



Over 66 Tips & Tricks to Supercharge Your Trade Show Promotions

Steve Miller

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As an exhibitor at a trade show, your challenge is to stand out from all the other exhibitors, each one vying for the attendees' attention. After all, the average attendee will only visit approximately 30 exhibitors, regardless of how large or small the show is. How do you make sure those qualified prospects pick YOU out of the crowd? The answer is more than a well-designed exhibit. It can be summed up in one word: Promotions. Promotions - before, during and after the show - can be the one tool that separates you from hundreds, possibly thousands of other exhibitors.

Over 66 Tips & Tricks to Supercharge Your Trade Show Promotions walks you through the process of developing and planning effective, and more importantly, profitable trade show promotions. In this easy-to-read, information-packed book, you'll learn everything you need to know to ensure a successful show before you go. This book takes you through the process, from clearly defining your targeted attendee based on your objectives, to how to come up with innovative promotional ideas, examples of successful promotions, and much more.

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