

Trade Shows

Tips and Pointers for your
Chapter.



*Building Knowledge
Improving Project Delivery*

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

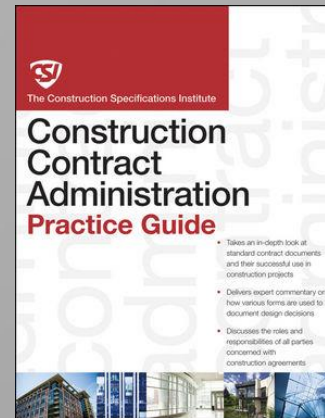
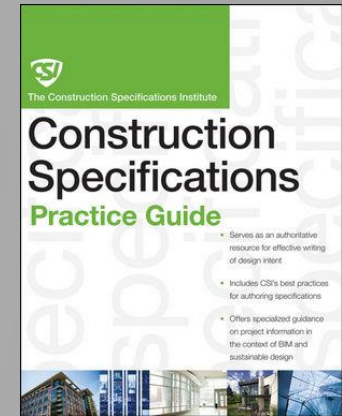
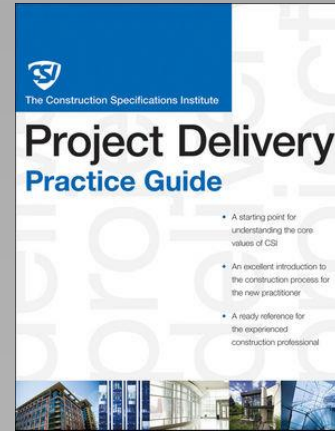
- MasterFormat
- UniFormat
- SectionFormat/
PageFormat
- PPDFFormat
- OmniClass
- GreenFormat



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.



CSI Weekly

January 29, 2013

IN THIS ISSUE

Construction Documentation:

- Member Blog: Kiss Nightclub
- CSI on LinkedIn: BIM Specs
- CSI's Compliant Document Review Program

Education:

- Final Registration Deadline for CSI Academies
- CSI Webinar: Repair of Construction Defects
- CSI on Flickr
- 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 April 1-27 in the U.S. and Canada.

CSI Member Price: \$240 before THURSDAY, \$375 after Thursday
Non-Member Price: \$375 before THURSDAY, \$430 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 to prepare for the CSI CDT exam:



Connect with CSI



CSI's LinkedIn Group at www.linkedin.com



Follow CSI at www.twitter.com/CSIConstruction



Like CSI at www.facebook.com/CSIConstruction

SUBSCRIBE

Subscribe to CSI's E-newsletter at
www.csinet.org/weekly

Friendships grow



Chapter Tips and Pointers



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Have a Theme for the Day/Event

- **Full Construction Products**
- **Building Envelope**
- **Interior Finishes**
- **Student Activities**
- **Interaction between Construction Parties**

ie: Chicago Chapter's CSI to Eye

Costs to watch out for

- **Conference style venues – most expensive**
- **Representatives can bring projectors**



Committees

Help spread the workload

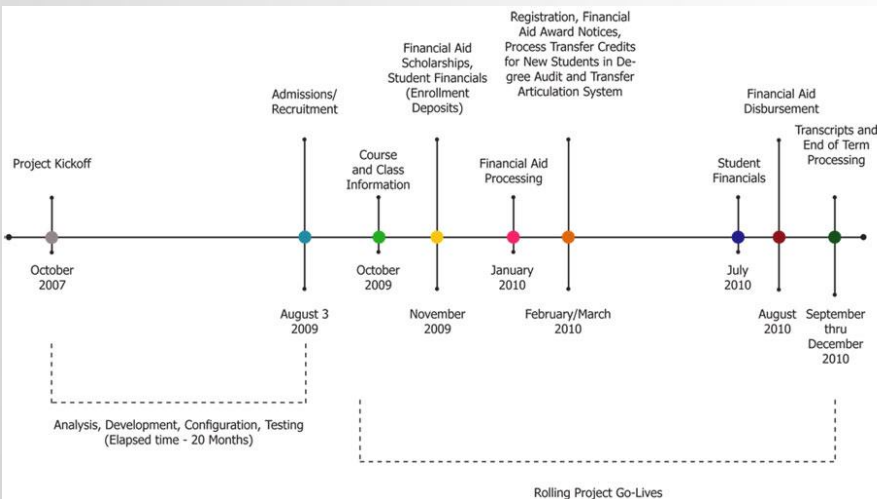
- Venue
- Registration
- Online Registration and Website
- Event Sponsorship
- Education/Seminar Marketing
- Booth Sales
- Finance
- Communications
- Show Stewards
- Dock Coordinator
- Student Activities



Planning Milestones

After current show, start planning for next one.

