



RESIDENTIAL DESIGN AND CONSTRUCTION
Conference and Tradeshow
MEDIA ADVISORY

Thursday, April 15, 2010

Seaport World Trade Center, 200 Seaport Boulevard, Boston

Registration hours: 7:30 am to 6:30 pm

Exhibit hall hours: 11:30 am to 6:30 pm

Here's what's happening at Residential Design and Construction on Thursday:

Association Networking Breakfast (8:30 to 10:00 am)

All building-industry professionals are invited to join us at RDC's annual association networking breakfast! This year, participants will do some caffeine-fueled speed networking as they learn about strategies for using PR, editorial coverage and social media to win new clients and projects. Eight associations will be participating—hear what each is about, and decide if you might want to be a member, too!

The Exhibit Hall is open (11:30 am to 6:30 pm)

Dozens of booths feature the very latest in residential design products and technologies! For an exhibitor list, go to www.rdcboston.com/exhibitors.

Exhibit Hall Trivia (all day)

Answer questions about RDC exhibitors and be eligible for hundreds of dollars' worth of prizes! Attendees who get at least 10 trivia questions right between the start of RDC and 4:30 pm on Thursday will be entered into a drawing. More than a dozen prizes will be awarded at 5:40 pm.

Resume and Portfolio Review (11:00 am to 1:00 pm)

Are you prepared to outshine your competition when it comes to your next opportunity? Take advantage of expert advice on both your resume and your portfolio.

Book Signing (11:30 am to 1:00 pm)

Annie Robinson signs *Peabody & Stearns: Country Houses and Seaside Cottages* in The Lounge.

Demo Stage, hosted by *Boston Home* (1:30 to 6:30 pm)

General contractor Brian Gurry of the reality-based home-improvement TV show *American Builder* is the host of RDC's demo stage. Gather on the tradeshow floor to learn about home automation, how to work with a design team, using software and robotics to create custom mosaic, insulating historic homes, presenting SketchUp models with Google LayOut, Freewatt heating systems, the NESEA's Zero Net Energy Award winner and more. All demonstrations are free with your conference and exhibit hall pass.

Legos in the Lounge (all day)

While you're in The Lounge, take advantage of the opportunity to express yourself creatively with Legos—a great ice breaker as you make new friends!

Napkin Design Competition (4:30 pm deadline, winner announced at 5:45 pm)

A design challenge will be posted in The Lounge, and attendees will be invited to sketch a solution! The competition ends at 4:30 pm today, with winners announced at 5:45 pm on the demonstration stage.

Meet the Architect/Interior Designer/Landscape Architect/Kitchen or Bath Designer (5:00 to 6:30 pm)

Network with top-notch professionals in each of these professional areas, and hear how he/she built a successful practice. The event takes place in The Lounge.

Happy Hour and Bar Trivia (4:00 to 6:30 pm)

Mix and mingle with like-minded individuals! Enjoy a cocktail and stretch your brain with bar trivia!

Free Talk on City Building (5:30 pm)

Internationally renowned urban designer Ken Greenberg Assoc. AIA, recipient of the AIA 2010 Thomas Jefferson Award, discusses city building during the BSA Urban Design Committee meeting at RDC. Admission for this free presentation is open to all.

Media wishing to attend Residential Design and Construction, please bring a business card to the registration area for all-access media badge. If you want to participate in particular events or need assistance setting up interviews, **please contact:**

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