

Linda Musgrove, The TradeShow Teacher Partners with Exhibit City News at The Exhibitor Show

For “Ask The Expert” Q & A Sessions in Their Booth to Answer Exhibit Manager and Trade Show Industry Professionals Questions at the Exhibitor Show

March 6, 2008 - [PRLog](#) -- Aventura, FL – Exhibit City News (ECN) and TradeShow Teacher are aiding exhibit managers and trade show industry professionals to improve their exhibiting results by answering the questions on everyone's mind; like: “How do I select the most targeted trade shows? How can I start implementing Green Exhibiting? How do I figure out materials handling charges? What type of display is truly best for my company's exhibiting needs?” This theme is the focus of this year’s ECN booth (number 1973) at the Exhibitor Show in Las Vegas, NV at the Mandalay Bay Convention Center from March 10-12, 2008. TradeShow Teacher has partnered with ECN to answer questions about:

- Display Selection on 3/10/08 from 1 pm – 2 pm
- Booth Staffing and Training on 3/11/08 from 1 pm – 2 pm
- Selecting Targeted Shows to Exhibit At on 3/12/08 from 12 pm – 1 pm
- Targeted Trade Show Marketing on 3/12/08 from 1 pm – 2 pm

“The Exhibitor Show is known as an educational conference where the trade show industry looks forward to learning new strategies that can be applied to their exhibiting, while ECN informs and educates readers monthly on topics across the entire trade show industry landscape,” said Don Svehla, Publisher of Exhibit City News. “We are in the business of providing value to our audience. It’s a natural fit for us to offer attendees at the Exhibitor Show the ability to get answers to the questions that have been brewing in their minds from topics they have read, learned in sessions, or experienced while planning shows. Having TradeShow Teacher partner with us to answer a wide variety of trade show topics is a good example of Exhibit City News’ continuing effort to provide the information our readers need to be successful. TradeShow Teacher is a valued ECN columnist and proven expert in the industry; we look forward to having her join us at booth 1973.”

Complete List of “Ask The Experts” Q&A Session Times and Topics being held at the ECN Booth 1973 at the Exhibitor Show:

Monday, March 10, 2008

12 pm - 1 pm: Shipping/Materials Handling

1 pm - 2 pm: Display Selection

2 pm - 3 pm: Industry Associations

Tuesday, March 11, 2008

12 pm - 1 pm: Green Exhibiting

1 pm - 2 pm: Booth Staffing and Training

2 pm– 3 pm: Lighting

Wednesday, March 12, 2008

12 pm – 1 pm: Selecting Targeted Shows to Exhibit At

1 pm – 2 pm: Targeted Trade Show Marketing

2 pm – 3 pm: Flooring

“At seminars, attendees commonly have more questions than there is time for presenters to answer,” said

Linda Musgrove, President of TradeShow Teacher. "And often the question time is dominated by a few individuals, leaving the less aggressive attendees with unasked and subsequently unanswered questions, just like when we were back in school! Knowing the frustration of not always having the opportunity to answer all the questions the audience may have at seminars I have presented, led to me working closely with ECN on a strategy for the Exhibitor Show which enables attendees to bring their questions directly to a wide variety of professionals in the industry. By taking the time to participate in ECN's booth to provide educational offerings to the attendees it shows my dedication to helping businesses achieve maximum results and ROI at their trade shows and supporting growth within the trade show industry."

Attendees can bring their questions to the ECN booth, number 1973, at the Exhibitor Show in Las Vegas. Just for stopping by the booth, attendees receive a FREE CD with articles, templates and "How-to-Tips" from the TradeShow Teacher, a FREE issue of the annual ECN GO-TO-GUIDE and this month's issue of Exhibit City News. In addition; on a first come, first serve basis attendees visiting the booth will receive a ticket to attend the ECN networking party; held yearly for exhibitors and attendees of the Exhibitor Show. This year the bash will be held on Tuesday, March 11, at 40/40 in the Palazzo Resort Hotel Casino.

Have a question on any topic listed in the ECN booth schedule? Please e-mail it today to: newsdesk@exhibitcitynews.com. (Be sure to put "EXHIBITOR question" in the subject line.)

Contact Information:

Linda Musgrove
TradeShow Teacher
linda@tsteacher.com
(305) 677-3543
(888) 547-7410

About Exhibit City News

Exhibit City News is the trades show industry's only newspaper, published monthly by Mr. Tradeshow Communications, LLC; covering a wide variety of relevant trade show industry topics for the entire industry. Aiding exhibit managers, service providers, meeting/event planners, designers and more with topics they can apply to their businesses. The focus of the publication and website is regional, national and international news on in-depth trade show industry articles on proven techniques and methods, "how to" steps, reviews of trade shows, lists of upcoming trade shows, local restaurants, destinations and more; written by Exhibit City News Editors and industry professionals. Learn more at:

<http://www.exhibitcitynews.com>

About Linda Musgrove, the TradeShow Teacher

Linda Musgrove is President of the Miami based Trade Show Training & Consulting firm, TradeShow Teacher, catering to businesses nationwide. Over the years, she has taught many companies how to improve their Trade Show Results through Educational "Trade Show Tutoring" Programs for individuals, departments or teams and with her Trade Show Training Manual titled: Trade Show Training, for Increased Return On Investment. Learn more at <http://www.tsteacher.com>

About Exhibitor Show

EXHIBITOR2008 is produced by Exhibitor Magazine Group. Founded in 1982 by Lee Knight, Exhibitor Magazine Group is the recognized leader in trade show and event marketing management education, providing techniques, tactics and trends through its publications, online offerings and educational conferences. The company's cornerstones are its award-winning monthly magazine, EXHIBITOR, its online resource, ExhibitorOnline.com, the only industry site that is updated daily; and Corporate EVENT magazine, its training and education conferences, EXHIBITOR Show, ExhibitorFastTrak, and Gravity Free,

the highest rated programs in the trade show marketing industry. For more information about Exhibitor Magazine Group, please visit www.ExhibitorOnline.com.

###

About Linda Musgrove, the TradeShow Teacher

Linda Musgrove is President of the Miami based Trade Show Training & Consulting firm, TradeShow Teacher, catering to businesses nationwide. Over the years, she has taught many companies how to improve their Trade Show Results through Educational "Trade Show Tutoring" Programs for individuals, departments or teams and with her Trade Show Training Manual titled: Trade Show Training, for Increased Return On Investment. Learn more at <http://www.tsteacher.com>

Website: www.tsteacher.com

--- End ---

Source	Linda Musgrove, the TradeShow Teacher
Website	https://www.tsteacher.com
Country	United States
Industry	Trade show
Tags	Tradeshows , Trade Shows , Exhibitor Show , Exhibiting , Trade Show Seminars , Trade Show Training
Link	https://prlog.org/10055310



Scan this QR Code with your SmartPhone to-

- * Read this news online
- * Contact author
- * Bookmark or share online