



Events Venues & AvenuesTM

Bi-Monthly Magazine on Trade Fair Industry

**Raising a
Toast to the
Spirit of
Adventure**

MICE Convergence
UFI Open Seminar in Asia
2017

Networking Zone
IEIA Open Seminar 2017

Exploring Technology
India Expo Shop 2017

Young Entrepreneurs
Entertainment Sportz

Quality Focus
HostIndia Events



17 - 20 April 2017
India Expo Centre & Mart
Greater Noida

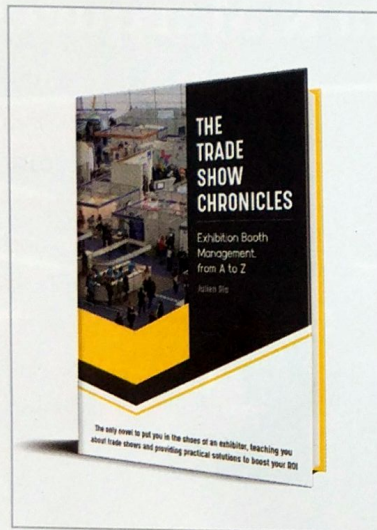


4 - 6 May 2017
Bombay Exhibition Centre
Mumbai

Ravinder Sethi
Founder, R.E. Rogers India Pvt. Ltd

Julien Rio's novel 'The Trade Show Chronicles' is based on his own experiences

The book enables readers to discover the traps and strategies of event planning and experience the entire exhibitor journey



We were not born event managers. It takes years of trial and errors, mistakes and hard work to become a trade show expert, know how to plan an exhibit, lead a booth team or convert leads into customers. The Trade Show Chronicles is a novel following the story of Andrew, young sales in charge of the organization of his first exhibit. With him,

you will discover the traps and strategies of event planning and experience the entire exhibitor journey, before, during and after the show. The book covers every aspect of a good trade show strategy – budgeting, planning, booth location, construction, furniture, design, lighting, marketing, promotion, booth etiquette, lead qualification, lead capture, follow-up emails, sales funnel management, prospect conversion, results tracking, debriefing, and so on. Immerse yourself in the world of Andrew and learn with him the best approach to trade show exhibit management while entertaining yourself. The book also contains a takeaway section filled with practical tips and insights you could directly apply to your own strategy to boost your ROI, reduce your costs and increase your efficiency. The author, Julien Rio, is a trade show expert who went through a similar experience with his fictional character in the early days of his career. Trevor Lewis, Experiential Marketing Strategist, says that The Trade Show Chronicles is a relatable guide that provides crucial information that will help even the most seasoned planner cultivate an impactful trade show program.