



**MediaMAX Events and Expos and "The Expo Guys", have made arrangements with Skyline Displays Midwest to introduce you to EXHIBIT MARKETING SEMINARS (FREE!)**

*Below are multiple dates to fit your schedule.  
Contact Kari Sprung today and register your exhibit staff!  
Tell her the "Expo Guys" sent you!*

## Successful Trade Show Marketing Strategies

Presented by



**Successful Trade Show Marketing Strategies Seminar  
Not a Sales Pitch. ~ A Profitable Promise.**

You may not need a new trade show exhibit. You could even have a Skyline exhibit that still looks great after years of service. But how confident are you that you know the most successful ideas to get people to visit? Or, the latest tips at avoiding at-show expenses? Did your team perform as well as you had hoped at your last show? We at Skyline have created a helpful, "no charge" and "no sales pitch" seminar for busy exhibitors just like you. Our Successful Trade Show Marketing Strategies Seminar is two and a half hours of condensed learning that you won't find anywhere else, and you are invited:

**We'll cover every one of these important concerns:**

- Trade Shows and Events -- Your Strategic Choice
- Setting Measurable Objectives
- Measuring Your Performance
- Selecting Shows and Spaces that Work
- Exhibit Your Participation -- Before / At / After
- Staffing the Show Design -- for Selective Attraction
- Promoting

**JAN 12, 2010 - 9:00am**

**FEB 16, 2010 - 9:00am**

**APR 13, 2010 - 9:00am**

**JUN 08, 2010 - 9:00am**

**AUG 10, 2010 - 9:00am**

**SEP 14, 2010 - 9:00am**

**NOV 09, 2010 - 9:00am**

**MediaMAX Events and Expo, Inc.**  
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