

Tradeshow

Sponsor/Exhibit/Tradeshow Management

Enhance your convention budget by developing successful sponsor and exhibitor programs. We have the know-how to help you start a new program or grow an already established one. Sponsors and exhibitors can add a whole new dimension to your convention.

Develop an exhibitor marketing plan and timeline

Develop an exhibit budget

Develop and maintain a potential exhibitor database

Create/review a potential exhibit prospectus and contract

Create/review potential sponsorship opportunities

Coordinate telemarketing

Negotiate, coordinate and follow-up with show decorator

Record exhibit sales/contracts and send confirmation of acceptance

Develop/review exhibitor information kits

Coordinate and register exhibit booth staff

Oversee the on-site management/set-up/tear-down of exhibit area

Develop an exhibitor evaluation report and tally responses