



EXHIBITOR WEBINAR & SUPPORT MATERIALS

You Asked; We Listened:

Best Practices for a Better Return on Your Exhibiting Investment

Thursday, August 16

1:00 – 2:00 p.m. EDT

RECORDED VERSION: <http://www.iaapa.org/events-education/education/past-webinars/august-16-2018-exhibitor-webinar-video>

We asked exhibitors what would help them have a more successful exhibiting experience and received great feedback! Based on those suggestions, our expert speaker, Candy Adams, will share tips, tricks and ideas for getting more bang from your exhibiting buck.

You will learn how to:

- Avoid the top 10 most common exhibiting mistakes
- Increase traffic to your booth and keep them there longer
- Create effective graphics that get your message across
- Improve your exhibit planning process using Candy's top tools: forms, checklists and templates for budgeting, planning and team communication, shipping, and post-show analysis and reporting.

As well you'll have the opportunity to ask your toughest questions during the Q&A session after the seminar. Don't miss this opportunity to learn from an expert with more than 25 years and 450+ trade show exhibits and events managed. This webinar is for first time exhibitors through seasoned sales and marketing staff so make sure your whole team attends!

Speaker Bio:

Candy Adams, CTSM, CEM, CMP, CMM was dubbed The Booth Mom® by her clients for managing all the trade show strategy and tactics they hate and spoiling them rotten. She's a veteran freelance corporate exhibit project manager, dynamic exhibit management trainer and conference speaker, humorous exhibit staff trainer and award-winning columnist of *Exhibiting 101* in EXHIBITOR magazine. Her passion for helping rookie exhibitors cut their learning curve and teaching veteran exhibitors her tips and tricks to improve their show results. www.boothmom.com

Exhibitor members are invited to Register for free. The webinar will be recorded for those unable to attend the live version and posted online 8-10 days after. See the link here: <http://www.iaapa.org/events-education/education/past-webinars/august-16-2018-exhibitor-webinar-video>

Support Materials

Whether you can attend the live or recorded presentation, all IAAPA Attractions Expo exhibitors are welcome to use the tools provided by Ms. Adams including:

Downloadable Worksheets:

- [Budget Worksheet](#)
- [Show Plan Template](#)
- [Exhibit Planning Checklist](#)
- [Shipping Quote / Shipping Template](#)
- [Post-Show Analysis](#)

Articles:

[A Dozen Promo No-Nos](#)

[Purposeful Premiums](#)