

**Exporting increases sales ... *It's in the cards***

## **2011 National DEC Conference & Exposition** *Caesars Palace Hotel & Casino, Las Vegas, Nevada* **November 2 - 5, 2011**



**E**xporting may be the ace up your sleeve for increased sales and profits. Nearly 96 percent of the world's customers live outside the U.S. and represent two-thirds of the world's purchasing power. Why gamble solely on domestic sales? Exporting helps businesses weather economic downturns and provides the ability to respond to foreign competition and global market trends.

The 2011 National District Export Council Conference and Exposition will jump-start new-to-export companies and increase the exporting know-how for businesses active in the global market place. Experts in all facets of exporting—from getting started to identifying foreign markets, plus overseas marketing, finding buyers and financing export transactions, will provide the latest information to help you take advantage of the competitive advantage U.S. businesses have for producing high-quality, innovative goods and services.

### **ALL IN FOR EXPORTING**

**Businesses looking for growth**

**Foreign buyers**

**International business  
representatives**

**Freight forwarding/logistics companies**

**Accounting & legal firms**

**Banks & finance companies**

**Trade information & analysis firms**

**DEC members**

**High-growth exporting sectors**

- Construction
- Healthcare
- Information Technology
- Tourism
- Transportation
- Waste Management

### **EXPLORE A WORLD OF OPPORTUNITY**

**Attend Export University**

**Network**

**Tour exposition hall**

**Hear from senior policy officials**

**Meet U.S. Foreign Commercial Service Officers,  
foreign consuls & commercial attaches**

### **EXPORT UNIVERSITY**

Course notebooks made possible in part by donations from FedEx

**Export University** is a series of courses created by the District Export Council and the U.S. Commercial Service of the U.S. Department of Commerce, and is designed in three series to fit all levels of exporting experience. Level 101 courses are perfect for new-to-export companies or those that have been responding to sales inquiries, but not proactively pursuing international sales. The more advanced 201- and 301-level courses tackle topics from trade finance, export regulations, complying with international standards, and U.S. and international tax benefits for exporters.

Export University attendance is included in the full conference registration; however, space is limited to the first 100 who register to attend Export U.

To see the curriculum for Export University, go to:

<http://www.deconference.info/members/deconference/adminpages/nvesport>.

To register for the 2011 conference, please visit:

**[The 2011 National DEC Conference & Exposition:](http://www.deconference.com)**  
**[www.deconference.com](http://www.deconference.com)**.



**Get  
in the  
Game!**