

## Exhibitor training

In order to give our exhibitors every possible advantage, we organize customized exhibitor training in a variety of formats. This training has been planned to help our exhibitors improve the performance and results they achieve from participating in the trade fairs. It is aimed to give our customers tools for trade fair planning, exhibiting and follow-up strategies. By helping you to maximize your interaction with buyers - before, during and after the event - we help you to increase the return on your trade show investments.

No matter whether you are an experienced exhibitor or just starting out in the exciting world of exhibitions, we offer you training tailored exactly to your company and your needs. Training can be provided for those in charge of your company's involvement at an exhibition, as well as those who will be working on the stand. As each case is individual we personally consult with you to identify and understand your specific needs and challenges and work together with you to find an appropriate training format and program.

We want to provide our exhibitors with the benefit of our knowledge and experience. We do not only know the trade fairs and the venues, but also understand the exhibition industry and the ever changing challenges it faces. Through education, information sharing, best practices and real world expertise, we can enhance your exhibitor skills and increase the value of your trade fair participation. We provide you with the support you need!