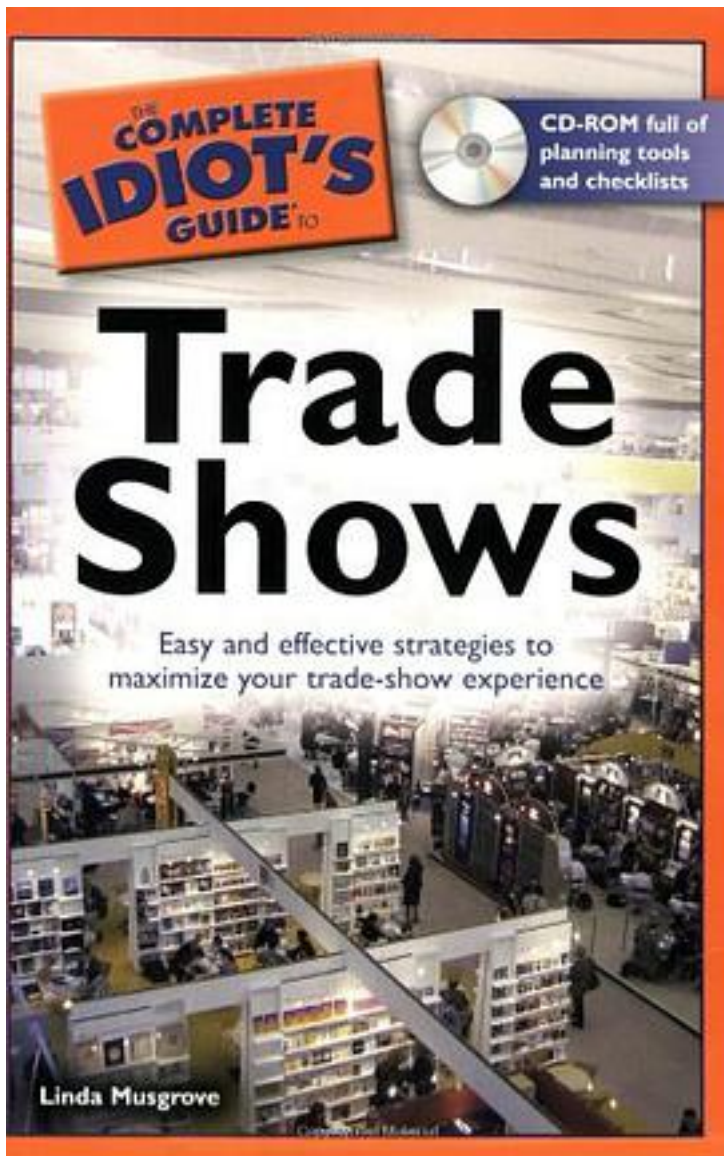# The Complete Idiot's Guide to Trade Shows

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A pro in the field offers insider tips for a successful show.

With over 13,000 trade shows and conventions in America each year, it's important for companies to get the most out of the dollars spent. Inside, readers will find everything they need to know about show costs, marketing tips in and outside the show, staffing and travel strategies, customer relations, spending smart on giveaways and other promotions, and new technologies to make any show a success. ·Hundred of practical tips, especially for small and midsized business ·CD with helpful planning tools and checklists

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