



**FOR IMMEDIATE RELEASE**

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**FOR MORE INFORMATION**

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### **IGA MARKETING CONFERENCE SEMINAR SCHEDULE SET**

Pre-registration for the 2008 Independent Glass Association (IGA) Marketing Conference is now open and the seminar schedule has been finalized. The event will be held November 7-8 at the Mandalay Bay Convention Center in Las Vegas and is co-located with the International Autobody Congress and Exposition ([NACE](#)). The conference will contain two days of educational events, demonstrations, certification testing and a reception at Mandalay Bay Convention Center.

The IGA Marketing Conference is designed to provide attendees with seminars directly related to providing business owners with educational tips to more effectively sell their services.

“In this day of rapid consolidation, independents must be able to market their company and build their own brand,” said Dave Zoldowski, president of IGA. “The IGA Marketing Conference provides many of the tools necessary for a company to do so.”

Seminars to be presented at this year’s conference include:

**Using Radio Effectively** – Radio industry experts will present attendees with examples of effective radio advertising.

**Internet Marketing 301** – Internet advertising experts will provide an in-depth 90-minute seminar on what auto glass service companies should be doing online.

**Selling the Value of Your Own Brand** – Branding is a long continuous process that must involve effective advertising, company-wide training and investment. Respected industry speakers will be on-hand to share branding success stories.

**Sustainability: Growing your business through environmentally friendly business practices** – Green is no longer a buzz word; it is now an industry and customer category. This hour long seminar will provide details on making your business sustainable and how to sell to “green” consumers.

Also included in the conference’s registration fee is admission to the NACE Expo; the [Auto Glass Technician Olympics](#); and the [Walt Gorman Memorial Windshield Repair Olympics](#).

[CLICK HERE](#) for the full seminar program and to register for the 2008 IGA Marketing Conference. IGA members may pre-register for \$99; non-members will be charged \$129. Pre-registration closes October 17.

[CLICK HERE](#) for more information regarding the IGA.

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