



# Marketing & Sales Roundtable

May 19-20, 2010 | Cleveland, OH

## This is a must-attend event for the following metalforming professionals:

- Marketing managers
- Sales executives and representatives
- Manufacturing representatives
- Vice presidents and presidents
- Business development executives

## Benefits of Attending

- Learn from and network with peers
- Address marketing issues affecting your business
- Establish priceless relationships that can influence how you market your business
- Gain ideas to improve business
- Discuss strategic business trends
- Access timely information on how to conduct business and infiltrate new markets

## How to Register

Please complete and return the registration form, located on the reverse side, by fax, mail or e-mail no later than **May 17, 2010**.

No more than two people per company, please. Attendance at the roundtable is limited in order to encourage meaningful discussion and optimize networking opportunities.

6363 Oak Tree Blvd.  
Independence, OH 44131  
Phone 216-901-8800  
Fax 216-901-9190  
[www.pma.org](http://www.pma.org)



## Itinerary

### Wednesday, May 19, 2010

- 5:00 p.m. Welcome  
5:15 p.m. Depart for dinner and agenda setting  
5:30 p.m. Networking dinner  
Johnny's Downtown, 1406 W. 6th St.,  
Cleveland, OH 44113

### Thursday, May 20, 2010

- 7:30 a.m. Continental breakfast  
8:00 a.m. Roundtable  
11:00 a.m. Dr. Ken Mayland, President,  
ClearView Economics, LLC  
12:00 p.m. Networking lunch  
1:00 p.m. Roundtable continued  
2:00 p.m. Adjourn

#### *PMA's Sales and Marketing*

business report provides the insight and intelligence to plan effective growth strategies, develop a more reliable sales forecast and identify opportunities to compete internationally. A special section identifies important motivators, risks and obstacles associated with doing business in China and nine other major economic regions of the world. For more information, shop our store at [www.pma.org](http://www.pma.org).



## Meeting Location and Lodging

The Holiday Inn Cleveland South  
6001 Rockside Rd.  
Independence (Cleveland), OH 44131  
Phone: 216-524-8050  
Rate: \$87 per night (plus tax)

Please call the hotel direct to make your reservations. Mention PMA to receive the room rate of \$87. Deadline for reservations is May 6, 2010. Complimentary airport transportation and parking provided.

## Past Discussion Topics

Below, please find a partial list of topics discussed at past meetings.

- Product and Market Diversification
- Market Trends and Development
- Sales and Customer Service
- International Opportunities
- Purchasing Practices
- Strategic Planning
- Successes, Challenges and Solutions
- Customer Requirements and Trends
- Raw Materials/Steel Pricing

Please come ready to discuss your hot topics at this year's event.

## Marketing & Sales Roundtable—Registration Form

### PMA Member(s)

\$299 per person \$ \_\_\_\_\_

### Nonmember(s)

\$399 per person \$ \_\_\_\_\_

Total Fees \$ \_\_\_\_\_

### Register by fax, mail, e-mail or online

PMA—Allison Grealis  
6363 Oak Tree Blvd.  
Independence, OH 44131  
Phone: 216-901-8800 • Fax: 216-901-9190  
E-mail: [agrealis@pma.org](mailto:agrealis@pma.org)  
[www.pma.org](http://www.pma.org)

Check Enclosed **YOUR REGISTRATION WILL NOT BE PROCESSED IF PAYMENT DOES NOT ACCOMPANY REGISTRATION FORM.**

Credit Card:  VISA  American Express  MasterCard

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

## Meeting Registration: (please copy this form for additional registrations)

1) Name/Title/E-mail \_\_\_\_\_


2) Name/Title/E-mail \_\_\_\_\_

Company \_\_\_\_\_ Web address \_\_\_\_\_

Address \_\_\_\_\_

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

Business Phone \_\_\_\_\_ FAX \_\_\_\_\_

 Please let us know if you require any special arrangements or accommodations:

PMA reserves the right to amend the program should circumstances warrant such action. In the event of course cancellation, PMA will notify you within seven business days of the program date, and will refund seminar fees. Liability for course cancellation is specifically limited to the amount of registration fees and excludes any incidental or consequential damages. If you plan to register on-site, please check PMA's website [www.pma.org](http://www.pma.org) the day prior to the seminar for any updates on this event. Individual seminar cancellations must be made in writing. **Registration fees are nonrefundable for cancellations received less than seven business days prior to the seminar.** Substitutions are welcome at any time.