

## RICHARD TEACHES EXHIBITORS HOW-TO GET ROI.

- **EXHIBITORS' LEAD FOLLOW-UP PARADOX...**

Trade show exhibitors' #1 objective = sales *lead generation*.

Trade show exhibitors' #1 problem = sales *lead follow-up*.

Source: [www.ceir.org](http://www.ceir.org)

- **AFFECT ON SHOW ORGANIZER...**

Poor lead follow-up = no sales = no ROI = budget cut = less exhibitors in your show

- **EXHIBITOR RETENTION SOLUTION FOR ORGANIZER...**

Let Richard teach your exhibitors a **do-to-themselves** industry proven process that American Airlines named a "Best-Practice" in Trade Show Marketing that **assures 100% lead follow-up** after your show.



Richard Erschik was an exhibitor himself for more than 2-decades. In 1986 he solved the lead follow-up problem with a home-grown (process) solution -- which he turned into a national service organization that American Airlines named "One of the most innovative companies in the country."

Today, Richard teaches his industry proven **Do-It-Yourself** process to trade show exhibitors to help them improve lead follow-up and maximize their trade show exhibiting ROI. No hardware/software reqd.

Mr. Erschik has been a featured speaker at the Exhibitor Show in Las Vegas for 15 years, CONEXPO, and IMTS since 1990. He has worked with Texas Library Association's exhibitors every year since 2003.

He has conducted more than 250 educational seminar presentations and was invited by show organizers to Canada, Mexico City, Belgium and South Africa to speak and teach their exhibitors ROI maximization.

Richard is listed on a number of professional speaker websites that include Great Keynote Speakers [www.greatkeynotespeakers.com](http://www.greatkeynotespeakers.com), World Class Speakers and Entertainers [www.wcspeakers.com](http://www.wcspeakers.com), and the Training Registry [www.trainingregistry.com](http://www.trainingregistry.com).

### **Attendees of Richard's sessions said...**

- "This session made my trip worthwhile."*
- "Can't wait to return to the office and try this."*
- "Absolutely the best session I have attended."*
- "Erschik best on the program."*
- "Excellent session. Great speaker. Great stats."*
- "Fresh, funny and fantastic."*
- "My boss needs to see this."*

