



How to Get the Most Out of Trade Shows

Steve Miller

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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
- 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 corporations all over the world for nearly three decades. The principal of The Adventure of the Trade Shows, he offers his clients consulting services, seminars, and keynote speeches as well as educational products. He resides in Federal Way, Washington.

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