



The producer and presenter in our DVD programs is Fred Fox, Founder and Executive Director of the Exhibitor Institute.

A dynamic and motivating key-note speaker, Fred is in constant demand as a presenter at exhibit industry functions, corporate sales meetings and business conferences. Fred has produced and presented several award winning exhibitor training programs such as: 'Power Selling for Exhibitors', 'Xtreme Xhibitor', 'Gift Show Magic' and 'Trade Show Gold'.

Xtreme Xhibitor

Our Xtreme Xhibitor DVD runs 60 minutes and comes complete with a Seminar Leader's Guide and Participant's Workbook.

Fred's newest DVD is 'Xtreme Xhibitor' This DVD is designed for firms that would prefer to have their staff watch Fred in a true seminar setting. No role playing, just valuable, comprehensive information delivered to your sales and marketing management and your booth staff.

This DVD will teach you how to turn your trade show booth into a lead generating machine. The 'Xtreme Xhibitor' DVD and comprehensive support materials are designed for VP Sales/Marketing or any executive responsible for trade show results. The DVD comes complete with a Leader's Guide and Participant's Workbook. All the materials you need to present your own 'in-house' exhibitor training program. 'Xtreme Xhibitor' is the next best thing to Fred Fox being there! The presentation will guide you, and your exhibit sales staff, through the essentials of trade show planning, pre-show marketing, engaging and qualifying trade show prospects. Thousand of 'Xtreme Xhibitor' DVD's have been sold around the world.

The strategies revealed in this DVD presentation include:

- **Setting quantifiable exhibiting objectives.**
- **Determining goals and targets for booth personnel**
- **The importance of boothmanship/attitude and etiquette.**
- **Communication Strategies including :**
 - *Introductions*
 - *Qualifications*
 - *Presentations*
 - *Closings*
 - *Follow-ups.*
- **Pre-show Promotion.**
- **Post Show Evaluation.**

Examine the costs of trade show staffing, booth design and purchase, floor space, shipping, set-up and storage and you'll understand why a small investment in trade show training is essential.

The DVD sells for only \$149.00 plus shipping, handling and applicable taxes (volume pricing is available)

For information on purchasing this DVD please contact:
info@exhibitorinstitute.com or call 613-799-5586