

Trade Show Results Offers Resources To Increase ROI Through Trade Show Marketing

A brand new site, TradeShowResults.net, has launched and will provide exhibitors with effective trade show management resources in order to increase their return on investment. The trade show company website offers information via blogs, whitepapers and other resources.

June 11, 2010 (FPRC) -- ST. LOUIS, MO -- A new website has been launched that provides great resources for trade show exhibitors. The information has been compiled to improve trade show results for businesses. Statistically speaking almost 80% of leads obtained by businesses during a trade show are not followed up on and go to waste. With that being the case, many exhibitors are missing out on an opportunity to bring in even more revenue.

Additionally, less than 20% of exhibitors use pre trade show marketing to make their time at the event even more valuable.

"It is shocking that as much as businesses spend on trade show exhibits that they are not approaching exhibiting with more marketing and logistical planning. Often businesses attribute the lack of return on the location or event when they could benefit so much more right from the same event through more effective marketing. At Trade Show Results, we want to help businesses make the most out of every dollar they spend, this is why we have compiled a vast amount of resources that will help businesses improve their trade show ROI," said Michael Flavin of Trade Show Results.

A wide variety of information is available on the site from blogs that are written by industry experts. Additionally, visitors to the site will gain access to important seminars and webinars that help them to understand various aspects of trade show management including: display design, effective marketing strategies and how to put together an effective booth staff.

The website, Trade Show Results, was created by Michael Flavin based on his many years of experience being an award-winning sales consultant at the St. Louis Trade Show Display leader, Skyline Exhibits And Graphics Mid-America. <http://www.skylinestl.com>.

Trade Show Results is going to continue to expand on the information and available resources on the site as it continues to grow. The site will soon feature a social media community for exhibitors to collaborate and exchange tips from their personal experiences in the industry. Visit TradeShowResults.net to begin learning how to create an effective event exhibition plan.

About Trade Show Results:

Trade Show Results is committed to helping exhibitors gain access to vital information that improves trade show marketing ROI. The site is filled with content that will assist exhibitors in understanding effective trade show management. Trade Show Results provides the results-focused information through easily accessible channels on the site including blogs, whitepapers, webinars and more.

Contact Information

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Keywords

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