



present an

# EXHIBITOR **SUCCESS** SEMINAR

## Breakthrough Thinking For Exhibitors!

with Fred Fox

### Attention All Exhibitors:

Get ready to move your exhibit program into high gear and learn how to harness the power of the most effective communication tool available....the tradeshow.

If you are part of your organization's exhibit program and are interested in achieving more effective results, join Fred Fox of the Exhibitor Institute for a dynamic look at exhibiting at its best.

Fred will reveal all the steps you need to head right to the show floor and take your show performance to a new level.

Fred has presented this seminar to travel industry exhibitors across North America, and the results have always been tremendous!

Be sure to bring all the members of your exhibit staff.

This presentation will completely change the way you approach tradeshow!

If you have ever left a tradeshow, scratching your head and thinking, *"I really thought the results would be better than this"*....prepare to have your expectations met at your next show!

***"I promise that when you leave this seminar you will have a complete understanding of how to take control of your exhibit program!" - Fred Fox***



Fred Fox is North America's leading exhibit marketing consultant/trainer and founder of the Exhibitor Institute. For the past 30 years, Fred has been presenting his training programs to thousands of exhibitors in North America, the United Kingdom and Europe.

- Maximize your presence at shows!
- Take control of your exhibiting efforts!
- Generate more results from your booth!
- Learn the importance of training your booth staff!
- Learn 5 powerful show 'selling' strategies!
- Learn how to attract visitors to your booth!

### Date:

Thursday September 5, 2013

Registration: 1:30 p.m.

Seminar: 2:00 - 4:30 p.m.

### Location:

Holiday Inn Halifax Harbourview  
Hawthorne Room, Convention Level  
101 Wyse Rd. Dartmouth NS

### To Register:

RSVP by August 30th to:

[jhitchcock@destinationhalifax.com](mailto:jhitchcock@destinationhalifax.com)

**Complimentary Professional Development Seminar  
for Destination Halifax Members**