EXHIBITOR WORKSHOP

Key Takeaways
Consultant, trainer, speaker and author
30+ years exhibiting experience
Exhibited at over 200 tradeshows
E3 team evaluated 26,500 exhibitors in action
Intensely results-focused
Developed practical processes to address critical exhibiting success factors
Helped clients generate over $800,000,000 in tradeshow results.

Subscribe to my Tradeshow Turnaround Blog
http://www.tradeshowturnaround.com/tradeshow-productivity-blog/

For a complimentary Tradeshow consultation
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When it Comes to Tradeshows, Are You Making…

* Expensive Appearances?

* Productive & Profitable Investments?
3 Major Questions...

1. Why do you exhibit?
2. How much do you spend annually? ...on FABTECH?
3. On a 1-10 scale, how satisfied are you with the results you are achieving?
An Effective Exhibit Program Should...

- Support Core Business Objectives
- Deliver Value Beyond Cost
Your Competition is Making it Easy for You!

1. 95% of pre-show time spent on logistics.
2. 76% set no specific **goals**.
3. 80% do little or no pre-show marketing.
4. 86% of booth staff have no formal skills training.
5. 64% of leads are not followed-up.
6. 74% do not measure exhibit performance and ROI.

Sources: CEIR, EXHIBITOR, Exhibit Surveys
Is There a Formula for Tradeshow Success?

\[ CP + ESP = MTR \]

Correct Perspectives + Execution of Strategic Practices = Maximum Tradeshow Results