

Simplify.

International SPA Association
2009 Conference & Expo
October 5-8, 2009
Austin Convention Center and Hilton Austin
Austin, Texas, USA

Five Reasons You Can't Miss the 2009 ISPA Conference & Expo

1. You will receive **specific information** to help you address your organization's strategy and objectives such as:
 - revenue maximization and yield management
 - Web 2.0 and social networking
 - retail techniques
 - integrating new spa services
2. **Network** with your peers who are facing many of the same situations and those who have discovered proven solutions.
3. **Amazing keynote speakers** will address change, innovation, growth, marketing and business trends. The amazing lineup includes Lance Armstrong, Tony Hsieh and Guy Kawasaki.
4. **See the latest products** on the Expo floor, including new product launches. Return home with ideas for boosting revenue.
5. **Austin is extremely affordable!** Travel to Austin is significantly lower than other major cities. Make your affordable hotel reservation before Sept. 14 to take advantage of the special ISPA room rates at six downtown hotels.

We challenge you to come to Conference with questions and leave with answers.

About the ISPA Conference & Expo

The ISPA Conference & Expo is designed to provide attendees with exposure to new ideas and innovative solutions to achieve effective results to prepare you for the future and solve challenges of today.

INTERNATIONAL SPA ASSOCIATION®

