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Chicagoland professionals gear up for 2012 Business Networking Trade Show

By Freshly Baked Communications
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Hiten R. Gardi and Thomas E. Haught of Gardi & Haught at last year's Business Networking Tradeshow.

According to MarketingSherpa's 2012 B2B Marketing Benchmark Report, the average marketing budget allocates 21% of their funds to tradeshow. This year, Schaumburg-based law firm Gardi & Haught plan to help keep tradeshow costs low with the return of their annual professional networking event.

The 2012 Business Networking Trade Show will return to the Meadows Club in Rolling Meadows on June 7, 2012 from 5-9 PM. The show premiered at the same location on Nov. 10, 2011. This year's event will feature an exhibitor raffle every hour on the hour, refreshments from local restaurants and bars and a DJ.

"It was such a great event last year and was very well represented by many Chicago area businesses such as financial advisors, realtors, food vendors and restaurants, nursing homes, physical therapists, hospice, and dentists, just to name a few", explains Margo Berzins, Director of Marketing for Gardi & Haught.

Registration opens today and continues until all 100-150 tables are reserved. The cost to attend the show is \$10 and the cost to exhibit is \$200 per table. Exhibitors and attendees are encouraged to register at <http://www.businessnetworkingtradeshow.com>.

Attendees are invited to sign up for one of the speed networking sessions, where you can connect directly with 80 local professionals in about 30 minutes. All participants should arrive 15 minutes before the session starts (5 PM and 7 PM).

"We expect just over 350 guests at this year's event", Berzins continues. "We want to focus on the local small businesses and create some activity to have the opportunity to network and create a stronger buzz. There's a lot of people in the area who can use the services or products of the company - but they don't know where it is located. We want to interact with the local businesses."

If you have any questions, contact Margo Berzins at 847.944.9400 or mberzins@gardilaw.com.

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