

301.580.7489

mgallager@lowermyshowcosts.com

LowerMyShowCosts

(CMO research study) Marketers

confirm repeatedly that **face to face interactions** are core to their new sales. **Meeting on a personal level** with others who share a common goal is a basic building block of community, a key sales enabler. However, this model requires much more than a booth and waiting for attendees to stop by.

Simply stated, just having a booth and waiting for visitors is not enough.

BUT with the **appropriate preparation**, quickly defined as preparing for a marathon series of sales calls, our clients experience repeated profitable tradeshows.