



The Platinum Rule for Trade Show Mastery: The Expert Exhibitor's Guide to Profit-Producing Trade Shows and Corporate Events

Tony Alessandra, Steve Underation, Scott Michael Zimmerman

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Increase Profits and Reduce Stress in your Trade Shows and Corporate Events! A few short years ago, there was little need for this book. However, the trade show and event marketplace has drastically changed. Shows and events used to be ""a cost of doing business"" but are now considered an investment that adds to or subtracts from the bottom line. Today, exhibit and event managers deal with the pressure of shrinking budgets and higher expectations. ""R.O.I."" is the corporate buzzword for ""Show me the money!"" So ask yourself this question: ""Can I show anyone the money for my trade show investment?""



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