

International Surface Fabricators Association (ISFA)

PO Box 179
Lehi, UT 84043
877.464.7732

For more information contact:

Kevin Cole
815-721-1507
kevin@isfanow.org

-- FOR IMMEDIATE RELEASE --

**International Countertop Expo Offers Fantastic Conference
Program**

ICE Attendees Also Benefit from Composites 2010 Keynote

Lehi, Ut – The International Countertop Expo, to be held at the Mandalay Bay Resort & Convention Center, February 7-10, 2010, is offering a fantastic speaker line-up that includes some of the industry's leading professionals. Among them are experts from a variety of disciplines that provide well-rounded educational opportunities on numerous subjects.

At ICE, attendees may learn all about "European Design - the WOW Factor," from Martin Funck of Roskopf & Partner, find out how to easily create a coved backsplash from the folks at Sterling Surfaces, learn how to up-sell jobs from Master Kitchen & Bath Designer, Max Isley, in "Beyond Countertops — Don't Leave Money on the Table," how to reach architects from renowned Organic Architect Eric Corey Freed, and much more.

Plus, ICE attendees are invited to attend the Composites 2010 General Session featuring a keynote address by former Massachusetts Governor Mitt Romney. Governor Romney will address many of the challenges facing our nation and business. Drawing from his unique experience, he'll provide his clear vision for the future.

Early bird registration prices are good through January 5, 2010. Attendees are encouraged to register now to take advantage of these special rates.

International Countertop Expo (ICE)

February 7-10, 2010

Mandalay Bay Resort & Convention Center

Las Vegas, NV

For more information, to register for the conference program, or to learn about exhibiting at ICE, contact ISFA at **877.464.7732** or go to the ICE Web site at **www.countertopexpo.org**

You can't do any of this on the Internet!

--END --

About ISFA: The International Surface Fabricators Association (ISFA) is a not-for-profit trade association dedicated to helping its members become more profitable through education, fostering professionalism and promoting the countertop industry. For more information or to schedule an interview with ISFA president, Sid MacKay, contact Kevin Cole at 815.721.1507 or kevin@isfanow.org.