

# Give Your Exhibitors the Tools They Need to **Succeed**



*Put your special message on a page inside*

- Increase Customer Loyalty
- Reduce Vendor Turnover
- Improve the Professionalism of Your Show Floor
- Order Your Copies Today

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**Susan Ratliff | The Exhibit Expert**

Speaker | Author | Consultant | Event Producer

Need a Training Seminar for Your Booth Staff or Tradeshow Display or Graphics? Call me at 602-828-1177

[www.SusanRatliffPresents.com](http://www.SusanRatliffPresents.com)

## **SHOW YOUR EXHIBITORS YOU CARE - GIVE THEM WHAT THEY NEED TO SUCCEED**

Here is a valuable and unique way to keep your company's advertising and sales information in front of your existing exhibitors and get it into the hands of thousands of new potential exhibitors you might never otherwise come in contact with. This is the perfect way to increase customer loyalty, reduce vendor turnover and improve the professionalism of your show floor.

My name is Susan Ratliff. As The Exhibit Expert, I speak to thousands of exhibitors, corporate sales managers, business owners and entrepreneurs at tradeshow, conventions, association meetings, consumer shows and private companies around the country every year. I am teaching your perfect target audience valuable information about tradeshow marketing, display design and how to make money at their booth while promoting the benefits of exhibiting in shows like yours.

I am the author of the book: *"Exhibit Like An Expert, Turn your booth into a powerful profit center at tradeshow, consumer shows and events."* It is the perfect gift every exhibitor needs to succeed with a high perceived value and a long shelf life. I would like to give you the opportunity to purchase custom print runs of my book with your company's advertising information printed inside.

### **How it benefits you:**

- Your page can be positioned anywhere in the book. It can be a thank you, a special dedication page, promotion of future events, a sales offer, advertising or branding piece.
- This gift is a valuable training tool that will educate exhibitors in a non-threatening way and improve their experience at your show.
- This book will increase exhibitors sales numbers, improve their lead generation and ROI.
- This informative guide provides instructions for designing effective and attractive vendor displays and will add professionalism to your show floor.
- The results are happy, profitable exhibitors ready to renew their booth space for next year.

### **How to use this offer:**

- Buy custom books to give away as a gift to exhibitors to add value and promote their success.
- Use the books as an incentive to book booth space.
- Buy custom books for me to give away as a special gift from your company, to every person in my audiences and any exhibitors in the expos associated with my speaking engagement.
- Buy custom books with your promotional page inside to resell to your exhibitors.

**Costs and options:** This book retails in stores for \$20

- Your cost is the wholesale price of \$8 per book with a minimum order of 100 books with your customized page inside. Smaller book runs can be quoted.
- When available you may purchase a custom page inside books already purchased by another company for \$6 per book.

Art requirements:

- You provide two pages of black and white artwork, sized to 5" w x 8" high with information or advertising that will be printed inside your custom run of books.
- Books are delivered within 10 working days from receipt of artwork. Faster shipments available.

Take advantage of this unique and effective marketing tool and place your order today. Contact Susan Ratliff at 602-828-1177 or email your request to [susan@susanratliff.com](mailto:susan@susanratliff.com)