



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION

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IGA Conference Attendees To Be Shown Tricks Of The Trade

Attendees at the Independent Glass Association (IGA) Conference and Spring Auto Glass Show™ will be shown first hand how to increase their profitability through two great business marketing sessions.

On Saturday May 19 several industry leaders will show attendees strategies that can be used on the Internet to drive business. The seminar *Technology Update: Why the Yellow Pages May Not Work Anymore* will be presented by Gary Hart of eDirect Glass, Mark Haeck of Mainstreet Computers, and Chad Kreutz of Glass.net.

“The program will cover some of the newer information technology features to help independents compete more effectively in their region of the country,” said IGA director of operations Patrick Smith. “They will be more than just ‘product pitches.’”

Also available during the IGA Conference is a seminar entitled *Branding and Marketing to Compete with the Big Guys*. Presented on Friday, May 18 by Rodger Pickett, vice president of Cindy Rowe Auto Glass in Harrisburg, PA, this seminar will help independents learn what branding is and what they can do on a local level to increase their businesses.

Attendees will hear some great tips and ideas for building the brand through advertising, special events and more—and learn then all from a company that’s been branding successfully for years.

The IGA Conference and Spring Auto Glass Show™ takes place May 17 - 19, at the Cashman Center and Golden Nugget Hotel & Casino in Las Vegas. For a full seminar schedule [CLICK HERE](#).

Pre-registration for IGA members is \$299 and \$399 for non-members. Daily registrations are available at the rate of \$199 per day for members and \$250 for non-members. Members are admitted to the trade show free of charge. Trade show admittance for members is free and for non-members is a daily fee of \$20. **Pre-registration ends May 4**, at which point all registration becomes onsite at a higher price.

To register for the IGA Conference and Spring Auto Glass Show visit www.glassexpos.com/iga.php.

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Noted automotive safety advocate Ralph Nader will be the keynote speaker for this year's conference. The show is scheduled to take place in conjunction with the Americas Glass Association's Americas' Glass Showcase.

Tickets to the welcome reception at the Harley-Davidson Café are available at a price of \$25 for members and \$35 for non-members for all who register for daily and full conference participation.

There is also a golf outing offered on the 17th at an early bird rate of \$160 per person, which includes cart rental, lunch, and prizes. You must be a daily or full conference registrant to participate in the golf tournament. Early bird rate ends on April 27. Rates will go to \$180 and be offered April 28 through May 4.

The IGA is the only association dedicated to the needs of the independent glass companies in North America. Its members are also dedicated to the professional and ethical installation of glass in a safe and proper manner. IGA members are located in all 50 states and ten countries.

For more information regarding the IGA visit www.iga.orgT.

