

# Exhibitor Workshop



FAST TRACK to

## Condo, HOA, Co-op & Apt. Exhibiting \$ucce\$\$

### All NEW Format - Streamline Actionable Content

**Where:** Odeum Expo Center, 1033 N. Villa Ave., Villa Park, IL 60181

**When:** Thursday, June 7, 2018 - 8:30am to 1:30pm - *Lunch Included*

**Who Should Attend:** All sales, marketing, and exhibit management staff wanting more productivity and profitability from your Expo investment. A "can't miss" for every exhibitor – even those who've attended before – who wants a fast track to their exhibiting success.

#### What You'll Learn:

- The POWER of exhibiting – when viewed and execute properly
- 7 Perspectives of High-Performing Exhibitors
- The Tradeshow Success Formula
- Budgeting & Money Management - *with Cost Control Tool*
- 5 Critical Success Factors
  - Factor 1 – Define Your Outcomes – *with 16-week planning tool*
  - Factor 2 – Design & Manage Your Visitor Experience
  - Factor 3 – Selectively Attract the Right Attendees
  - Factor 4 – Manage Your Leads
  - Factor 5 – Measure Performance & Results - *with Exhibit Performance & ROI measurement tool*
- BONUS: Inside the Mind of the Condo, HOA, Co-op & Apt. Buyer Panel Discussion - Q&A session with real buyers!

#### About Your Workshop Leader...

Jefferson Davis is known as the "Tradeshow Turnaround Artist." Since 1991, his Results Focused Exhibiting strategies have helped clients turn trade-shows from "expensive appearances" into "profit centers." Come learn for FREE the advice that companies pay thousands of dollars for.

Completely redesigned event with true workshop format.

Added more in-depth material with examples.

Walk out with a step-by-step written plan!

#### The Cooperator Expo Chicagoland Exhibitor Workshop Form

# of people to attend\*: \_\_\_\_\_ (Please attach names if more than one.)

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email address: \_\_\_\_\_

Credit Card: Visa – Mastercard – AmEx # \_\_\_\_\_ cvv# \_\_\_\_\_

Name on Card: \_\_\_\_\_ Exp: \_\_\_\_\_

**FAX this completed form NOW to (212) 545-0764 or call Peter Chase (312) 899-6301 x348 • [il-expo.com/ex](http://il-expo.com/ex)**

**\*Important Note:** Registration confirmations will be sent prior to the program. This workshop is offered as a FREE event. You must pre-register with a credit card. The credit card will be charged \$100 per attendee who doesn't show up for the live event. Registration is limited to two persons per company. Additional reservations are available at \$199 per person.