Subject: Why you should join me at PIE 2015...
From: "John Van Horn, Editor and Publisher Parking Today"
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Date: 9/23/2014 8:08 AM
To: melissa_watkins@ncsu.edu

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Dear Melissa,

Join me at the **Parking Industry Exhibition** on **March 29 - April 1, 2015**. Held at the **Hyatt Regency O'Hare in Rosemont**, this four-day conference and trade show is your can't-miss immersion into the parking industry's hottest trends and topics. You'll hear from the best presenters and see the latest trends, and hear about practices and lessons that you can apply to your own parking organization. **Register now!**

Here's a list of reasons why you need to attend the Parking Industry Exhibition 2015:

1. BOOT CAMP AND TECHNOLOGY CAMP. This year's PIE event offers our exclusive **Boot Camp** for Newbies (presented by Clyde Wilson of The Parking Network), loaded with tons of content, case studies, and insight developed for those new to the parking industry.

"TECH CAMP" returns to **PIE 2015**. It's "Parking Technology" for newbies and maybe those not so new (presented by parking industry veteran Tom Wunk, VP with T2 Systems and formally of Scheidt and Bachmann). Unfamiliar with LPR, AVI, Clouds, APPS, and having an IP address for your POF, then Tech Camp is the place for you. Attend both Boot Camp and Tech Camp, and once you're done, you'll be ready to take the exhibit hall by storm!

2. FACE-TO-FACE. With networking events like "**Speed Networking**" and our famous **PIE Cocktail Parties**, you'll meet and mingle with accomplished parking professionals offering plenty of unique experiences and skills to share. *New for 2015!* PIE's "**Casino Night**" Party featuring fun games, prizes, food and drinks.

3. STAY CONNECTED WITH FREE WIFI. We know how difficult it can be when you're outside of the office, so if a colleague calls and needs something important, rest assure you can hop on our complimentary WiFi and work with ease.

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4. FIND SOLUTIONS. Find new vendor partners and money-saving solutions at the packed **PIE 2015** Exhibit Hall. Innovative suppliers offering the latest services and products and other tools of the parking trade are there to help you find better pricing and results for your parking operations! Over 100 leading parking suppliers will be there.

5. PARKING'S FINEST. Learn successful strategies for efficiency, innovation and profitability from some of the most knowledgeable minds in the parking industry with expert speakers offering case studies, advice and solutions to the unique challenges faced by parking operators and managers.

6. KEEP COSTS LOW. Save $100 off the price of the Full Conference Package (3-days) or Full Conference Package + Sunday's Boot Camps (4-days), pay just $495 for 3-days or $595 for 4-days. **Register now!**

7. CONSIDER IT AN INVESTMENT. At **PIE 2015** you'll learn skills, tips and techniques that will have a lasting effect on your parking operations, further helping you and your company become smarter and stronger. As a bonus, you'll head home with information to fuel future projects.

Through **expert presenters, 100+ exhibitors, 30+ expert-led educational sessions**, we'll explore the technologies, ideas and business models you need to thrive in today's parking industry (and surpass the competition).

Click Here to find complete conference and registration information for **PIE 2015 in Chicago**.

Hope to see you at PIE 2015 in Chicago!

All the best,

John Van Horn, Editor and Publisher
Parking Today

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