



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

By Siskind, Barry

Wiley, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Acknowledgments.Introduction.What Is Exhibit Management?PART ONE: MANAGING THE FISCAL RESOURCES.Chapter 1. Exhibiting Objectives.Three Levels of Exhibit Objectives.Get Focused.Quantify Your Objectives.In Conclusion.Chapter 2. Budgeting and Financial Management.Calculate the Amount of Exhibit Space Required.The Final Budget.Financial Management.Exhibit Annual Report.In Conclusion.Chapter 3. Choosing the Right Event.Understand Your Objectives.Define Your Audience.Establish a Customer Profile.Focus on Your Market.Rank Your Customer Profiles in Order of Priority.Where Do You Find Places to Exhibit?How to Choose the Right Event.Where to Find Suitable Events.In Conclusion.PART TWO: MANAGING THE PHYSICAL ASPECTS.Chapter 4. Create Your Three-Dimensional Marketing Experience.Creating the Experience.Interest.Memorability.Connectivity.Developing Your Display Needs Analysis.Create a Request for Proposal (RFP).The Design Schedule.In Conclusion.Chapter 5. Your Display-the Nuts and Bolts.System: Custom or Hybrid?Color.Lighting.Flooring.Signs and Graphics.Technology.Booth Configuration.Layouts.Height.Customs and Duty.Storage.Emergency Supplies Box.In Conclusion.Chapter 6. Enhancements.Location.Plants and Flowers.Hospitality.Demonstrations.Collateral Material.Draws.In-Booth Activities.Promotional Products.Sponsorships.In Conclusion.Chapter 7. Pre-Show Promotion.Invitations.Public Relations.Advertising.Web Announcements.Other Promotional Ideas.In Conclusion.PART THREE: MANAGING THE HUMAN RESOURCES.Chapter 8. Pre-Show Briefing.Attendees' Behavior.Booth Staff Personality.The Third Element: The Type of Training.In Conclusion.Chapter 9. The Four Stages of Boothing.Stage 1. Entry Level.Stage 2: Better but Still a Long Way to Go.Stage 3: The First Sign of Real Improvement.Stage 4: Where Real Results Are Found.The Skills.The Six...



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