

# OPTIMIZE YOUR TRADE SHOW EXHIBIT



**U.S.  
COMMERCIAL  
SERVICE**

United States of America  
Department of Commerce

Industry trade shows are a key component of many companies' annual marketing budget and business development strategy. They are the marketplace for your business where competitive comparisons take place, where new customers are met and existing ones expect to see you, where new technologies are launched.

*How do you effectively communicate your message to foreign cultures? How do you maximize the productivity of your staff and resources to get the most out of your investment? These are the questions we aim to answer during this seminar.*

## Featured Speakers

**Ray Bianchi**, Vice President, Events & Business Development, Hannover Fairs USA Inc

**John Lee**, CEO, Carolina Trade Show Exhibits/Designs

**Craig Wooten**, Director of Business Development and Government Relations Tactical Medical Solutions

**Norris Thigpen**, South Carolina Department of Commerce

**Phil Minard**, Director, U.S. Commercial Service - Charleston

## Panel Topics

- Booth design concepts
- Strategies to make an impact with your target market
- Shows key to your industry
- State programs to help fund your exhibit and travel costs

*This event is perfect for companies who exhibit at trade shows as a vital part of their marketing strategy. Management staff involved in business development, sales, marketing, and communications/public relations positions.*

### U.S. Commercial Service

The U.S. Commercial Service is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. U.S. Commercial Service trade professionals in over 100 U.S. cities and in more than 75 countries help U.S. companies get started in exporting or increase sales to global markets. U. S. Commercial Service clients surveyed increased their revenues by an average of \$622,575 over the last 12 months as a result of the organization's assistance. Visit <http://go.usa.gov/xkvz2> to learn more.

## Register Now

Registration \$55

Please contact

[Phil.Minard@trade.gov](mailto:Phil.Minard@trade.gov)

## Event Details

### Date & Time

June 30, 2017

8:30 am - 3:00 pm EDT

\*Lunch and materials included

### Venue

U.S. Commercial Service  
1362 McMillan Avenue, Suite 100  
North Charleston, SC 29405

## Contact

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