



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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**IGA MARKETING CONFERENCE TO ANSWER QUESTION
“IS RADIO RELEVANT?”**

Attendees of the 2008 Independent Glass Association (IGA) Marketing Conference will be able to attend a much anticipated seminar on the relevance of radio advertising. The conference 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.

IGA’s marketing seminar on radio advertising is expected to help attendees determine when, how and how much time to invest in radio advertising campaigns. IGA’s 45-minute program will be presented by Kyle O’Brien of Xhang Creative. With experience in the auto body repair industry as well as such well-known clients as Nike and La-Z Boy, O’Brien will show attendees what makes a radio campaign effective and worth the investment.

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

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.

Qualified attendees to the 2008 IGA Marketing Conference also will be allowed to sit for the IGA’s AGRSS-registered auto glass technician certification exam for no additional charge – a \$149 value!

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

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