

Building the Experience Seminar

presented by

GOLDEN LINK

in conjunction with

Cineasia

NATIONAL ASSOCIATION OF
NAC
CONCESSIONAIRES

US\$125

per person
includes full 2 day program
& final night cocktail party

UA

CITYPLAZA

located at the
Tai Koo Hui
MTR station stop

Sunday, December 7th

900 - 1700

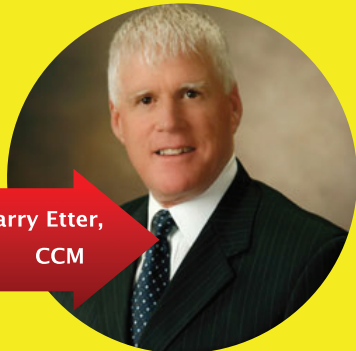
Building the Experience Seminar

This program introduces practical concession management exercises that improve the overall efficiencies and profitability of the operation.

Sponsors:
Hosted by:

Golden Link & NAC
Larry Etter, Director of Education for NAC
& Senior Vice President, Malco Theatres
UA City Plaza Theatre

Location:



Larry Etter,
CCM

Seminar Presenter
Larry Etter, CCM, has over three decades of professional experience in the food & beverage industry, from positions with major hotel companies, foodservice contractors, and currently with Malco Theatres as senior vice-president of theatrical services. He also serves as director of education for the National Association of Concessionaires.

The National Association of Concessionaires is the trade association for recreation & leisure-time foodservice & concessions, providing education, information, and networking opportunities for the industry. www.NAConline.org

Monday, December 8th

900 - 1200

Concession Showcase

A unique opportunity to meet top concession suppliers from around the world who will be on hand to highlight their brands and products.

Sponsors:
Hosted by:
Location:

Golden Link
Golden Link and NAC
HK Convention & Exhibition Centre

1300 - 1700

Concession Showmanship Seminar

Seminar highlighting concession marketing & promotions

Sponsors:
Hosted by:

Golden Link & NAC
TBD - Will include industry experts and leaders within the Asian exhibition community
HK Convention & Exhibition Centre