

International Billiard & Home Recreation Expo 2009

I *am* the **BCA.**



This is *my* Expo.

Attendee Brochure

June 25-27, 2009
Sands Convention Center
Las Vegas, Nevada
www.bcaexpo.com

Vegas. Where else?



Times are tough. There's no doubt about it. But, you're not alone and there are opportunities to keep your business moving forward.

Make the commitment to become a more profitable business owner by discovering new products and services, searching out education and connecting with others in your industry to share ideas and get help solving issues.

Make the commitment to attend the 2009 International Billiard & Home Recreation Expo in Las Vegas at the Sands Convention Center.

You invest the effort, time and resources and we will:

- Provide Expo Only Specials that will more than pay for the cost of your trip.
- Present educational seminars that provide immediate, measurable tips to improve your business.
- Deliver thousands of products in one setting, ranging from the "classics" to complementary lines and new innovations.

2009 will also feature these NEW opportunities:

- The New Product Showcase, highlighting the latest and greatest products in one location.
- *BCA ExpoConnect!* featuring on-line, instant access to the exhibit hall layout, exhibitor profiles, product descriptions and direct links to the exhibitors. Set appointments and plan your trip before you leave for Vegas to save time and money!
- The BCA Expo Break eNewsletter with up-to-date information on how to maximize your trip to the BCA Expo 2009.
- Free entry into Bowl Expo on Wednesday, June 25, at the Mandalay Bay. See new products and innovations that can help your business; take advantage of opportunities to meet other small business owners dealing with the same challenges you're facing.



Greg Peterson
President, Peters Billiards

“ I attend the BCA Expo in search of a new vendor or potential new category that will fit in our store, and I always find a show special that more than pays for my expenses to come to the Show. The BCA Expo is a must for my business and your business. ”

Accommodations—Please visit www.bcaexpo.com to make your reservations.



Riviera Hotel

\$94 (June 23-25), \$114 (June 26-27) Single or Double (room tax-9%)

The Riviera has 2,100 beautiful, newly renovated rooms, two specialty restaurants, health club, 45 shops, pool, two tennis courts and arcade!



Treasure Island

\$105 (June 23-25), \$169 (June 26-27) Single or Double (room tax-9%)

Located in the heart of the Strip, guests can experience the resort's elegantly redesigned guest rooms, complemented with amenities found only in the world's finest resorts.



Venetian Hotel

\$219 Single or Double (room tax-9%)

Attend the 2009 BCA Expo in style in one of Las Vegas' most elegant hotels. The Venetian offers all of its guests incomparable amenities.

Hotel Photos Courtesy of the LVCVA

Business of Billiards Seminars Reach New Heights

You don't need lectures, entertainment or sales pitches. You need cold, hard information that you can incorporate into your day-to-day efforts to improve your business. That's good, because the 2009 Business of Billiards Seminar Series promises dynamic topics with immediate, measurable tips. And, we'll throw in a continental breakfast for the morning sessions to further help your budget!

Preliminary Schedule of Events

Wednesday, June 24, 2009

9:00 a.m. – 5:00 p.m.

Bowl Expo (*free shuttle to Mandalay Bay*)

5:00 p.m. – 6:00 p.m.

BCA Annual Membership Meeting

Thursday, June 25, 2009

8:45 a.m. – 9:45 a.m.*

Generation Youth: Inside the Mind of Tomorrow's Customer

9:55 a.m. – 10:00 a.m.

Ribbon Cutting Ceremony

10:00 a.m. – 6:00 p.m.

Exhibit Hall open

2:00 p.m. – 3:00 p.m.*

Making Money in a Tough Economy– Part 1: Operations Best Practices

Friday, June 26, 2009

8:45 a.m. – 9:45 a.m.*

Making Money in a Tough Economy– Part 2: Online Marketing on a Shoestring Budget

10:00 a.m. – 6:00 p.m.

Exhibit Hall open

2:00 p.m. – 3:00 p.m.*

Making Money in a Tough Economy–Part 3: Your Customer is King

Saturday, June 27, 2009

8:45 a.m. – 9:45 a.m.*

Secret Shoppers Reveal Insights

10:00 a.m. – 4:00 p.m.

Exhibit Hall open

* *Business of Billiards Seminar Series*

Expo Only Specials

Saving money has never been easier at the BCA Expo. Visit the booths of exhibitors offering Expo Only Specials, marked with special yellow balloons, and save thousands of dollars on all of the equipment and services you need for your location.

You can only take advantage of these great savings if you attend the 2009 BCA Expo!



Carl Galante
Owner, Classic Cue Billiards

“ *I go to the show to discover new products that will set me apart from my competition. I always find show specials that cover my expenses to attend the Expo. Attending the educational classes also help prepare me for what the future may hold. To be the best in your business, you must attend the BCA Expo.* ”

BCA Expo Connect:

Your participation in the 2009 BCA Expo includes FREE access to a powerful online system called *BCA Expo Connect!*. You'll save time and money by planning your path before you get to the Expo, and *BCA Expo Connect!* gives you exhibitor contact and product information, direct links to their Web sites and direct links for appointments. And the new Interactive Floor Plan gives you a real time look at the exhibit hall 24/7. *BCA Expo Connect!* will "take" you directly to the exhibitors that you search.

Keep track of your agenda with your interactive planner. It allows you to organize your schedule, make appointments, build your show agenda and keep track of events.

**“ I attend the show to educate myself
on new products and services, attend the business
improvement seminars and talk with other
room owners facing the same challenges I'm facing.
Make the commitment to attend the 2009 BCA Expo.
It will make you a better owner and operator. ”**



The BCA Expo is managed by:

WT Glasgow, Inc.
10729 West 163rd Place
Orland Park, IL 60467

The BCA Expo is owned and produced by:

Billiard Congress of America
12303 Airport Way, Suite 160
Broomfield, CO 80021



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