

# Event Consulting Services

Decrease Costs & Wasted Time  
Increase Sales - At Show - Post Show  
**Increased Effective Results = Increased ROI!**



Every exhibit at a Trade Show involves planning and management in three basic Phases: **PRE-EVENT**, **ON-SITE**, and **POST-EVENT!**

Each one takes a measure of expertise and experience to handle, often in very specialized areas that you and your staff simply cannot research effectively in the time you have available.

**Your time IS Money!**

**PLANNING SERVICES:** Planning for a successful exhibit can begin as far as a year in advance. Without a plan in place, you are faced with making decisions 'on the fly'. **PPPPP!**

**AGENCY REPRESENTATION:** As early as **SIX MONTHS** in advance of a show, people will begin to present 'offers' and opportunities. Just wading through the quagmire of emails and phone messages can eat up the major part of a day! **This can be prevented!**

**EXPERT NEGOTIATION:** Event Marketing Opportunities abound! From major 'sponsorship' displays to advertising, to 'unique' marketing tools and gimmicks, to 'add ons' and services, knowing their costs and uses allows choosing the ones that work, **at the least cost!**

*My first Trade Show was in 1981. I've worked both sides, as an exhibitor and as a salesman to exhibitors.*

*Every Show is unique, in audience, in purpose, and in expected results. You are unique, in goals, methods and offerings! I work with you and your staff to bring BOTH sides together!*

*With more than 30 years experience I feel confident in saying I can GUARANTEE to increase your ROI!*

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## SAVE TIME & MONEY

Eliminate 'wasted' effort!  
Achieve maximum benefit!

**ON SITE SERVICES:** Just the Booth is not enough!  
Working with your booth staff, in their actions, and on-site management can increase ROI at practically '0' investment! **Ten simple guidelines available by Webinar!**

### POST EVENT PROGRAMS:

**Any Event Exhibition represents a major investment in Time, Effort and MONEY!**

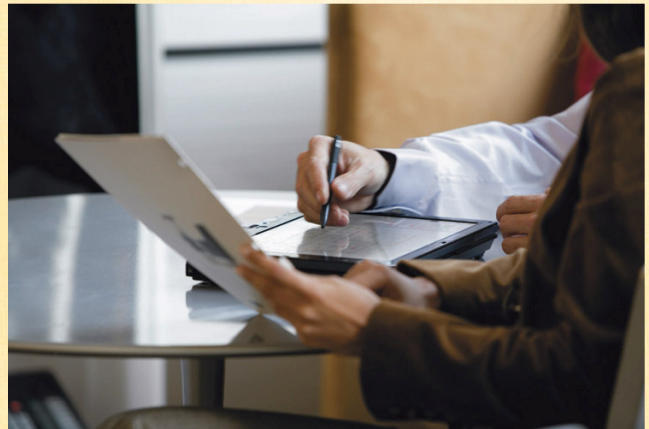
No matter what your intended goal at the show was, there are many, many ways to expand the benefits of that investment into Months, even Years of returns!

The CEIR (Center for Event Industry Research) estimates that as many as 60% of qualified event leads are never adequately followed! This represents a HUGE opportunity loss that is **completely preventable!**

***Fees & Confidentiality: All fees are expressed by individual quote. Initial consultations are available at no charge. I provide a 'blanket' statement of Non-Disclosure with each consulting/agency agreement executed.***



*Maximize your exposure – MINIMIZE the costs!*



*Prior Planning Prevents Poor Performance*



***Call today for your FREE Needs Assessment!***

**205-504-9825**