



Convention Sales and Services

Milton T. Astroff, James R. Abbey

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This text covers all facets of convention organization and service, types of convention, and the companies that stage such events. It discusses how to reach these groups and sell to them, with advice offered on negotiation and contracts. The book has been extensively rewritten, taking into account the increased use of computers in all areas of convention management. It covers convention organization and service, types of convention, and the companies that stage such events. Case studies and questions are included.

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