

TEDCO Advance Lab for Business:

Tools & Strategies for Getting Your Product to Market

It is not enough to launch your product;
you want customers to buy it. This Lab
is for companies who are serious
about optimizing product sales.

From production to sales,
industry experts will
lead sessions on:

MANUFACTURING STRATEGIES

In-house, outsource, overseas?

Determine which is best for
your company.

OPTIMUM PRICING

Take the guesswork out of pricing.

What is the right price point for
your product?

MARKET STRATEGY

**Most companies miss the mark
when launching their product.**

Identify your true market and how
to target the buyer.

BUILDING A GENUINE BRAND

**Branding is critical to your company's
success.** How branding impacts your
customer at 3 critical stages within
your business.

SELLING YOUR PRODUCT

**It is time to go to market but cash
reserves are low.** What is the best
way to sell your product?

CLOSING SESSION: PRODUCT LAUNCHERS

**Learn how these companies propelled
their products into success:**

*Tru Gamerz, NetXccel, TechNest
Holdings, Sterilex Corporation*

**Thursday, May 15, 2008
8:30 am – 4:30 pm**

**UMBC Tech Center
1450 South Rolling Road
Baltimore, MD 21227**

***\$50 per person
Registration ends May 9***

To register and for
more information, visit
www.marylandtedco.org

