

GETTING THE MOST OUT OF CONVENTION EXHIBITS

Has this happened to you? You're at a Surveyors' Conference, the workshop session has just broken and you head for the exhibits. The hall is crowded; you wander down the aisle, glancing in the various booths. Something catches your eye and you'd like to know more.

But the booth may be crowded, or the representative in the booth seems distracted, so you move on, making a mental note to return. Or you may have thought, "I'd probably ask a dumb question and embarrass myself." Or, "They aren't interested in me. I'd just be wasting my time."

Let me give you a few thoughts about these situations. I believe they happen a lot, because I work in one of those booths.

1. Remember this: The exhibitors pay

money (sometimes a good deal) for the privilege of being there. So did you. The thought that the exhibitor isn't interested in you is dead wrong.

2. Ask questions! What is it? What does it do? What can it do for me? In the exhibits you see everything from snake-bite kits to computers with 20-foot-square plotters. Remember: **THERE ARE NO DUMB QUESTIONS.**
3. Try to spend some time in each booth. Even if the products don't interest you at the moment. You never know when you might require a product or service. At worst, try to get some literature for future reference.
4. If some product or service does strike a chord, ask for a demonstration or discussion. You're not intruding: that's why the exhibitors are there.

5. If a particular exhibit is crowded, and so is your schedule, ask for an after-hours appointment. Most of the representatives are staying in the same hotel. Sometimes a demonstration or discussion in the peace and quiet of the empty exhibit area is the most rewarding.

6. Ask the representative to add your name to the company's mailing list. Most firms have periodic information they want to tell you about. Also, you are made aware of new products and services, special sales, price changes, etc. It sometimes comes as a shock to find out the item you want has doubled in price.

We're all here to serve you. The mountain comes to Mohammed and vice versa at the convention. Make the most of it! By the way, if you don't attend Surveyors' Conventions, that's sad. We have a blast!

- Bob Cochrane, Hewlett-Packard Co. Midwest Sales Region, St. Louis, Mo.

- (Hoosier Surveyor - Summer, 1978) •

ASSOCIATION OF ONTARIO LAND SURVEYORS ANNUAL MEETING - FEBRUARY 26 to 28, 1986 - OTTAWA

IT'S OFFICIAL

Your meeting is registered with Convention Central, Air Canada's exclusive reservations service for convention delegates. Benefits include:

CONVENTION FARE*

Save at least 20% with our new Convention Fare, available only through Convention Central. Should you qualify for other fares that represent greater savings, your reservations will be confirmed at the lowest available.

CAR RENTAL

If you like the convenience of a car when you arrive, Air Canada has arranged an attractive convention rate with Tilden. The savings are substantial, and available only through Convention Central.



HERE'S ALL YOU DO

Call our toll-free number, identify yourself and

your meeting, and our convention specialists will do the rest. If you customarily use a corporate travel department, or travel agent, have them call on your behalf. They can obtain the same benefits for you.

Call "Canada's #1 convention airline"... weekdays 9:00 a.m. to 8:00 p.m. EDT/EST

*Certain advance purchase conditions apply.

**AIR CANADA
CONVENTION CENTRAL**

