

FEBRUARY GENERAL MEMBERSHIP MEETING:

# MARKETING STRATEGIES

FOR HOME SHOW + EVERYDAY BUSINESS



**THURSDAY, FEBRUARY 21**

**COMFORT INN & SUITES**

2424 S Mission St, Mt Pleasant, MI 48858

**9AM**

Guest Speaker: Dave Chap

Territory Sales manager for Mastic Home Exteriors

- Identify booth objectives & business goals
- Budgeting rules of thumb
- Booth setup, size, location, and layout
- Marketing & advertising content
- Selecting staff for office and Home Show
- Evaluating business leads & Home Show results
- Promotional material for show and office
- Learn the value of marketing and exhibiting

RSVP by February 18, 2019

Call 989-775-7747 for any questions!

Fax completed form to 989-775 7748 or email to [carmi@hbacm.com](mailto:carmi@hbacm.com)

HBA Members: FREE

Non HBA Members: \$5.00

Company: \_\_\_\_\_ Attendees: # \_\_\_\_\_ Breakfast: # \_\_\_\_\_

Invoice: \_\_\_\_\_ CC: \_\_\_\_\_ EXP: \_\_\_\_\_

