

# BIG

## MERCHANDISING BOOT CAMP

APRIL 10 - 12, 2011

PHOENIX, AZ

Don't miss this opportunity to learn hands-on techniques to analyze your inventory, master merchandising and improve buying to maximize PROFIT! In this 3 day workshop you'll learn the 5 Steps of Merchandising from BIG and Industry Experts:

- ➔ Budgeting
- ➔ Inventory Planning
- ➔ Inventory Analysis
- ➔ Buying
- ➔ Visual Merchandising

You'll use your own data and own laptop to start the planning process before you return to your store!

**SPECIAL  
OFFER FOR  
LUXURY  
RETAILERS**

**Boot Camp Base Price: \$1,495**

Luxury Retailers will receive a \$200 savings on each registration

**BOOT CAMP JCK DISCOUNT PRICE: \$1,295**

**ENTER DISCOUNT CODE: LUX2011**

As a bonus, LUXURY retailers who attend BIG Boot Camp are invited to **attend a complimentary refresher course offered on Monday, May 30 from 3:30pm - 4:30pm before LUXURY begins.** Plan ahead and book your travel to arrive in Las Vegas early!

**LUXURY**

**FOR MORE INFORMATION AND TO REGISTER VISIT:**

**[www.BIGBootCamp.com](http://www.BIGBootCamp.com)**

REGISTRATION DEADLINE IS MARCH 15TH TO GUARANTEE A SEAT