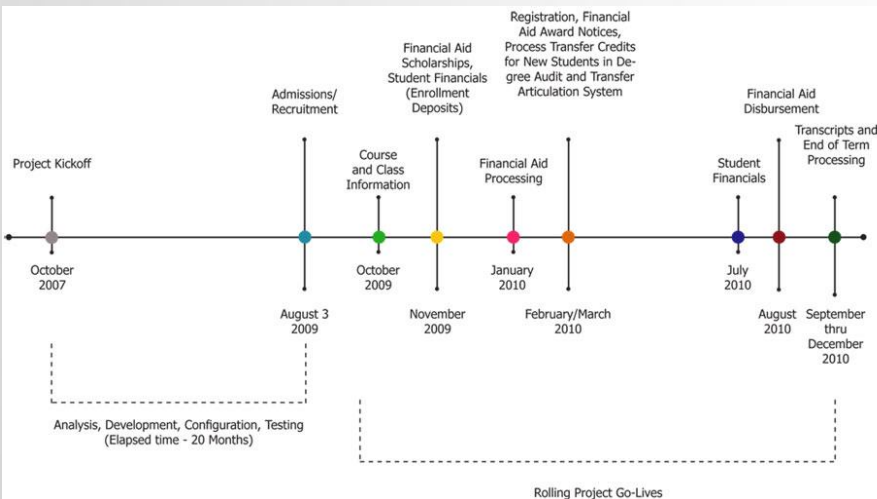
- **12 Months -**
 - Lessons Learned Meeting
 - Search or confirm venue
 - Set date
- **10 Months -**
 - Create a Budget
 - Select Organization Committee
 - Secure Beverages and Food
 - Secure Audio Visual
 - Secure Pipe and Drape
 - Secure Seminar Room



Planning Milestones

10 Months (Continued)

- Start Designing Showroom Floor
- Establish Booth Sales Team
- Establish Booth Pricing
- Prepare Vendor Registration Packet
- Prepare Vendor 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

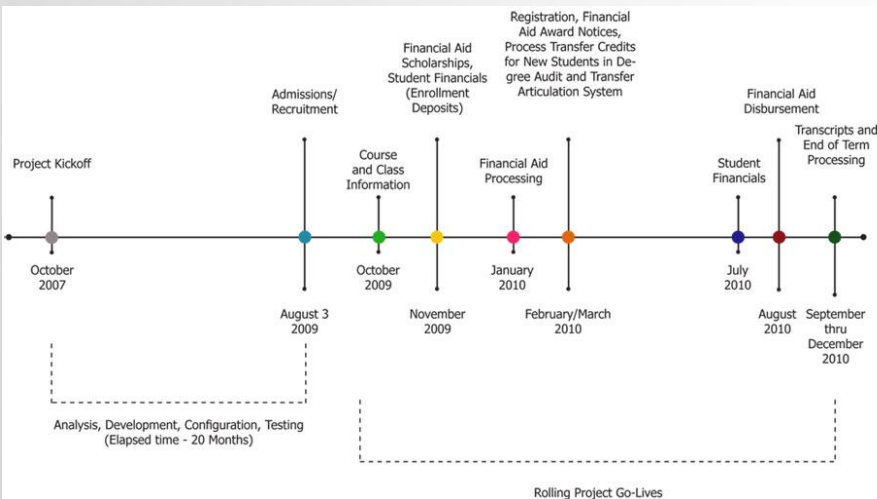
- Continue Monthly Committee Meetings
- Secure volunteers

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
for Current Dues

*Have membership forms
available*

Membership Levels:

- Professional
- Emerging Professional
- Student



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Questions?



Thank You!

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