PLAINTIFF'S EXHIBIT

CAP-820

American Water Works Association
6666 West Quincy Avenue
Denver, CO 80235

1984

EXHIBITOR

WORKSHOP

June 10, 1984
DALLAS, TEXAS

EXPERIENCE
TOMORROW
TODAY

Telex: 45-0895 AWWA DVR
Cable: WATERINFO

American Water Works Association | 6666 West Quincy Avenue | Denver, CO 80235 | 303 794-7711

1984 AWWA

ANNUAL CONFERENCE & EXPOSITION

EXHIBITOR WORKSHOP

Dear Exhibitor:

On Sunday, June 10, 1984 from 8:30 AM to 10:30 AM the American Water Works Association will sponsor an Exhibitor Workshop in room E-301 of the Dallas Convention Center.

The success of a trade show depends very much on the quality of the exhibitor's staff, product offering, market approach and show objective. This two hour workshop will cover these subjects as well as:

- Pre-show activities and mental preparation--how to handle rejection.
- The art of boothsmanship as opposed to salesmanship.
- Making contact with the prospect; understanding styles of the prospect, adapting to different styles; and making the approach.
- Utilizing visual aids and demonstrating your product.
- Arranging the physical layout of your booth.
- Controlling multiple prospects, handling objections, and closing techniques to allow for future follow-up.

We encourage you to have as many of your booth personnel as possible attend this workshop. The workshop will be conducted by Mr. David Pemberton of the Tom Hopkins Training Center of Colorado.

Please complete the attached application and return to my attention **NO LATER THAN MAY 28, 1984.**

There is no cost to attend this seminar!

GARY E. ARNOLD
Meetings Manager

GEA/nw

1984 AWWA

ANNUAL CONFERENCE & EXPOSITION

EXHIBITOR WORKSHOP

The following person(s) will attend the AWWA Exhibitor Workshop on Sunday, June 10, 1983 from 8:30 AM to 10:30 AM in Room #-301 of the Dallas Convention Center.

COMPANY_____

NAME(S) TITLE(S)

_____, _____

_____, _____

_____, _____

_____, _____

_____, _____

(Attach a separate sheet to register additinal persons)

SIGNED_____ DATE_____

MAIL BY MAY 28, 1984 TO:

GARY E. ARNOLD, MEETINGS MANAGER
American Water Works Association
6666 W. Quincy Avenue
Denver, CO 80235

(303) 794-7711

THERE IS NO COST TO ATTEND THIS SEMINAR!

CARCO JEN 0020216