



# Sherri Cook & Associates

"Meetings, Conventions, Trade Shows, Incentives & Events"

Consulting, Planning & Coaching



Sherri Cook & Associates is a worldwide Professional Meeting, Convention, Trade Show, Incentive and Event Consulting/Management firm located in Dallas, Texas. Sherri Cook, CMP, CMM, CTM, CL has a 30-year track record of proven performance in all phases of meeting planning and management providing high-quality, efficient, honest, reliable, personalized service with maximum cost-savings and liability protection. SC&A serves Corporations, Associations and Government, including managing Ross Perot Sr.'s United We Stand and Reform Party National Conventions.



Sikorsky Alice Cooper Event '09



Bristow Exhibit Heli-Expo '15



Ross Perot Reform Party '96

### Programs & Events to Enhance Brands & Profits

- Conventions—Assn.-Exhibitors
- Incentive Trips –Sales-Employee
- Meetings & Conferences—All
- Special Events –Receptions, Golf
- Symposiums, Seminars, Forums
- Exhibits & Trade Shows
- Political & Product Launches

### Specialties to Support Your Every Need for Success

- Negotiations Expert
- Cost-Savings Expert
- Contracts Protection Expert
- Strategic Visionary
- Top-Notch Planning
- Recognized Industry Leader
- Team Building

### Professional Credentials & Certifications

- Certified Meeting Professional
- Certified Meeting Manager
- ASAE Certified Convention & Trade Show Manager
- IMTI Certified Tour Director
- Competent Leader
- Bi-Lingual (English-Spanish)

### Services to Plan from Inception through Conclusion Programs & Events to Enhance

- Strategic Goals & Objectives
- Program Logistical Planning
- Site Selection
- Theme Development
- Sponsorship Programs
- Budget Preparation
- Trade Show Design & Management
- Subcontractor RFP's
- Exhibitor Communications & Procedures
- Facilities Negotiation
- Subcontractor Negotiation
- Promotional Materials
- Registration, Badges & Tickets
- Transportation
- Marketing Plan & Mailings
- Rooming Lists
- Audio Visual
- Volunteer Coordination
- Social Activities
- Décor & Floral
- Food & Beverage
- Amenities, Gifts & Awards
- Production & Entertainment
- Post Program Evaluations
- Accounting
- VIP Arrangements
- On-Site Operations
- Staffing
- Speaker Selection
- Press & Publicity

"From the Smallest Executive Retreat to Mass Audiences...Quality & Reliability are the Pillars of SCA's Foundation"