

Trade Show ROI Masterclass

Stop Guessing. Start Measuring. Maximize Every Tradeshow Dollar.

Most companies invest thousands—or hundreds of thousands—of dollars each year exhibiting at trade shows, yet few can accurately answer one simple question:

Did the show actually produce a positive return on investment?

This comprehensive two-hour video course will teach you how to transform tradeshow from a marketing expense into a measurable, high-performing sales channel.

In this course you'll learn how to:

- ✓ Accurately measure trade show ROI—even when it seems impossible.
- ✓ Reduce exhibit and show costs without sacrificing results.
- ✓ Increase the return on every event through practical, proven strategies.
- ✓ Avoid costly mistakes that can derail a program or career

Inside the course:

- The four booth location strategies that can dramatically improve results—and how to secure premium space at little or no additional cost.
- When buying an exhibit makes financial sense—and when renting is the smarter investment.
- Twelve proven ways to reduce or eliminate expensive show service costs.
- Six ways to turn travel expenses into revenue-generating opportunities.
- How to multiply your pre-show and post-show marketing results without increasing your budget.
- A practical framework for deciding whether promotional giveaways are worth the investment.
- Three simple principles that help client dinners strengthen relationships instead of wasting money.
- A surprisingly inexpensive way to elevate your brand alongside much larger competitors.
- Six practical ROI formulas you can begin using immediately.
- Pro tips for easy improvement in each ROI category.
- Five strategies to reverse disappointing trade show performance.

Proven Results

Several clients have **more than doubled their trade show ROI** by implementing one single concept covered in the course. Imagine the impact of applying dozens of proven strategies across your entire trade show program.

Over the past several years, companies have trusted these strategies to help guide **more than \$10 million in trade show investment**, and the techniques in this course are drawn directly from that real-world experience.

Who Will Benefit?

Among those who will benefit from the information this training: tradeshow/event managers, chief marketing officers, sales managers, CFOs, VPs of sales/marketing, company owners/stakeholders, investors, along with anyone studying to work in any of these positions. Last but not least, anyone who will be working in an exhibit space.

Risk-Free Guarantee

If you complete the course and don't believe it provides valuable, actionable insights, simply let us know and we'll provide a **100% full refund**.

Investment

Regular Price: \$1,200

Introductory Price: \$585

(This introductory pricing may be withdrawn at any time.)

Action plan workbook included.

www.TradeshowROI.net

One avoidable mistake at a single tradeshow can easily cost more than the entire investment in this course.