

# Simplify.

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

## Preparing & Attending for Conference

Now that your attendance has been approved (great job!), it's time to prepare for Conference and all that it offers to help your business.

1. **Make a schedule** of the sessions you want to attend. Include any specific attendees and exhibitors you would like to meet and contact them a few weeks prior to Conference to set up a meeting. See the Conference agenda to get started.
2. **Finalize your personal agenda** with any notes on contact information, like cell phone numbers, and print to take with you. Pack plenty of business cards to share with all the new contacts you'll meet. Don't forget to make your hotel room reservation before Sept. 14 to take advantage of the special ISPA attendee room rates.
3. **Attend the sessions** you have identified to complete your Conference goals. Take notes and begin to connect the points the speaker is making with the objectives and strategies of your business.
4. **Visit the Expo floor** to see the products and services available from ISPA resource partners. This year the Expo will be open for 16.5 hours. Stop in at every booth to get the full Expo experience. Use the Expo Guide to identify companies with new product launches at Conference as well as the products and services they offer. Be sure to ask for business cards so you can follow up with companies you are interested in.
5. **Get answers to your burning questions** during the roundtable networking and learning session on Thursday morning and actively interact with your peers on topics designated by Conference attendees. If you have a topic you would like us to discuss, contact Rebekah Sellers at 1.859.425.5062 or rebekah.sellers@ispastaff.com.
6. **Take time to recharge** each morning by participating in the Greet the Day exercise sessions.
7. **Unwind with new friends** you have made by attending the Evening Event at Maggie Mae's. Rock and roll with an Austin-bred band, relax to cool jazz or break out your dancing shoes with our 80's tribute band. In addition, check out some of the unique activities available in Austin.
8. **Have fun enjoying the bidding wars** that will ensue at the ISPA Foundation Live & Silent auctions.
9. **Schedule time for a free, on-site treatment** with the Relaxation Area sponsors or enjoy significant discounts off services for area ISPA member spas.
10. **Invite additional spa professionals to attend Conference.** When five additional professionals register for full-Conference passes and reference you upon registering, you will receive one free room night at one of the six ISPA contracted hotels. Contact ISPA at 1.888.651.ISPA (4772) for more information.

