



Save The Date

**ESCA, in conjunction with MCCA, presents a
“Behind the Scenes” Workshop
January 27, 2014 - 1:00 pm to 4:00 pm
BCEC Rooms 101 – 102 A/B**

Who should plan to attend this informative and interactive educational event on Monday, January 27th, at the BCEC?

Show organizers, meeting planning professionals, association manager and volunteers, corporate meeting planners, hospitality students, general contractors, exhibit appointed contractors, specialty contractors and exhibit designers and builders.

Did you ever wonder what really happens behind the scenes when moving a major tradeshow into a convention center?

Our program will allow the participants the opportunity to see what really happens behind the scenes of a major tradeshow, Yankee Dental Congress, Boston’s largest annual tradeshow event at the BCEC.

Wondering about the future expansion plan of the BCEC?

Hear first hand from Jim Rooney, Executive Director and Fred Peterson, Director of Facilities Operations for MCCA. You will also hear from a panel of experts on what it really takes to run a major convention center like the BCEC.

Agenda for Monday, January 27th

1:00 – 1:15	Welcome & Introductions	Bruce Nable, ESCA President
1:15 – 2:00	“Behind the Scenes” at the BCEC	James E. Rooney, Executive Director, MCCA Fred Peterson, Director of Facilities Operations, MCCA
2:00 – 3:00	Show Site Operations from the General Contractors Perspective	Julie Kagy, Senior Director – National Account Management, Global Experience Specialists Chuck Grouzard, Senior Vice President – National Sales, Global Experience Specialists
3:00	Break	
3:15 – 4:00	Show Floor Tour of Yankee Dental Congress	

The “Behind the Scenes” workshop is being funded by ESCA and MCCA. They are pleased to waive the \$45 registration fee for all current members of IAEE, IAVM, PCMA and EDPA. Please go to www.esca.org for more information.





Standards & Best Practices

"Behind the Scenes" Workshop – January 27th

ATTENDEE REGISTRATION:

Name _____
 First Name for badge _____
 Title _____
 Company _____
 Address _____ City _____ State/Province _____
 Zip Code _____ Telephone _____ Fax _____
 Email _____

ADDITIONAL REGISTRATIONS:

Name _____ Title _____
 First Name for badge _____
 Company _____
 Email _____

Name _____ Title _____
 First Name for badge _____
 Company _____
 Email _____

Name _____ Title _____
 First Name for badge _____
 Company _____
 Email _____

WORKSHOP FEES:

	In Advance	On Site	Total
Member Company (1 comp reg.)	COMP	COMP	_____
Additional Member Guest	COMP	COMP	_____
Non-Member	\$45	\$55	_____
Student	COMP	COMP	_____

PAYMENT INFORMATION:

_____ Check (Payable to ESCA) _____ Credit Card: _____ American Express _____ MasterCard _____ Visa
 Card Number _____ Expiration Date _____
 CVV# _____ Total Amount Due _____

Visa / MC CVV#: The last 3 digits of the card number printed in the signature space on the back.

Amex CVV#: The 4-digit number printed above and to the right of the raised number on the front.

Name as it appears on the card _____
 Billing Address _____

Authorized Signature _____

_____ **Please check if you have a disability that requires special assistance.**