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.
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 Total
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.

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