



Conference and Trade Show Intelligence

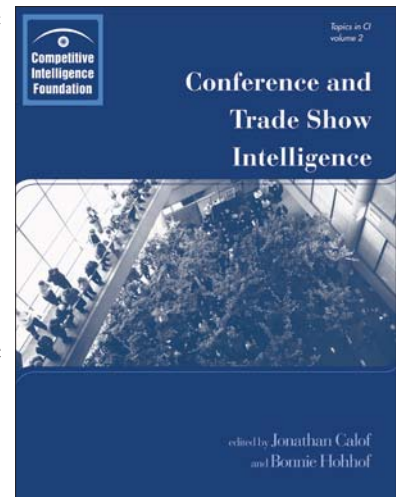


from **The Competitive Intelligence Foundation**

Conference and Trade Show Intelligence covers the concept and practice of information acquisition in conferences, seminars, symposia, and trade show settings, and analysis of information. It is the second volume in the Topics in CI series, published by SCIP's Competitive Intelligence Foundation.

The publication presents an introduction to the topic and provides guidance and information on all aspects of gathering and applying intelligence obtained from these venues. Trade show or conference intelligence covers two primary areas: effectively obtaining competitive information in a trade show or conference environment, and protecting unauthorized or inadvertent release of internal corporate information in that same environment.

Conference and Trade Show Intelligence is a must read for competitive intelligence professionals at all levels of an organization; trade show attendees and staff; corporate management involved in designing and leading trade show efforts and in overseeing competitive intelligence efforts; and students of CI.



This publication will ship April 2007.

Member Pricing: \$49.95 Non-member Pricing: \$69.95. Please include domestic shipping charges of \$5.95 and international shipping charges of \$10.00. Contact SCIP at +1.703.739.0696 for bulk order discounts or questions.

Payment Information: Send check to: SCIP, Attn: Trenita Dickey, 1700 Diagonal Rd., Suite 600, Alexandria, VA 22314. This form may be faxed to SCIP at +1.703.739.2524.

Shipping Information

Name

Title

Organization

Address

Address

City/State/Province, Zip/Postal Code, Country

Phone/email contact (used for questions with order)

Method of Payment

Enclosed is a check in the amount of: US\$ _____

Payment by Credit Card

VISA Master Card American Express.

Amount to be charged: \$ _____

Card number:

Card expiration date:

Card security number (VISA and MC, last three digits on back of card. AMEX four digits above account number)

Cardholder name:

Cardholder signature: