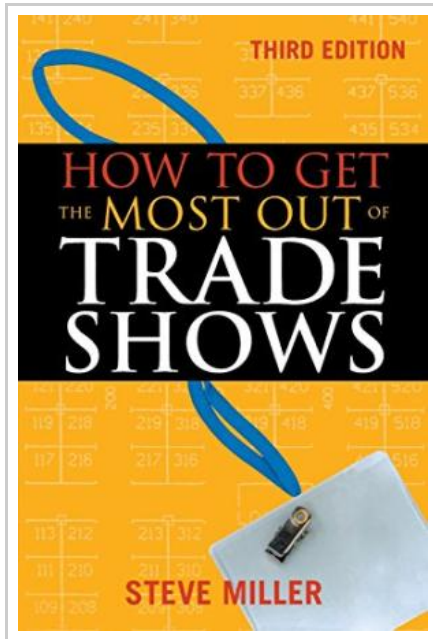




How to Get the Most Out of Trade Shows (New ed of 3rd revised ed)

By Steve A. Miller

NTC Publishing Group,U.S. Paperback. Book Condition: new. BRAND NEW, How to Get the Most Out of Trade Shows (New ed of 3rd revised ed), Steve A. Miller, Proper planning and effective management of your trade show presence are the keys to trade shows success for every business. Loaded with real-life examples and brimming with practical guidance on how to plan and execute a trade show marketing effort, "How to Get the Most Out of Trade Shows" includes expert advice on: selecting the right trade shows to attend; setting show objectives; designing effective booth displays; attracting prospects to your booth; selling on the floor; and following upon leads.Plus, this new edition offers powerful information on the importance of effective promotion both before and at the show, tips on how to develop promotions and where to get promotional ideas, and lots of examples of successful promotions conducted by a wide array of companies. You'll also find coverage of relationship building with new clients and booth etiquette. Let "How to Get the Most Out of Trade Shows" teach you how to maximize your company's return on a trade show investment. Steve Miller has advised, consulted, and trained associations, trade show management companies, and...



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Reviews

This book is definitely worth acquiring. I have go through and so i am certain that i will likely to read through again again in the future. Its been printed in an exceptionally basic way in fact it is only after i finished reading this publication in which actually altered me, change the way in my opinion.

-- **Andres Bashirian**

Comprehensive guide for publication fanatics. This really is for all who statte there had not been a well worth reading through. I discovered this ebook from my dad and i encouraged this book to find out.

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