

# **THE EXHIBIT EXPERT** reveals how to turn your exhibit booth into a **POWERFUL PROFIT CENTER**

## **Training Produces Results**

Happy exhibitors make your show more successful. Learning goal-setting standards, lead-generating options, display dynamics, sales strategies and effective follow-up increases exhibitor satisfaction and loyalty. Susan's Exhibitor training seminars deliver relevant content and exhibit marketing fundamentals. Her formulas for success are illustrated with personal examples from the field and detailed instructions that can be immediately implemented to maximize performance and profits on the show floor. Give your show exhibitors or company's booth staff renewed enthusiasm for exhibit marketing, keys to a competitive advantage and the knowledge to work the show like a pro.

### **FOR SHOW PRODUCERS & MEETING PLANNERS**

*Susan will give your exhibitors the tools they need to succeed:*

- Reduce exhibitor turnover
- Add value to your booth package
- Make your exhibitors more profitable
- Improve professionalism on the show floor
- Give your show a competitive edge

### **FOR YOUR BOOTH STAFF**

*Susan will teach your team how to:*

- Set goals that drive business
- Increase lead generation
- Pump up product sales
- Improve display impact
- Add promotions that pull traffic

relevant ▲ informative ▲ inspiring

## **Susan Ratliff is *The Exhibit Expert*<sup>™</sup>**

Susan Ratliff is *not* your typical exhibit industry speaker. In the tradeshow trenches for 30 years, she's worked both sides of the exhibit aisle, gathered the knowledge, discovered the shortcuts and made the mistakes so you don't have to. She knows what attendees want, how exhibitors think and what they both need to be successful. She is an award-winning entrepreneur, author, speaker, event producer and founder of a successful display products company that has helped thousands of businesses look impressive on the show floor. Susan is an experienced business owner and speaking professional who provides seminars, workshops, books and recordings that share her personal experiences, relevant tools and practical strategies for maximizing show results. Bring Susan in to train your team and see an immediate increase in leads and sales. If you are ready to recharge your tradeshow program, see increased exhibitor satisfaction and a more professional show floor, hire Susan today.

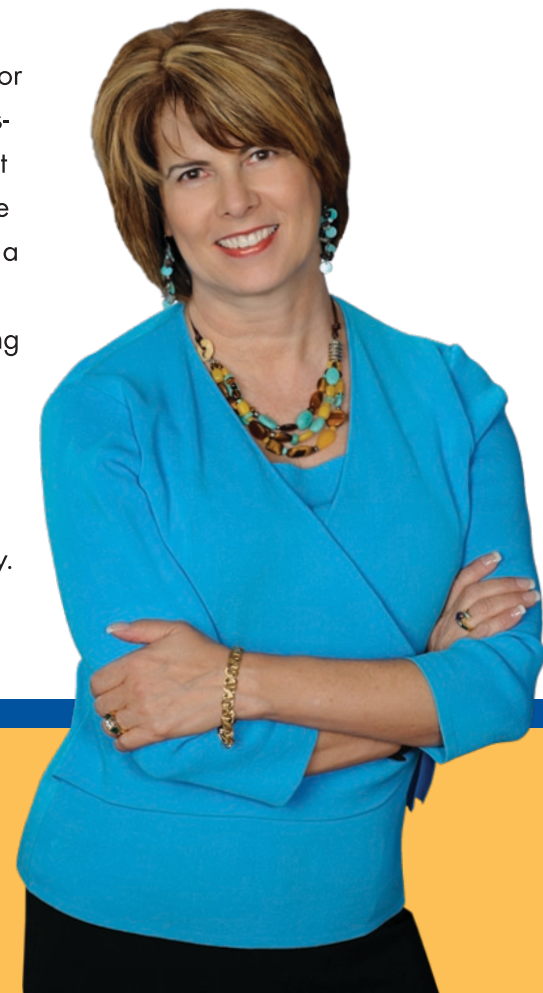
# Susan Ratliff

**Contact Susan to speak at your next event:**

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**602-828-1177**





Susan speaks from experience and shares real world examples with humor and insight. Her keynote is an inspiring chronicle of her entrepreneurial journey, the challenges she conquered and lessons she learned.

### How To Succeed When You Don't Feel Successful

- Strengthen your personal power
- Spark your entrepreneurial spirit
- Conquer challenging battles
- Turn obstacles into ammunition for change

# Susan Ratliff

Susan has created a trio of training programs that can be experienced separately or combined together. Whether your audience needs cutting edge exhibiting skills, the latest networking tips or keys to getting free publicity, each customized presentation is filled with relevant content designed to improve productivity, build business and deliver a competitive advantage.

### Include these presentations at your next event:

#### Network Your Way to the Bank

- Discover the "art of networking"
- Become a referral guru
- Make your message memorable
- Expand your sphere of influence

#### How To Get Your Name in the News

- Master the power of publicity
- Get "free exposure for your business
- Magnify and maximize your credibility
- Attract attention to your cause



**Hire Susan Ratliff today to present at your next event!**

Call her at: 602-828-1177 ▲ Email her at: [Susan@SusanRatliff.com](mailto:Susan@SusanRatliff.com)

Visit her website: [www.SusanRatliffPresents.com](http://www.SusanRatliffPresents.com)