Trade Shows

Tips and Pointers for your Chapter.
Trade Shows -
Decide what your goals are for the event.

Make Money

Education

Promote CSI

All of the above?
Be Consistent

• Consistent Date Each Year
  – Third Thursday in September

• Consistent Place Each Year

• Continuity in the Committee Leadership
Promote Awards!

- Chapter
- Region
- Booth
- Student
Advertise....

Let People Know it’s happening!
Promote CSI Standards & Formats

- MasterFormat
- UniFormat
- SectionFormat/PageFormat
- PPDFORMAT
- OmniClass
- GreenFormat
Industry Certifications

Promote CSI Certification Programs

• CDT
• CCCA
• CCS
• CCPR
• EIEIO
Learning Opportunities

CSI Education Events

- CONSTRUCT Show
- Monthly Chapter Meetings
- CSI Practice Groups
- Webinars
  - Monthly
  - Leadership Connect
  - Many topics
Good Friends

• Provide networking opportunities
CSI Education

- Have Earn Continuing Education Credit Classes
- Unique Education Programming
- Learn Construction Documentation & Communication Skills
CSI Memberships

**Promote** CSI publications tools including *The Construction Specifier* and CSI Weekly.

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**CSI Weekly**

January 29, 2015

**IN THIS ISSUE**

**Construction Documentation:**
- Member Blog: Kiss Nightclub
- CSI on LinkedIn: BM Spec
- CSI’s Compliant Document Review Program

**Education:**
- Final Registration Deadline for CSI Academies
- CSI Webinar: Repair of Construction Defects
- CSI on Site
- Participate in a CSI Practice Group
- Local CSI Chapter Education Programs

**Certification:**

**THURSDAY—Early Registration Deadline for CSI Certification Exams**

Register now!

THURSDAY is the early registration deadline for CSI’s CDT exam. Exams will be offered Apr 1–27 in the U.S. and Canada.

- CSI Member Price: $240 before THURSDAY, $375 after THURSDAY
- Non-Member Price: $375 before THURSDAY, $410 after THURSDAY

CSI’s Construction Document Technologist (CDT) program is a prerequisite to CSI’s advanced certifications:
- Certified Construction Contract Administrator (CCCA)
- Certified Construction Specifier (CCS)
- Certified Construction Product Representative (CCPR)

It is possible to study for and pass CSI’s CDT exam on your own—but your chances of passing improve when you use a study guide, participate in a study group, talk to mentors, and take other steps to enhance your understanding.

Resources available to help you prepare for the CSI CDT exam:

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**also in this issue**

Balancing Life Safety with Access Control
Commissioning Building Envelopes
Choosing Fluid-applied Air and Water Barriers

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Great Lakes Region – Legacy Training - Trade Shows - 12
Connect with CSI

CSI’s LinkedIn Group at [www.linkedin.com](http://www.linkedin.com)

Follow CSI at [www.twitter.com/CSIConstruction](http://www.twitter.com/CSIConstruction)

Like CSI at [www.facebook.com/CSIConstruction](http://www.facebook.com/CSIConstruction)

Subscribe to CSI’s E-newsletter at [www.csinet.org/weekly](http://www.csinet.org/weekly)
Friendships grow
Have a Theme for the Day/Event

• Full Construction Products
• Building Envelope
• Interior Finishes
• Student Activities
• Interaction between Construction Parties
  ie: Chicago Chapter’s Eye to Eye
Costs to watch out for

• Conference style venues – most expensive
• Representatives can bring projectors
Committees

Help spread the workload

- Venue
- Registration
- Online Registration and Website
- Event Sponsorship
- Education/Seminar Marketing
- Booth Sales
- Finance
- Communications
- Show Stewards
- Dock Coordinator
- Student Activities
After current show, start planning for next one.

- **12 Months** -
  - Lessons Learned Meeting
  - Search or confirm venue
  - Set date

- **10 Months** -
  - Create a Budget
  - Select Organization Committee
  - Secure Beverages and Food
  - Secure Audio Visual
  - Secure Pipe and Drape
  - Secure Seminar Room
Planning Milestones

10 Months (Continued)
- Start Designing Showroom Floor
- Establish Booth Sales Team
- Establish Booth Pricing
- Prepare Vendor Registration Packet
- PrepareVendor Confirmation Packet
- Set-up Online Registration
- Set-up Website for Registration and Promotion
- Track sales and update layout frequently.
Planning Milestones

6 Months
- Hire a Marketing Professional
- Start Monthly Committee Meetings and Form Sub-Committees
- Save the Date Flyers Sent Out
- Start Marketing Program

4 Months
- Continue Monthly Committee Meetings
- Secure volunteers

2 Weeks
- Confirm arrangements of venue, registration, manning entry doors, and student activities

Show Day
- All the work pays off!!
Ready to Join?

Visit [www.csinet.org/join](http://www.csinet.org/join) for Current Dues

*Have membership forms available*

**Membership Levels:**
- Professional
- Emerging Professional
- Student
Questions?
Thank You!

Thad Goodman, FCSI, CCPR

Jack Morgan, CSI, CCS, CCCA