



## News Release

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### **Marketech Set to Help Exhibit Professionals Build Knowledge and Enhance Skills Essential for Success**

*Industry Veterans Will Share their Experience and Insights at EXHIBITORFastTrak San Francisco Next Week*

**Westboro, Mass., Sep. 23, 2009** – Trade show and convention marketing experts from [Marketech](#) are members of the extraordinary faculty scheduled to conduct educational sessions at EXHIBITORFastTrak next week. Designed to enhance skills and build a solid foundation of marketing knowledge, [EXHIBITORFastTrak](#) is a series of four regional learning conferences for exhibit and corporate event marketing professionals. The next EXHIBITORFastTrak will be held in San Francisco at the Marriott San Francisco Fisherman's Wharf on Sep. 30 through Oct. 2, 2009.

Mim Goldberg, president for Marketech, and Marc Goldberg, founder and partner for Marketech, are among the experienced and knowledgeable industry experts who will present at this event. Many EXHIBITORFastTrak sessions qualify for continuing education units (CEU's) or are required to earn the prestigious Certified Trade Show Marketer (CTSM) designation. For more information, visit [www.exhibitoronline.com](http://www.exhibitoronline.com).

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Specific sessions to be conducted by Marketech include:

- [Don't Skip the Meetings – Pre, At and Post: Guideposts to Success](#)  
Presented by Marc Goldberg  
Thursday, Oct. 1 at 1:15 PM
- [Promotional Products – An Integrated Part of Your Exhibit Plan](#)  
Presented by Mim Goldberg  
Thursday, Oct. 1 at 3:00 PM
- [Beyond the Basics of Booth Selling](#)  
Presented by Mim Goldberg  
Friday, Oct. 2 at 9:00 AM
- [Profile in Excellence – Siemens Healthcare: Always Challenge the Status Quo](#)  
Presented by Marc Goldberg and Roger May, senior marketing director for Siemens Health Services  
Friday, Oct. 2 at 10:45 AM

“EXHIBITOR*FastTrak* offers the perfect atmosphere where both seasoned and novice trade show and convention professionals can boost their knowledge and hone their skills,” said Mim Goldberg. “Marc and I look forward to contributing to the valuable learning that is sure to take place at this event, and to helping attendees find new ways to improve their exhibiting performance and results.”

### **About Marketech**

Founded in 1985, Marketech, Inc. specializes in exhibit staff training, strategic exhibit marketing planning, measurement and consulting. Based in Westboro, Mass., Marketech offers a range of customized, timely and affordable on-site and computer-based programs that improve exhibiting performance and results. For more information, visit [www.marketech360.com](http://www.marketech360.com).

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