



## *Help Your Exhibitors Take Charge of Their Future With Fresh Thinking*

### **Think Outside The Booth**

Has your exhibitor base declined in the past few years? Are your clients investing less each year in their trade show experience all the while looking for more value as a participant? So much attention is given to the attendee experience at trade shows. But what about the exhibitor experience before, during and even after? These days businesses are looking to trade show producers to not only connect them with new clients but also to provide them with real year-round tools that will help them build their brand, distinguish themselves from their competition, educate and arm their teams with aggressive sales strategies for the future and ultimately solidify new business.

### **Education is Key**

Introducing a new and unique online educational offering that is designed specifically for your most important clients, your exhibitors! A sought-after public speaker and columnist for Forbes, **Adam Hartung** offers “*Seize Your Market: Map Your Future*”, a pre-show exhibitor and keynote workshop that will help exhibitors identify “white space” in their organizations, develop new business, create new products and seize previously hidden marketplace opportunities.

Through a new collection of case studies and stories, Adam reveals four steps to innovation that have been proven successful over and over again in a wide variety of industries. Your exhibitors will understand what it takes to turn an organization in a new direction in order to launch new growth and innovation through trade show mediums and beyond:

Topics include:

- Beating the competition through marketplace disruption.
- Seizing hidden marketplace opportunities.
- The four steps to innovation management, implementation, growth and success for 2011.

*For more than 25 years, Adam Hartung has helped companies find growth opportunities and achieve breakthrough success. He understands the real world of business, in small and large organizations, and knows what it takes to get companies doing the right things fast!*

[Click here](#) to view clips of Adam’s recent speaking engagements and learn more about his program offerings.

### **Tools of the Trade – Convenient and Online**

This program is offered as a virtual pre-show planning tool designed specifically to help your exhibitors get their creative and strategic juices flowing so that they can maximize their trade-show experience on-site and map out a thoughtful business strategy for the future.

Adam’s keynote and workshop can be easily embedded and housed within your online Exhibitor Manual or sent as a video link to all of your exhibitors directly through a customized email blast. By providing this dynamic educational offering in advance of the show as a convention center package offering, you will be arming your exhibitors with relevant and important tools of the trade to help them succeed at your Event and propel their business in a positive direction.



*Here's what people have to say about Adam...*

"Adam Hartung was exactly what I wanted for my Closing Keynote – an energetic change agent. He grabbed the attention of many of the executives attending ECEF 2011. Adam's twin messages of paying attention to what's happening on the fringe of your market and of planning from the future back to the present already are influencing businesses and associations around the country. I know this because attendees have requested portions of his Keynote video and purchased his book to share with boards and staff."

Sam Lippman, President – Integrated Show Management & Marketing

"Adam inspired our C-level audience to think differently about product innovation and ways to improve their business model. Though his presentation inspired, it wasn't just impressive theory; his personal experience and research revealed the truth behind his words. If you want your business to do something big, listen to what he has to say."

Jon Mueller, General Manager – 800ceoread

"Adam consistently provides a well-supported point of view on practical ways to break out of the lock-in that so often stifles innovation. His work provides a powerful and refreshing alternative to Jim Collins popular but often flawed thinking on sticking with historically outdated business models."

Tom Curren, Former, SVP Corporate Strategy, Marriott International

"Adam has opened my eyes, and the eyes of our clients, to the importance of businesses consistently re-inventing themselves. His insights are innovative, thought-provoking and challenge old-world thinking. He has given several much-lauded presentations to our membership and I strongly recommend him to any organization looking to be a leader in its industry."

Lisa Petrilli, CEO – C-Level Strategies, Inc.

## **Even a Book to Boot**

Adam's recently published book, *Create Marketplace Disruption: How to Stay Ahead of the Competition* (Financial Times Press), shows leaders and managers how to create evergreen organizations that produce breakthrough results. It was selected as one of the **Top 20 Books to read in 2010 by InfoWorld and Network World**.

[Click here](#) to get even more buzz about Adam Hartung.



## **The Price is Right**

So. What *is it* you are looking for? An inspirational exhibitor keynote address? An e-book giveaway or online workshop to help your exhibitors build their strategy? Some offering to separate yourself from the competition? Whatever the objectives, Adam will customize a program offering that will meet the growing needs of your exhibitors and add value-proposition to your sales process and booth rate, all at a cost-effective and impressive rate that will meet your bottom-line.

Lead retrieval systems are nice. But imagine a real tool that will provide your exhibitors with holistic year-round solutions for growing their business that will keep them coming back to re-sign year after year. Now that's a trade show offering!

Stop dodging your exhibitors questions about why they should invest in your trade show. Contact us now to start exploring the best program offering for your exhibitors and then you'll really have something to talk about. Call Nancy Munro at 630-221-8759 or [nancy@knowledgeshift.net](mailto:nancy@knowledgeshift.net).