

“101 Rules of Tradeshow Marketing” Free e-book to Help Make Your Next Tradeshow a Success

Salem, OR
For Immediate Release

Summary:

One of the biggest challenges for exhibitors is to get all the information they need gathered up all at once. “101 Rules of Tradeshow Marketing” aims to relieve that challenge by offering a concise look at key tradeshow marketing ‘rules.’ The book is available for free at <http://tradeshowguyblog.com>.

Body:

“101 Rules of Tradeshow Marketing” has been released by Interpretive Exhibits, Inc in Salem, Oregon. Summing up 101 key concepts in tradeshow marketing in one place, the free e-book is aimed at veteran and ‘newbie’ tradeshow exhibitors.

Interpretive Exhibits’ VP of Sales and Marketing Tim Patterson, author of the e-book, says “tradeshow marketing can be a big waste of money. This book is meant as a fun, quick read and a reminder to exhibitors that tradeshow marketing – if done right – is an extremely effective method of reaching influential prospects.”

The book is available as a PDF download at <http://tradeshowguyblog.com>. Patterson notes that while a lot of e-books and white papers require registration or a newsletter subscription, this e-book has “no strings attached – just come to our website and download it for free!”

While writing the book, Patterson posted several ‘rules’ on the micro-blogging service Twitter to drum up interest. Within a week of the book’s release, it had been downloaded over 150 times.

URL for free e-book:

<http://www.tradeshowguyblog.com/?p=68>

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About IE:

Interpretive Exhibits is a full-service custom exhibit house that has designed and/or fabricated over 2000 projects, ranging from small roadside interpretive signage to large visitor centers, museum exhibits and tradeshow exhibits. VP of Sales and Marketing Tim Patterson heads up the tradeshow division, hosts the company's tradeshow marketing podcast and edits the monthly Tradeshow Tips e-mail newsletter.

Keywords:

Tradeshow marketing, free e-book, expo marketing, event marketing, custom exhibits, tradeshow exhibits, Portland, Salem, Oregon, Kettle Foods, Nancy's Yogurt, Natracare, Hyland's, gDiapers, Earth Mama Angel Baby, Bi-O-Kleen, Bob's Red Mill, Mountain Rose Herbs, Natural Products Expo West