

# The Next MLM Startup Conference in Las Vegas – Oct. 24 & 25, 2013

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[MLMLegal.com](http://MLMLegal.com)'s 64th National MLM/Direct Selling Startup Conference in May was a hit! Over 100 executives of startup and existing MLM, network marketing, direct selling, and party plan companies registered for the two-day event. The MLM Startup Conference executive attendees represented more than 55 new and existing MLM companies from 25 states and seven countries, including the United States, the United Kingdom, Italy, Mexico, Canada, Singapore, and Jamaica!

The Starting and Running the Successful MLM Company Conference has taken place consistently for over 25 years. Leading industry experts have educated the executives of starting and existing MLM, direct selling, network marketing, and party plan companies on how to structure their compensation plans, legalize their companies, recruit key employees and top-ranking distributors, develop business models, generate leads, fund their business, establish their website and technology platforms, better understand the direct selling industry, and so much more.

Topics that were discussed by leading direct selling professionals included:

- Creating and Implementing the Effective Compensation Plan
- An Overview of the Direct Selling Industry and Legal Issues Facing Startup and Emerging MLM Companies
- Technology Solutions for the MLM Company
- Organizing and Funding the New MLM Enterprise
- The Corporate Business Plan for Searching for Key Distributors
- Street Smart MLM Recruiting
- Merchant Account Processing Solutions for Direct Selling Companies: Processor and Bank Perspective
- How to Find Leaders – A Leading Distributor's Perspective
- The Power of MultiMedia Marketing on the Web
- Branding, PR and E-Communication for Recruitment, Sales and Retention

- MLM Distributor and Recruitment Mentoring and MLM Consumer Advocacy
- The Initial Key Employees; Which Ones; Finding Them
- MLM Start Up Marketing Materials on a Limited Budget

The next MLM Startup Conference takes place October 24<sup>th</sup> and 25<sup>th</sup>, 2013 in Las Vegas. View the conference flyer page at <http://www.mlmllegal.com/srs2.html> to learn more.

Direct Selling Attorney, Jeff Babener, Founder of Babener & Associates and Sponsor of the MLM Startup Conference, has over 25 years of experience in the industry, representing companies such as Avon, Nikken, Melaleuca, Discovery Toys, Usana, and NuSkin.

MLM Industry Consultant, Mike Sheffield, with The Sheffield Group and Co-Sponsor of the MLM Startup Conference, has helped launch over 800 companies over the last 27 years.

The MLM Startup Conference will be held in Las Vegas. Call 1-800-231-2162 for the exact location. Why don't we advertise the exact location? We like to keep vendors, distributors and other solicitors away from the event in order to maintain the conference's standards. Therefore, only registered guests are given the address. However, if for some reason you cannot attend after registering, we will refund 100 percent of your attendance cost.

The price to attend is \$195 for the first person and each additional attendee is \$150. We accept all major credit cards. Reservations must be made via phone, prior to the event. 503-226-6600 or 800-231-2162. (Contact Charity before September 1<sup>st</sup>, 2013 and register to receive a discount!)

BEST BET? Talk to us. Call: 503-226-6600 or 800-231-2162

CAN'T MAKE IT?

As mentioned, our conference has taken place consistently over the last twenty years. We hold each conference three times per year. Join us in February, May or October. Check MLMLegal.com for the most current conference dates.

This article is also available online at: <http://mlmllegal.com/MLMblog/?p=519>

[www.mlmllegal.com](http://www.mlmllegal.com)

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**Jeffrey Babener**  
On Assignment

On any given day you can catch [Jeffrey Babener](#) lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies, the likes of Avon, Nikken, Melaleuca, Discovery Toys, NuSkin, and he has provided counsel to the most successful telecom network marketing companies...Excel, ACN, World Connect, ITI, AOL Select and Network 2000. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council, Government Relations Committee and Internet Task Force of the Direct Selling Association (DSA) as well as serving as General Counsel for the Multilevel Marketing International Association. He is an MLM attorney supplier member of the DSA and has served as legal counsel and MLM consultant on MLM law issues for many DSA companies.

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