



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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**IGA MARKETING CONFERENCE TO PUT EMPHASIS
ON INTERNET MARKETING TRAINING**

Attendees of the 2008 Independent Glass Association (IGA) Marketing Conference will be able to attend an in-depth seminar on auto glass service Internet marketing and sales. 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 conference attendees will be presented with an in-depth 90-minute presentation on Internet marketing. Scott Orth of GTS will provide attendees with an educational seminar on what is needed to run a productive auto glass website and why websites are key to the survival of independent auto glass service companies.

“It is a well-known fact that most consumers run an Internet search for local glass service providers before they visit their phone books,” says Orth. “Today a website needs to be a deeply invested part of an auto glass company’s business plan.”

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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