



EXHIBITOR WEBINAR & SUPPORT MATERIALS

A How-To Guide to Successful Exhibiting

Wednesday, August 9

1:00 – 2:00 p.m. EDT

FIND THE RECORDED WEBINAR [HERE](#).

If you're looking for best practices in exhibiting to maximize your trade show investment, look no further! You'll get an overview of exhibit planning, with detailed handout material for:

- setting your exhibit strategy and prioritizing your show specific goals
- planning ROI/ROO/ROR measurement and post-show evaluation
- creating effective exhibit design, messaging and graphics
- implementing pre-, at- and post-show promotional programs
- gathering and managing qualified leads, and
- an outline of critical boothmanship skills for training your exhibit staff.

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.

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.

FIND THE RECORDED WEBINAR [HERE](#).

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:

- [Budget Worksheet](#)
- [Show Plan Template](#)
- [Exhibit Planning Checklist](#)