

Three points the Other Guys never mention
when they pitch deals on booth space:

LESSON 1:

NEGOTIATED PRICES = DEAL MAKING = CHEAP SPACE
LESS SHOW REVENUE = LESS SHOW ADVERTISING = LESS ATTENDANCE =
FEW OR NO LEADS = LITTLE OR NO EXHIBITOR SALES

LESSON 2:

LEGITIMATE BOOTH PRICES (HIGHER) = MORE SHOW ADVERTISING =
MORE ATTENDANCE = MORE LEADS = MORE EXHIBITOR SALES

OOPS! Almost out of space. Here's the most important lesson:

LESSON 3:

YOU GET WHAT YOU PAY FOR!



Actually, there was plenty of space, but really, what else do ya need ta know?



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... always formulating.