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Competitive Pro

Learn more about your exhibit program at your next show.

How effective is your exhibit?

Do you compare favorably to your competitors and peers?

Does this sound familiar? You need to validate your company's trade show program to upper level management and prove there was a favorable return on your investment. You also need this feedback to learn where and how to improve your program and make it more effective at future conferences.

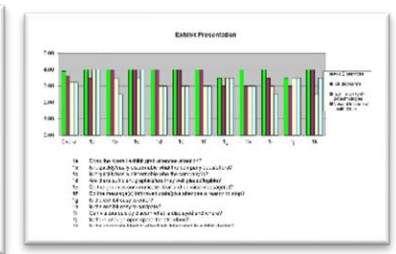
Competitive Pro is a rare opportunity for you to leverage a unique, proven quantitative and qualitative solution for evaluating and reporting on exhibit performance including:

Booth observations

Competitive comparisons

Successful booth ideas

Post show executive reports



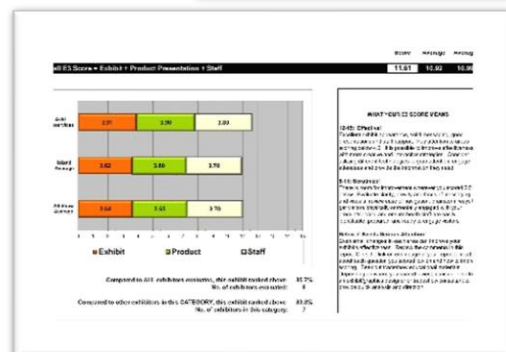
WHAT WE DO

Competitive Pro is an evaluation process conducted onsite by trade show marketing experts versed in evaluating your booth based on 21 elements. The same experts provide competitive comparisons, point out missed booth opportunities and find effective exhibit ideas around the show. Finally, our experts help you wrap up all the insights and data in a surefire executive presentation.



Ultimately, the Competitive Pro process helps take the guesswork out of successful booth performance and the final reports point out how to improve results at future conferences.

HOW IT WORKS We can help you look like a Pro with any of the following PRO Programs:



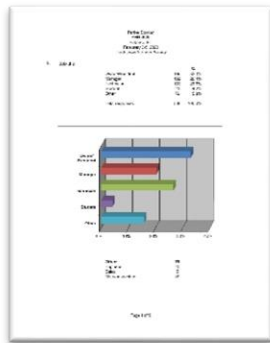
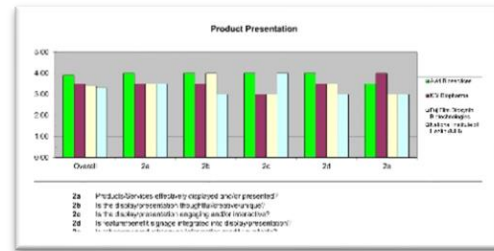
1. **Performance Pro** – Objective evaluation of your company's exhibit performance
2. **Comparison Pro** – Comparison of your company's performance to your choice of up to 4 competitive companies



3. **Best of Show Pro** – Reporting on the best ideas among all exhibitors

4. **Management Presentation Pro** –

Putting your best foot forward with a show stopping presentation of your company's performance including trade show statistics, analysis, competitive comparisons, photographs, videos and results



What are the benefits to you, your team and your company?

- ① Learn how other companies and competitors leverage high impact strategies
- ① Discover the value of more imaginative and educational booth strategies and how this positively impacts performance and results
- ① Educate management about the trade show environment and what's needed to keep pace with competitors and peers at the show.
 - Remember, management is eager to learn what their competition is doing and how they can look, do and be better than competitors at the show
- ① Guarantee your company sits-up and takes notice of the importance of the trade shows as an integral, measurable part of your marketing program.
 - It's not just an expense, it's an opportunity to improve overall marketing event planning and execution
- ① Utilize third party experts to provide objective validation of the value of your program
 - Delivers measurable observations and recommendations you might miss on your own being either too busy or too close to execution
 - Management often takes outside advice more seriously
- ① Jumpstart your program improvements through our expert's recommendations

