

Consider The Cascadia Education Conference 2008 Trade Show

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Step right up!" There was a slight hint of desperation in his voice as the man called out to the crowd. He was dressed shabbily and a hastened attempt at a clown's makeup adorned his face. As more and more people passed without stopping, his voice raised until it cracked and the realization that no one was listening washed over him. The room smelled like popcorn and scones, but it wasn't a carnival that brings this memory back to me. It was a tradeshow and the man I saw that day was a hotel sales person. It was the first tradeshow of my career and I quietly vowed that I would never, upon any circumstance, be THAT guy. Needless to say, I am more than a little selective about the events that I participate in. Simply put, I want it all. I want qualified planners. I want a friendly environment in which to do business. I want an opportunity to address the group. I want to book business and I want to have fun doing it! Fortunately for me (and the team that endures me), there is a place where all of this exists: Cascadia. Cascadia is, without a doubt, the single greatest opportunity for vendors to get exposure to qualified meeting planners. It's an open forum for the exchange of ideas coupled with an attendance list that would make any hotel sales person drool. It's productive, it's fun, and it's where I plan to spend my sponsorship dollars as long as I'm selling hotel rooms. ♦