



**EDUCATIONAL SEMINAR FOR EXHIBITORS**

***“HOW TO DO BUSINESS WITH U.S. RETAILERS”***

**The Collections at WSA invites you to attend the first of what we hope will be many educational business seminars.**

**WHEN: SUNDAY – JULY 27<sup>TH</sup>, 2008**

**WHERE: TITAN BALLROOM – SALON 2204**

**TIME: 3PM**

**We are honored to have Ilse Metchek as our guest speaker. Ilse comes to us with a great wealth of industry and business knowledge. Ilse is currently the Executive Director, The California Fashion Association.**

**Each exhibitor in attendance will receive information to take home on the content discussed**

- **Brand Entry Review**
- **Defining Methods of U.S Distribution**
  - **Sales Mechanisms**
- **Marketing Considerations/ Strategies**

**These are only a few of the topics scheduled to be discussed**

**RSVP REQUIRED**

**PLEASE EMAIL YOUR RSVP TO: [lgallin@wsashow.com](mailto:lgallin@wsashow.com)**

**(This first event is free to all exhibitors but we ask that you kindly RSVP so we can plan accordingly for seating and take home info.)**