

TRADE BREAKFAST / ROUNDTABLE SERIES

*Getting the Most Out of International Trade Shows and Missions:
Access the latest strategies and ideas that will pay off for your export business*

Trade shows and missions provide a great opportunity for showcasing your business and its products, entering new markets, having direct access to customers, suppliers, distributors and partners in general, and of course, checking out the competition!

THURSDAY, APRIL 25, 2013

9:00 AM – 11:30 AM

(8:30am: registration and continental breakfast)

SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE
Morris University Center – International Room (second floor)

- ▶ **How to select the right show / trade mission**
- ▶ **Identify your target audience: goals and outcomes**
- ▶ **Pre-Show/Mission Marketing**
- ▶ **Logistics & Staffing**
- ▶ **Cultural Differences / Booth Etiquette**
- ▶ **Post-Show/Mission Follow-Up – How to Maintain Momentum**
- ▶ **Learn how Illinois' newest STEP grant can help fund your next show/mission**

Speakers: Jorge Toro, President, Los Andes Ventures, LLC
Jeff Sacks, Vice President, Experient-Maritz Travel Company
Ed Seuc, International Sales Manager, Convenience Products

Please complete **ILLINOIS SBDC**
and send to:

**INTERNATIONAL
TRADE CENTER**
SOUTHERN ILLINOIS UNIVERSITY EDWARDSVILLE

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Fee : \$15 (by April 22)

Space is limited / Registration required
Checks payable to: SIUE or payment via credit card:

<https://commerce.cashnet.com/siuebus>

Names /Titles _____

Company Name _____

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This program has been developed through a partnership with the U.S. Small Business Administration, the Illinois Department of Commerce and Economic Opportunity, and Southern Illinois University Edwardsville as a service to Illinois small businesses.