



Register Today!

SpringWorld 2018 Kick-off Dinner!

All CASMI members, SpringWorld 2018 exhibitors and suppliers are invited to attend this dinner to Kick-off the 2018 SpringWorld Trade Show on October 19, 2017.

Guest Speaker

It's Not Who You Know. It's Who Knows YOU! How to Attract the Best Customers and Create an Army of Raging Fans

David Avrin, President, Visibility International



It's a new world and the marketplace has changed. Choices are vast and quality abounds! Being great at what you do is no longer a differentiator — It is merely the entry fee. Today, winning in business is about discovering, creating and leveraging competitive advantages. In this highly entertaining, thought-provoking and actionable

presentation, based on his new book: Visibility Marketing, business marketing and branding veteran David Avrin, CSP will show you and your team how to discover, create and promote meaningful differentiators to gain visibility and earn customers.

Key Actionable Takeaways

1. How to discover, reveal or craft meaningful competitive advantages.
2. How to move beyond mere competency and create a visible chasm between yourself and competitors.
3. Why nobody wants to be the "best kept secret" and how you can become known for what you want.
4. How to leverage a new generation of creative marketing strategies and tactics to dramatically boost your visibility.

Registration Information

REGISTER ONLINE:

Visit <http://www.casmi-springworld.org> for convenient online registration. Simply login with your username and password. Your form will pre-populate with your demographics and you can register all of your employees who will be attending at one time!

TO FAX REGISTRATION:

Complete the registration form on page 2 then fax it with your payment to CASMI's Office at 630.359.4274.

TO MAIL REGISTRATION:

Complete the registration form on page 2 then mail it with your payment to:

CASMI
350 S. Poplar Avenue
Elmhurst, IL 60126

IF YOU HAVE ANY QUESTIONS please contact CASMI's office at 630.359.4273.

All CASMI Members, SpringWorld 2018 Exhibitors and Suppliers who are considering exhibiting are invited to attend this dinner to Kick-off the 2018 SpringWorld Trade Show on Thursday, October 19, 2017.

You can register a total of three (3) individuals from your company to attend this event at no charge. **Additional participants (4 and above) may attend at the rate of \$75 per person.**

Location of Kick-Off Dinner

Maggiano's Little Italy

1901 E. Woodfield Rd.
Schaumburg, IL 60173

Schedule of Events

5:30 pm Networking and Cocktails
6:15 pm Welcome
6:30 pm Dinner
7:15 pm SpringWorld Announcements
7:30 pm Keynote Speaker

REGISTRATION FORM

COMPANY NAME _____

YOUR NAME _____

ADDRESS _____

PHONE _____ EMAIL _____

Please print the name and email below of each individual you are registering. Include company name if different from above.

1. Name: _____ Email: _____

2. Name: _____ Email: _____

3. Name: _____ Email: _____

4. Name: _____ Email: _____

5. Name: _____ Email: _____

6. Name: _____ Email: _____

Registrants 1-3 are complimentary; additional registrants are \$75 each. If payment is required, please enter information below:

Total # of People ____ X \$75 = \$ _____

Enclosed is my check OR charge my: AMEX MC Visa

Acct # _____ Exp. Date _____ CVC _____

Mail to: CASMI, 350 S. Poplar Avenue, Elmhurst, IL 60126 OR Fax to: 630.359.4274

If you have any questions, please email dbandy@casmi-springworld.org or call her at 630.359.4273.