



Pre-Show
February 29, 2012

NEW LOCATION!

DoubleTree by Hilton Hotel Chicago - Arlington Heights
75 W. Algonquin Road Arlington Heights, IL 60005
847-364-7600

[Click here to make reservations](#)

PPAChicago rate of \$119 for Feb. 29th is valid until Feb. 6
Bus to Arlington will be available in the morning

**10 No-Nonsense Ways Social Media Can Be Applied
To Your Business**

Presented by Mark Graham, Rightsleeve.com, 1CAS
4 - 6 pm

Who has time for social media? This question is often posed by busy industry professionals who struggle to keep up with the demands of their daily operations, let alone spend time updating their Twitter status. Join industry distributor Mark Graham of RIGHTSLEEVE.com as he relates actual experiences about his distributorship's journey with social media and some of the ways he has used Web 2.0 platforms to generate meaningful ROI. He will also discuss some of the ways social media best practices can be integrated right into your company, resulting in a better run, more efficient distributorship. This session is perfect for distributors who have dabbled in social media and are looking for ways to take their company to the next level using this dynamic online channel.



Pre-Show Party

6 - 11 pm

- **Network**
- **Socialize with Friends**
- **Meet new Industry Peers**
- **Relax, unwind and have a great time!**

Appetizers, Dinner and Drink tickets included

Sponsored By:
Bull Dog Packaging
Hampden Watch
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Register online for both events or contact PPAChicago, 630-983-7722, staff@ppachicago.org