

[Read free] Powerful Exhibit Marketing: The Complete Guide to Successful Trade Shows, Conferences, and Consumer Shows

## Powerful Exhibit Marketing: The Complete Guide to Successful Trade Shows, Conferences, and Consumer Shows

*Barry Siskind*

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**Barry Siskind : Powerful Exhibit Marketing: The Complete Guide to Successful Trade Shows, Conferences, and Consumer Shows** before purchasing it in order to gage whether or not it would be worth my time, and all praised Powerful Exhibit Marketing: The Complete Guide to Successful Trade Shows, Conferences, and Consumer Shows:

0 of 0 people found the following review helpful. Recommended - Very useful By Deric Cheah Ordered from Dubai and received less than a month (the only drawback is the delivery cost is 1/3 of the purchase price). The content are

easy to understand and straight to the point. It provides insight of competitive knowledge that required by anyone who is relevant to exhibition industry. Worth buying!  
0 of 0 people found the following review helpful. Practical and Useful  
Book on Exhibition Marketing  
By Gary Chang  
This is a very detailed and practical book about exhibitions. It helped me a lot.  
0 of 0 people found the following review helpful. A complete guide.  
By Michael Best  
Quite simply everything an exhibitor needs to know.

A complete guide to successful trade shows and exhibitions  
Trade shows, consumer shows, product launches, sporting events, and other opportunities to interact face-to-face with customers have become an important part of the marketing mix. Recent studies show that the percentage of the total marketing communications budget spent on event marketing ranged from over 9% to a staggering 29%. In 2003, North America alone hosted over 13,000 trade and consumer shows, each one with hundreds of exhibitors, and thousands of visitors. Beyond traditional trade shows, there are countless other opportunities for exhibitors to interact with their customers directly and improve the bottom line, such as mall displays, corporate events, road shows, and permanent displays. Well chosen and executed events can shorten the sales cycle significantly and put you miles ahead of the competition, but you need to have an exhibit plan that's well thought out, organized, and executed. While some large organizations have a dedicated exhibit staff, often the role of exhibit management lands on the desk of an unsuspecting, overworked, or unwilling sales or marketing person who needs to get results from their exhibit investment, but doesn't know where to start. The Power of Exhibit provides the step-by-step advice you need to exhibit successfully. This definitive guide to trade shows and other event marketing shows how to set objectives, budget for your event and measure its success in ROI, choose the right show and find the right audience, turn leads into business, design booths, work the show, gather information and intelligence, and much more.

From the Back Cover  
Trade shows, consumer shows, product launches, corporate events, professional conferences and other opportunities to interact face-to-face with customers have become an important part of the marketing mix. Well chosen and executed events can shorten the sales cycle significantly and put you miles ahead of the competition, but you need to have an exhibit plan that's well thought out, organized and executed, Powerful Exhibit Marketing provides the step-by-step advice you need to get real results from your exhibits, Learn how to: Set objectives, budget for your event, and measure its success Choose the right show and find the right audience Develop an action plan for working the show Design an attractive, memorable, and effective booth Create promotions and in-booth activities that work Turn leads into business Gather customer information and competitive intelligence Follow up successfully About the Author  
BARRY SISKIND, President of International Training and Management, is one of North America's foremost trade and consumer show experts, and a sought-after professional speaker. He conducts workshops and speaks to 30,000-40,000 people across North America and internationally each year. Siskind's clients include Nortel Networks, JDS Uniphase, Novartis, Glaxo-Smith Klein, Bank of Montreal, and Royal Bank of Canada. He is the trainer of choice for DMG World Media (one of the largest trade show operators in the world), and Nimlok (the second largest booth manufacturer in the world). Siskind has written over 500 original articles for trade and consumer publications, including The Globe and Mail, Marketing, and Exhibitor Magazine. He is also the author of Bumblebees Can't Fly, Eagles Must Soar, and Making Contact.