

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

***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.