



Important Exhibitor Events

6th Annual CO-OP & CONDO EXPO

Exhibitor University

November 15, 2010 – 10 am to 4 pm at the Hilton New York

How to Convert Tradeshows From "Expensive Appearances" to "Profit Centers"

Where: Hilton New York, 1335 Avenue of the Americas (& 53rd Street)

When: Tuesday, November 15, 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 CO-OP & 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 Co-op & Condo Community Will Discuss How They Use The Expo to Make Buying Decisions

Co-op & 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 Co-op & 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.