million exhibiting companies using 352 million net square feet of exhibit space, with approximately 50.6 million attendees. *

These figures point out that the fundamentals of doing business and the best way to build customer relationships is to meet face-to-face. While the internet and other mediums provide channels for reaching your customers – tradeshow, conferences, seminars and expos are essential to your marketing mix.

The Canadian Institute of Plumbing & Heating is pleased to announce our *Exhibitor Success Centre* as a valuable benefit of your CIPH membership. The *Exhibitor Success Centre* is a web-based multi-functional destination for your training and support of your exhibiting marketing needs.

The Success Centre has been developed for us by Fred Fox of the Exhibitor Institute, North America's leading exhibit consultant & trainer. Fred covers all the strategies needed for you to take your exhibiting program to a new level of success.

Explore with your staff how the *Exhibitor Success Centre* will provide:

- Access to over 60 minutes of powerful exhibitor training video content, ideally formatted for viewing online. Topics covered will include managing expectations, setting objectives, accountability, boothmanship, sales strategies, pre-show marketing and post show evaluation;
- The Exhibitor Institute eCoach program allows you unlimited direct access to Fred Fox, through email with responses scheduled to be returned within 48 hours;
- A comprehensive Exhibit Planning Guide;
- "How to Succeed at Trade & Consumer Shows" eBook;
- Video InfoTips; and
- The ability to download pre-show marketing information and more.

The *Exhibitor Success Centre* has been developed to maximize your company's participation at your next show. Whether you are a first-time exhibitor or a veteran of many shows, I encourage you to take advantage of this valuable resource.

Click Here To Visit Your Exhibitor Success Centre: <http://esaleessuccess.com/CIPHEX/index.php>

For further information, please contact:

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The Canadian Institute of Plumbing & Heating is a not for profit trade association. Founded in 1933, the Institute is a vibrant organization committed to providing members with the tools for success in today's competitive environment. More than 250 companies are members of this influential Canadian industry association. They are the manufacturers, wholesaler distributors, master distributors, manufacturers' agents and allied companies who manufacture and distribute plumbing, hydronic heating, industrial, waterworks and other mechanical products. CIPH wholesalers operate more than 600 warehouses and showrooms across Canada. CIPH members employ more than 10,000 Canadians and are an integral part of the Canadian economy. Total industry sales exceed \$4.6 billion annually.

*Source: Tradeshow Week Data book



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