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LowerMyShowCosts

Now more than ever ...

Did you know? According to a recent neuro science report released through NIH - there are over 4 million nerve receptors receiving and sending information when we meet face to face.

Maybe that is why according to the recent CMO face to face white paper "Customer Attainment From Event Engagement"

- **89% of respondents report events are very valuable, essential and important in their target customer markets**
- **64% report trade shows and events are a key source for new prospects and business opportunities**

The three top concerns reported were:

- **make internal business case to participate in the trade show**
- **escalating costs**
- **converting leads into actionable sales opportunities**

Visit lowermyshowcosts.com to download the complete report.