



Exhibitor Education Institute Presents...

EXHIBITOR **SUCCESS** SEMINAR SERIES

EXHIBITOR RETENTION - STOP THE EXODUS

With Fred Fox

Show Managers and Producers, exhibitor retention is arguably the biggest problem facing our industry today. Exhibitors are leaving shows in unprecedented numbers, other are downsizing and budgets are being cut daily. We all know that it's more cost effective to re-sign an exhibitor than to sell that space to a new exhibitor. But how do we do that?

Join Fred Fox of the Exhibitor Education Institute to learn how to address today's realities. The only way to keep an exhibitor in your show is to make them successful. Exhibitors today are more accountable to their management and must show a return on investment. They must qualify more leads, better quality leads and then convert those leads to sales. Those that do, re-sign for their space. Those that don't, leave the show.

"I promise that when you leave this seminar you will have a complete understanding of how to keep exhibitors in your show!" - Fred Fox

MARK YOUR CALENDARS

Why? To substantially raise the retention rates for your show!

When?



Fred Fox is North America's leading exhibit marketing consultant/trainer and founder of the Exhibitor Education Institute. For the past 25 years, Fred has been presenting his training programs to thousands of exhibitors in North America, the United Kingdom and Europe.

- Learn how else you can bring buyers and sellers together!
- Learn how to establish exhibitor education programs that work!
- Learn what exhibitors need to succeed!
- What is the responsibility of show management to an exhibitors success?
- Learn 5 powerful space 'selling' strategies!

REGISTRATION INFORMATION (complete form, click on SUBMIT to register on-line)

First Name: _____ Last Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ Prov/State: _____

Phone: _____ Fax: _____

Pcode/Zip: _____ Email: _____

Seminar Date

Location

To Register

Phone:

Fax:

Email: