

TURBO CHARGE YOUR TRADE SHOW

Trade shows, now more than ever, are a powerful way to brand and display your products and services. Make your booth **an investment not an expense**. Your message and image must appeal to and be heard by your prospects. Otherwise, you waste time, energy and money.

OMS can help you create a successful marketing event with our proven tactics to help you turbo charge your trade show. Topics discussed include:

- **Learn the importance of booth display and how to stand out from other exhibitors.**
- **We can train staffers to engage visitors, qualify leads and close within the trade show environment.**
- **We can develop a strategic plan including pre-show strategies, event logistics and post-show strategies.**
- **How to make the most of your budget and increase your return on investment.**

ABOUT OUR EXPERTS

Gordon Ransom is an award winning, trained trade-show marketer. His 28 years of marketing experience along with his strong relationships with suppliers in the trade show industry help him bring valuable resources to each customer trade show program.



Ashley Burnett is an experienced event coordinator with a passion for design. She has mastered customer and client relationships by staging and hosting many successful business and social events. She excels where event coordination meets design.



TRADE SHOW EXPERTISE

CONSULTING

- **Booth Design** that sets you apart from competitors
- **Graphics** that capture your target audience
- The best **Pre-show / post-show Strategies** for your industry
- How to cut costs and **Save Money**
- How trade shows fit within your **Strategic Marketing Plan**
- **Best Conventions** for Market

TRAINING

- Develop a **Focused and Educated** team of staffers
- Identify **Legitimate Prospects** vs. dis-interested attendees
- How to measure and increase **ROI**
- **Develop Relationships** with attendees and **Generate Leads**
- **Stand Out** from other exhibitors
- How to **Inform Prospects** and create interest

PRICING

2 hour training class, up to 6 people	\$ 500
4 hour training class, up to 6 people	\$1000
consulting fee, 2 hour minimum	\$ 150 per hour



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OlsonMarketingServices.com

**Call today to make
*your booth an investment,
not an expense.***