



# Are You Maximizing Your Trade Event Investment?



## Trade Event Support Services: Increase Traffic and Productive Meetings

Organizations make significant investments in time, resources and personnel when attending or exhibiting at trade events, particularly in international markets. Exhibit space, promotions, and advertising are the typical vehicles used to generate interest. However, when measured in terms of productivity and sales, results may be less than desired. Let Global Strategy help you maximize trade event return on investment through our targeted lead generation and sales optimization services.

**Benefits: Greater number of productive meetings with pre-qualified prospects; enhanced opportunity for deals and revenue generation; customized and results-focused; and flexible cost structure.**

## Proactive Trade Event Expertise

Our professional consultants provide support services before, during and after the trade event. Whether you are seeking new customers, distributors, international partnerships, export sales, or expanding or building a market presence, Global Strategy offers the expertise you need to connect with lucrative opportunities and increase your bottom line. We identify, qualify and confirm interest with all possible prospects that match your criteria – significantly enhancing commercial opportunities and deal flow.

## Pre-event Services

- Formulate customized strategy based on your products, technologies, services, markets, and needs.
- Research, evaluate and approach potential prospects in the target market(s).
- Qualify prospects, exchange information, and confirm meetings during the event.

## Event Services

- Brief client staff and provide detailed information on screened prospects.
- Attend meetings and assist with discussions and information exchange.
- Ensure an action plan and time frame is agreed-upon by participants.

## Post-event Services

- Generate meeting reports containing analyses and rankings of business opportunities by company and market, with revenue forecasts.
- Formulate and implement action plan for each organization.
- Facilitate negotiations, agreement reviews and executing deals.

**Global Strategy – Connecting you to global markets**



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