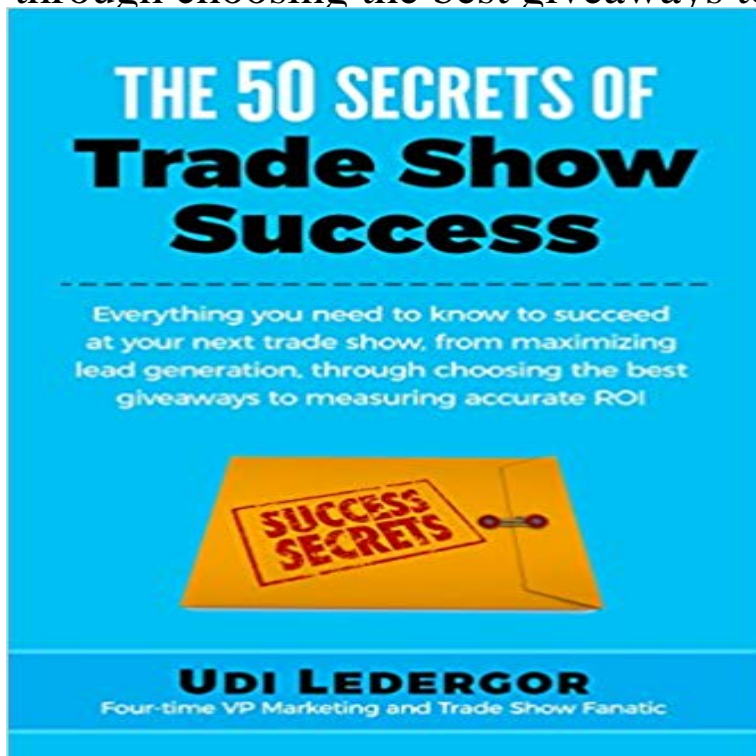


The 50 Secrets of Trade Show Success: Everything you need to know to succeed at your next trade show, from maximizing lead generation, through choosing the best giveaways to measuring accurate ROI

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The Ultimate Marketers Guide to Succeeding at Trade Shows Are you sick and tired of getting mediocre results at trade shows? Do you feel your booth looks just like everyone else's? Could your company be following up better on the leads you worked so hard to collect at the show? If you answered yes to any of these questions, then this book is for you. Marketing Executives are struggling to justify their trade show budgets, but great results are often hard to achieve and even harder to measure and communicate. The 50 Secrets of Trade Show Success provides a clear, step-by-step explanation of everything you need to know in order to succeed at your next trade show. From maximizing lead generation, through choosing the best giveaways, to measuring accurate ROI its all in here and ready to make you a marketing superstar!

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