

Simplify.

Making a Business Case for Education

Come to Conference with questions and leave with answers.

Use these quick and easy tips to present a business case to your boss for attending the 2009 ISPA Conference & Expo.

Strategize by identifying the top five challenges your company is facing and how Conference addresses these issues. Visit the ISPA Web site at www.experienceispa.com to review the more than 30 Professional Development Sessions that offer real takeaways for business strategy.

Determine how your role in the organization can contribute to solving these challenges and how the opportunities at Conference can assist in problem-solving.

Mark the Keynote Sessions and Professional Development Sessions you would like to attend and the speakers you would like to hear. Also, take note of other attendees you would like to meet to discuss pertinent topics throughout the week.

Write a brief business case for attending the 2009 ISPA Conference & Expo and present it to your boss. Save an additional \$100 by registering before Aug. 28!

Do you need assistance in preparing your business case?

Visit www.experienceispa.com for additional information on how to make a business case for attending the 2009 ISPA Conference & Expo or contact ISPA at 1.888.651.ISPA (4772).

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
2009 Conference & Expo

October 5-8, 2009

Austin Convention Center and Hilton Austin
Austin, Texas, USA

Receiving approval to attend industry meetings may be a challenge in today's economic climate. And yet, it's more important than ever to participate in continuing education to complement your organization's strategy and objectives.

Use this document to help make a business case for continuing education that will benefit your company.

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.

Do the Math

Flight from Los Angeles	\$200
Average Hotel Room Rate in Austin	\$190
6 Meals Included in Conference Registration	Free
<i>Lance Armstrong for Inspiration</i>	<i>Priceless</i>

INTERNATIONAL SPA ASSOCIATION®

