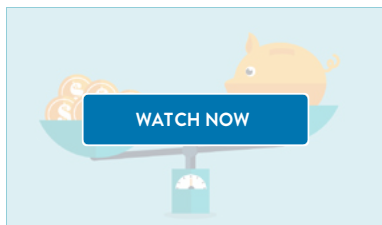


VIDEO SERIES: WINNING AT TRADE SHOWS



25 WAYS TO CUT COSTS AT YOUR NEXT TRADE SHOW

Mel White, VP of Marketing & Business Development, Classic Exhibits

What you'll learn:

- Trade show preparation tips to minimize costs.
- How to save money on booth design and shipping.
- Out-of-the-box strategies for increasing trade show ROI.



THE ESSENTIALS OF TRADE SHOW BOOTH DESIGN

Tim Patterson, Founder, Communication One Exhibits

What you'll learn:

- How to design a trade show booth that leaves a lasting impression of your brand.
- Key insights on using booth graphics to increase foot traffic and qualify leads.
- The 6 most important functional elements of trade show booth design and how to optimize them.



HOW TO ATTRACT & PITCH PROSPECTS AT TRADE SHOWS

Andy Saks, Owner & Lead Speaker, Spark Presentations

What you'll learn:

- 5 keys to how your attendees think and what they really want from you.
- How to attract prospects by making yourself the most appealing option.
- How to make sure yours is the pitch they'll remember.



MASTERING TRADE SHOWS IN 10 EASY STEPS

Tim Patterson, Founder, Communication One Exhibits

What you'll learn:

- How to better prepare for trade shows, including budgeting, goal-setting, staff training, and pre-show marketing.
- How to generate, qualify, and capture more leads.
- Tips for getting maximum brand exposure and media attention at trade shows.

ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online. Companies using Handshake transform their sales effectiveness and drive operational efficiency, delighting customers and growing lasting relationships.

