



The  
**International  
Trade Association**  
of Greater Chicago

# **PROGRAM ANNOUNCEMENT**

4610 North Kenton Avenue, Chicago, Illinois 60630-4020 U.S.A.

Tel: 773/725-1106

info@itagc.org

Fax: 773/725-2294

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***THE INTERNATIONAL TRADE ASSOCIATION OF GREATER CHICAGO***

Invites you to a luncheon program:

## ***MARKETING STRATEGIES FOR GLOBAL TRADE SHOWS: ONE SIZE DOES NOT FIT ALL***

Presentation by:

**Larry Kulchawik**



**Author**

### ***Trade Shows from One Country to the Next***

Exhibiting at overseas trade shows can be extremely rewarding – or extremely frustrating if you're not prepared properly. Today's program focuses on strategic considerations for success at overseas trade shows. A mistake many American companies make is to assume that what worked in Las Vegas will work the same in Frankfurt or Tokyo. Mr. Kulchawik will examine three critical areas when planning for a trade show abroad:

1. Rules and regulation differences from a typical event in the USA (design regulations, shipping, electrical, labor, material handling on site);
2. Exhibit design style differences and expectations (local rental, graphics, expected design inclusions, lead collection/management, booth attractions);
3. Cultural differences when engaging with a global buyer as an exhibitor (each region has their own way of engaging before selling – select your staff to work the stand carefully).

Larry Kulchawik has been working in the trade show industry, specializing in international trade show marketing for 44 years. He is the Past President of both the Exhibit Designer & Producers Association and the International Federation of Exhibition Services. He has recently published a book entitled ***Trade Shows from One Country to the Next***, a review of doing face-to-face business and exhibit design in 45 different countries. The book focuses on the adjustments that need to be made, mentally and physically, when marketing your product/service through tradeshow from one country to the next.

**Wednesday, April 17, 2019**

**CARLUCCI ROSEMONT**

6111 North River Road, Rosemont, IL

11:45 a.m. – Registration

12:00 p.m. – Luncheon Program

2:00 p.m. – Adjourn

**ITA/GC members and their guests - \$50; Non-members - \$75**

Please Make Your Reservations Early: Contact the ITA/GC by **4:00 p.m., Monday, April 15**

Tel: 773/725-1106

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***American Express, Discover, MasterCard and Visa*** are welcome.

*A reservation is an obligation to pay: reservations not canceled 48 hours prior to the meeting will be billed.*



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Please register me/us for the April 17 luncheon program: ***Marketing Strategies for Trade Shows***

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

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