

CONVENTION-L  
**wisdom**  
*The trade show experts*

## Logistics

Eliminate the nightmare of tradeshow logistics by letting us handle some or all of the details.

We can:

- Reserve attendee housing
- Reserve booth space
- Order furniture, electrical, audiovisual
- Ship materials
- Set up and break down exhibit
- Develop booth schedule
- Schedule extra-booth activities
- Arrange for hospitality or workshop rooms
- Set up and break down auxiliary rooms

You'll be able to relax and enjoy meeting your customers, knowing that your reservations have been made, your products have been shipped, and your booth is set up and ready for business.

## Trade Show Planning Made Easy

## Training

If you prefer to manage your tradeshow activities in-house, we can teach your organization's staff the secrets of planning and conducting successful tradeshow – it takes more than a careful checklist! But once you learn what the insiders know, your tradeshow presence can become one of your most effective marketing tools.

## Marketing

Maximize the value of your tradeshow investment by letting us develop and execute an effective marketing plan.

We can:

- Recommend appropriate trade shows
- Establish booth theme
- Design booth layout
- Develop tradeshow graphics
- Plan booth activities
- Conduct pre- and post-show mailings
- Select and procure promotional items

You'll be able to bank on the results when your tradeshow are an integral part of your organization's marketing message and your attendance at them is actively promoted and followed up.

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