



**SUSAN RATLIFF** knows the tradeshow business from both sides of the exhibit aisle. She is a savvy business owner who started her successful display company, Exhibit Experts, from scratch fifteen years ago and continues growing by conceptualizing marketing messages, configuring booth designs and producing outstanding exhibit systems for thousands of companies like Fed Ex, Southwest Airlines, Dial Corporation, the Arizona Diamondbacks and Phoenix Coyotes.

Susan is an award-winning entrepreneur with thirty five years experience in sales and marketing. Known in industry circles as The Exhibit Expert, she has earned her title by helping companies brand their image, attract attendees, get leads and drive sales at tradeshow, consumer shows and events. Susan knows what attendees want, how exhibitors think and what they both need to be successful.

Susan is a published author, a member of the National Speakers Association also serving on the board of the Phoenix Chapter. She created Susan Ratliff Presents LLC to share her street smarts, industry expertise and business success strategies through keynotes, seminars and workshops. Her goal is to make her clients shine and leave attendees with information they can immediately implement. Susan speaks with humor and enthusiasm, delivering relevant content and practical examples to business owners, entrepreneurs, meeting planners and show producers.

Whether the topic is exhibit marketing, networking, attracting the media or overcoming obstacles, Susan will present a high energy, information packed program illustrated by real world examples and hands-on experiences guaranteed to excite the audience and inspire action.

In 2005 Susan entered into the event industry by creating and producing the first Women Entrepreneurs' Small Business Boot Camp. This annual conference brings together hundreds of women entrepreneurs, speakers, sponsors and exhibitors who enjoy a full day of celebration, education, motivation and support.

#### **MEMBERSHIPS & AFFILIATIONS**

ASBA – Arizona Small Business Association – Board Member  
NAWBO – National Association of Women Business Owners – Past Board Member  
NSA-National Speakers Association- Board Member  
Greater Phoenix Chamber of Commerce – Small Business Leadership Council  
Scottsdale Area Chamber of Commerce  
eWomen Network

#### **AWARDS**

2008 Winner – Positively Powerful Woman Award– Triad West  
2007 Winner – Exceptional Woman - Exceptional Leader Award- NAWBO National  
2007 Finalist– Women of the Year - Enterprising Women Magazine  
2006 Finalist - Mirassou - NAWBO Optimist Award  
2005 Winner - Pioneer Award, NAWBO  
2005 Finalist - Great Phoenix Chamber of Commerce Small Business Person of the Year  
2005 Finalist - Community Megastar Award  
2004 Winner - Legacy Honoree- Women's Missionary Society of the African Methodist Church  
2003 Winner - Sterling Award for Micro-Business - Scottsdale Chamber of Commerce  
2000 Winner - Business Owner of the Year - National Association of Women Business Owners

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