This conference is specially designed for people marketing and selling PVC and PVC products. It will provide a thorough investigation into common myths and misguided notions and will equip your sales force with the up-to-date facts required for the effective sales and marketing of PVC and its products in today’s markets.

Subjects covered will include:

- PVC Industry Background
- The Sustainability Debate
- The ‘Environmental footprint’ of PVC
- PVC Recyclability and Recycling

Case Studies will be presented by leading industry experts to support delegates’ understanding.

Supported by:
Everyone selling PVC product is frequently required to answer questions about the material. To ensure the continued successful development of the sector, it is imperative in the face of misrepresentation and misunderstanding that we SELL THE FACTS. It is the purpose of this seminar to arm you with these facts.

Alex Hay, Chairman, BPF Vinyl’s Group
**Session Outline**

This seminar presents, clearly and concisely, the arguments for PVC providing practical answers for questions that you may face in the field. Case Studies will be used to aid understanding.

**Who Should Attend?**

This is a must for all involved in the sales and Marketing of PVC or PVC Products, and is especially aimed at Sales Executives, Marketing Executives and Sales and Marketing Managers and Directors.

**Venue:**
Best Western, Stoke Moat House Hotel

**Address:**
Etruria Hall, Festival Way, Stoke-on-Trent, ST1 5BQ

**Directions:**
Nearest motorway: M6, J15 - 8 miles
Nearest train station: Stoke-on-Trent - 2 miles
Nearest airport: Manchester Int. - 37 miles
For further information please contact:
The BPF Events Team

Email: dqgreenaway@bpf.co.uk  Telephone: +44 (0) 20 7457 5000
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Post: BPF, 6 Bath Place, Rivington St, London, EC2A 3JE

REGISTRATION FORM FOR SEMINAR 5th November 2008
PLEASE FAX OR POST BACK TO THE ABOVE ADDRESS

No. Delegate spaces that you wish to reserve

Your Name
COMPANY NAME
Address
Phone
EMAIL

**PRICE:**
- BPF MEMBERS — £95.00 + VAT
- NON BPF MEMBERS — £150.00 + VAT
- ACADEMIC — £60.00 + VAT
- BLOCK BOOKING DISCOUNT — 3 DELEGATE SPACES RECEIVE 1 GUEST TICKET FREE

Method of Payment:
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Credit Card #
Security #  Exp. date  Issue Number

TOTAL: £

Terms and Conditions
All payments must be completed by the commencement of the seminar. A VAT receipt will be issued on receipt of your payment and forwarded to you together with joining instructions.
Cancellation: If you are unable to attend after having confirmed your registration, please inform us in writing so that your registration may be transferred to any member of your company.
Refunds: A charge of 20% will be made on written cancellations received after 30th October 2008 — No refund will be given after this date.

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