

# GRAPHICS | PRO | EXPO

## EDUCATION AT GPX

“If you give a man a fish, you feed him for a day. If you teach a man to fish, you feed him for a lifetime.”



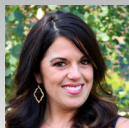
We value the importance of continuing education in the graphics market, and we offer two great options for your presentation needs (pricing is per class, per city):

- **90-Minute Class - \$1,000**
- **Full-day Seminar - \$3,200**
- **YOU control the content**
- **YOU get the list of all class registrants and attendees** (with full contact information, including email addresses)

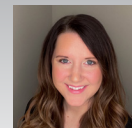
Classes include all necessary A/V; just bring your computer to plug in. You may bring your own handouts, visual aids, samples and even equipment. Please contact our education coordinator for any electrical needs. *Please note: Class times and days are not guaranteed.*

See [graphics-pro-expo.com/exhibit](http://graphics-pro-expo.com/exhibit) for details

Contact your Account Executive today to see if teaching a class is right for you!



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### Best Practices

- No infomercials. Keep your class educational and geared toward helping attendees increase their output and profit margins. Classes that teach valuable business lessons, best practices, tips and tricks, and time-saving, profit-driving concepts establish the presenting company as a trusted thought leader, one they feel confident they can do business with in the long term.
- Utilize your time in a courteous professional manner and be sure to leave time for Q&A
- Always offer your presentation slides as a post-class follow-up
- Keep your presentation positive and stay away from disparaging remarks about competitors
- Give attendees a reason to visit your booth after your class. Show specials, giveaways, hands-on training opportunities, etc.
- Have your presentation saved to your computer as free Wi-Fi is generally spotty at best (you may purchase Wi-Fi/internet access if needed for your presentation)
- If teaching an all-day seminar, consider a food/drink option for your students



At GPX, we believe teaching a class is the best way to guarantee your company has a successful event, and one that builds life-long customers, but don't take our word for it...

“ The organization and application of GRAPHICS PRO EXPO's classes is excellent. They position our courses to event attendees in a consistent manner, with a great deal of continued benefits to us as exhibitors as well. Prospects approach us on the show floor and continue their education at our booth with our products. Thanks to GPX's classes, we also absorb a great deal of interested & qualified leads from the classes they help us present. Once again, GPX does it best. ”

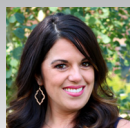
**Clay Barbera – Corel Trainer**

“ The educational programming offered at the GPX shows is incredibly helpful to our customers, potential customers, and anyone looking to get into or expand into the personalization industry. We love being part of it and delivering helpful laser-related content to all of our class attendees. ”

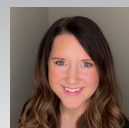
**Amy Dallman – Epilog Laser**

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