



Increasing Sales through Tradeshow Marketing

Too often businesses buy a table or a booth at a tradeshow and expect the magic to happen... and usually, it doesn't. Tradeshow guru, John Hill will discuss the all-to-common mistakes businesses make and how to plan and prepare for a successful tradeshow.

John will address:

- Pre-show, Show and Post-show planning and activities.
- Mastering the tradeshow choreography.
- Understanding the difference between qualifying and selling.



John A. Hill is Founder, President and CEO of JAH & Associates, Inc. He is a trade-show coach, consultant, author, speaker and marketing and sales specialist. John has over 30 years of business experience and has held positions as: National Sales Manager, VP of Sales, Director of Marketing, General Manager, VP of Business Development, EVP and COO. He has also served as President and CEO of three public companies.

John is also the CEO and founder of the Long Island Advancement of Small Business (LIASB).

SAVE THE DATE

Wednesday

May 17th 2017

7:30AM - 10AM

Adelphi University

55 Kennedy Drive

Hauppauge, NY 11788

SEATING IS LIMITED

Register at:

REGISTER

MEMBERS: ALWAYS FREE

NON-MEMBERS:

\$25 online or \$30 On-site

NOT A MEMBER:

Sign up here:

SIGN UP