

## Do YOU need PRO Expo?

Take just 1 minute of your time and answer the 15 questions below with either "YES" or "NO" to see if you could benefit from the products, services and strategies that PRO Expo can provide.

- YES NO 1. **Are you maximizing your budget and minimizing costly errors at every show?**
- YES NO 2. **Does your exhibit's operating costs allow you to go to all the shows you need to?**
- YES NO 3. **Does your current exhibiting environment allow you to maximize your objectives at trade shows? What about your company's overall goals and objectives?**
- YES NO 4. **Does your current exhibit allow you to standout above the competition on a show floor?**
- YES NO 5. **Do you have a comprehensive marketing and promotions plan in place for each show that you attend and an integrated follow-up plan to increase memorability?**
- YES NO 6. **Are the results from your trade shows exceeding your current program goals and objectives? How does this impact your overall company's goals and objectives?**
- YES NO 7. **Do you have the tools necessary to effectively measure the return on your investment?**
- YES NO 8. **Do you receive as many qualified leads from your show as you expect to, or need to?**
- YES NO 9. **Is there an effective lead follow-up plan in place that addresses individual needs?**
- YES NO 10. **Are you training your sales & marketing team to qualified leads at trade shows?**
- YES NO 11. **Do you have a cost effective plan in place to address overlapping show schedules?**
- YES NO 12. **Do you feel that you have the knowledge and tools to effectively execute a quality, comprehensive trade show program?**
- YES NO 13. **Do all of your exhibit installs and dismantles go as planned and without difficulty?**
- YES NO 14. **Do you feel that you are receiving the level of customer service that you deserve from your current exhibit house partner?**
- YES NO 15. **Are you saving as at least 25% off the suggested retail pricing for the trade show related products and services that you are purchasing?**

If you answered "NO" to five or more of these questions, you need to talk to the experts at PRO Expo to discuss how we can help you integrate our Trade Show Best Practices into your current trade show marketing program. Together we will discover and address the things that are currently holding you back from creating, managing and implementing a successful face-to-face marketing program.

By investing just a few minutes of your time today could immediately pay dividends with a results-driven and more profitable trade show and event marketing efforts!

**Don't hesitate another minute - call us today to learn how we can make you successful!**