



# Important Exhibitor Events

## The Premier CONDO EXPO Exhibitor University

November 18, 2010 – 10am to 4pm at the Double Tree Hotel

*How to Convert Tradeshows From “Expensive Appearances” to “Profit Centers”*

**Where:** DoubleTree Hotel Boston/Westborough, 5400 Computer Dr., Westborough MA, 01581

**When:** Thursday, November 18, 2010 Time: 10:00am - 4:00pm – Lunch Included!

**Who Should Attend:** All exhibitors wanting to get more from the time and money they invest in the CONDO EXPO!

### What You’ll Learn:

- The Profit Perspective– Why viewing tradeshows as an investment is the first critical step to results.
- Critical Exhibiting Success Factors- Discover how focusing on four critical exhibiting success factors guarantees results.
- Attracting Buyers– Learn a five step process that puts your company on buyers “must see” list.
- Secrets of the Aisles- Discover the keys to opening more doors and closing more sales.
- Lead Management- Learn how to improve your lead quality and convert more to sales.
- Measuring ROO & ROI – Learn metrics for measuring results and return on investment.
- And much more!

### About Your

### Workshop Leader...

Jefferson Davis is known as the “*Tradeshow Turnaround Artist.*” Since 1995, his Results Focused Exhibiting strategies have helped his clients turn tradeshows from “expensive appearances” into “profit centers.” Come learn for FREE, the advice that companies pay thousands of dollars for.

## SPECIAL BONUS

A Panel of  
Experts from the  
Condo Community  
Will Discuss How  
They Use The Expo  
to Make Buying  
Decisions

### Condo Expo Exhibitor Workshop R.S.V.P. Form

# of people to attend: \_\_\_\_\_ (Please attach names if more than one.)

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email address: \_\_\_\_\_

Credit Card: Visa – Mastercard – AmEx # \_\_\_\_\_ cvv# \_\_\_\_\_

Name on Card: \_\_\_\_\_ Exp: \_\_\_\_\_

FAX this completed form NOW to (212) 497-0017 or call (212) 683-5700

**Important Note:** This \$395 workshop is offered as a free value-added service for the first 100 Condo Expo exhibitors. You must pre-register with a credit card to attend. The card will be charged \$100 IF you do not show up for the live event.