



## **Podcast Radio Show features Interpretive Exhibits; Internet Marketing Audience Gets Acquainted with Tradeshow Marketing**

*Tens of thousands of podcast listeners were exposed to tradeshow marketing insights from Interpretive Exhibits, Inc. as VP of Sales and Marketing Tim Patterson discussed the advantages of tradeshow marketing with hosts Dr. Tony Marino and Ralph Hughes.*

SALEM, OR., November 13, 2006 – “Tradeshow marketing is unique and ultra-targeted,” said Tim Patterson, the VP of Sales and Marketing for Interpretive Exhibits, Inc. in Salem, Oregon, to a worldwide podcast audience. “You have hundreds or thousands of decision-makers that have PAID to be at this show, and they’re your captive audience,” Tim told the host of the Podcast Radio Show.

Even though his doctorate is in marketing, Dr. Tony Marino of Tigard, Oregon was curious to learn more about this particular marketing path. As host of the Podcast Radio Show, Marino is able to communicate via the internet with tens of thousands people in over 80 countries thanks to worldwide podcast syndication. The show focuses mainly on internet marketing, but the company’s client base, which includes a number of Fortune 500 companies, does more than market online.

Marino and Patterson discussed various techniques for grabbing the attention of visitors on the November 9<sup>th</sup> show, including giving away free food or being the only one on the floor to offer free coffee the first thing in the morning as the show opens. “Once you get someone’s attention, you engage them – and find out if they’re in the market for what you’re offering. If they are, you keep going down that road,” said Patterson, “and if not, you politely move them along to make room for the next person.”

Another issue Marino was interested in was the actual marketing aspect of trade shows. Patterson said much of that is done in house, but Interpretive Exhibits is looking to offer that service to more clients. One of the key elements of tradeshow marketing, according to Patterson, is following up on the leads generated at shows. “With almost 9 of 10 leads at shows not being followed up on, we always urge our clients to get systems in to place to follow up on those leads,” said Patterson. “Otherwise, why go to the show?”

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The Podcast Radio Show has been in the top positions on Google.com for over two years for a handful of keyword that relate to the topics of the podcast. As a result, AmericaWebWorks.com, the parent company of the Podcast Radio Show, has been able to significantly increase its online presence in the business and marketing world.

The Podcast Radio Show is available at [www.podcastradioshow.com](http://www.podcastradioshow.com).

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Interpretive Exhibits, Inc.'s podcast, "The Listening Lounge," is believed to be the tradeshow industry's first podcast. At last check, the show ranked number one on Yahoo.com and MSN.com and number three on Google.com for the keywords "tradeshow podcast."

The Listening Lounge is available at [www.interpexhibits.com/podcast](http://www.interpexhibits.com/podcast).

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Interpretive Exhibits, Inc. is a full-service exhibit house in Salem, Oregon, servicing commercial, non-profit and government organizations with concept, design and fabrication. For more information on the Listening Lounge podcast, the tradeshow industry's first podcast, or about Interpretive Exhibits, Inc., call Tim Patterson, VP of Sales and Marketing at 503-371-9411, or email at [t-patterson@interpexhibits.com](mailto:t-patterson@interpexhibits.com). Online: [www.interpexhibits.com](http://www.interpexhibits.com).