



Los Angeles Convention Center

**FOR IMMEDIATE RELEASE**  
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**LOS ANGELES CONVENTION CENTER WELCOMES INNOVATIVE TRADE SHOW WORKSHOP FOR PROSPECTIVE AND CURRENT BUSINESS OWNERS**

*Hundreds of business owners will learn trade show secrets in managing, selling, buying, and product & services marketing*

**January 16, 2009 (LOS ANGELES, CA)** - The Los Angeles Convention Center will host a compelling workshop given by the Los Angeles Chapter of SCORE, in conjunction with the West Coast Gift Group on January 17, 2009 from 10am-12:30pm. Prospective and current business owners will be able to gain valuable knowledge about managing, selling, buying, and marketing to create the best possible consumer event. Over 100 small and moderate business owners are expected to attend the workshop.

Some of the topics that will be covered are selecting the right show, incorporating trade shows into your marketing plan, managing your show experience, marketing your product, and a host of other related subject areas. The West Coast Gift Group's trade shows annually showcase 5,500 exhibiting companies, occupy 800,000 net square feet of exhibit space and attract over 90,000 professional buyers.

"We are excited that SCORE LA chose the Los Angeles Convention Center for the trade show workshop and afforded us the opportunity to service their needs," said Pouria Abbassi, P.E., Los Angeles Convention Center General Manager & CEO.

Speakers include Chris Gowe, Vice President of GLM®'s West Coast Gift Group; Mary Jane Aquino, Interim Assistant General Manager of the Los Angeles Convention Center; and Ben Tenn, SCORE counselor.

Chris Gowe, 15 year veteran with dmg world media, has held a number of senior management positions and has worked in all three of dmg world media's trade show genres: Business to Business, Business to Retail and Business to Consumer.

Mary Jane Aquino, Interim Assistant General Manager, will have a speaking opportunity representing the Los Angeles Convention Center. She joined the nation's 15<sup>th</sup> largest convention center nine years ago and plays an integral part with the Los Angeles revitalization process.

Ben Tenn is a SCORE counselor with general management experience, with an emphasis on marketing and sales of consumer products through national chains and small retailers, gained from 35 years in the entertainment business.

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### **About the Los Angeles Convention Center (LACC)**

The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world. LACC attracts over 2.5 million annual visitors and is renowned internationally as a prime site for conventions, trade shows and exhibitions. With its towering emerald architectural design, the LACC is a well recognized Los Angeles landmark. An integral economic component to the Southern California area, total sales from client secondary spending tops \$1.1 billion annually, generating and sustaining over 12,000 local jobs. LACC is a model environmental-friendly facility. Its solar panels are capable of meeting the electricity needs of an estimated 100 homes, and it's recycling, energy efficiency, and water conservation programs help to conserve the environment. LACC is enrolled in the Los Angeles Department of Water and Power's (LADWP) Green Power Program (environmentally-friendly renewable energy resources such as hydroelectric, geothermal, solar, biomass, and wind energy) at a level of 30% of the facilities consumption. The Los Angeles Convention Center is registered with the United States Green Building Council (USGBC) as a member of the Los Angeles and National Chapter and holds the prestigious USGBC LEED certification for existing buildings. LACC is also a proud recipient of prestigious environmental and industry awards including several Planner's Choice Awards presented by Meeting News magazine, multiple Prime Site Awards from the Facilities and Destinations magazine, recognition for model emergency care programs, and was invited to partner with the Environmental Protection Agency's National earth conscious WasteWise Program. For more information about the Los Angeles Convention Center, please call (213) 741-1151, ext. 5319 or visit [www.lacclink.com](http://www.lacclink.com).

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