



Trade Show & Event Marketing: Plan, Promote & Profit

Ruth Stevens

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Finally - an authority on maximizing your company's trade show potential. The author masterfully covers all aspects of trade show marketing - setting objectives, planning, promoting, executing, measuring performance, generating leads, working with the media, following up, and much more. Real-world case studies put the book's tips and techniques into action, and forms and illustrations are included where appropriate. An appendix is brimming with additional resources, including professional associations, publications, helpful Web sites, and a glossary of terms.

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