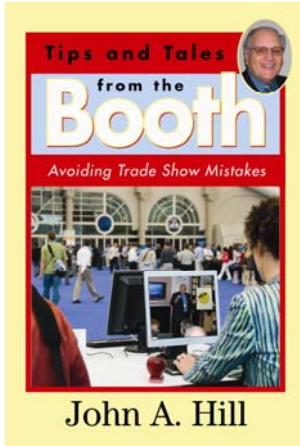


FEATURED AUTHOR

**John A. Hill, author of
Tips and Tales from the Booth:
Avoiding Trade Show Mistakes**



About the Book

This book takes the reader through some of the experiences of the author, who is a seasoned veteran of the trade show industry. Mr. Hill also shares with the reader questions from and his responses to those involved with trade shows that receive Mr. Hill's newsletter, "Tips from the Booth."

The book also covers the Pre-show, Show, and Post-Show efforts that are so critical to a trade show success. For graphics, booths, printing, mailings, security, drayage, and general information, he has solicited the help of some well-known professionals that have extensive experience in their fields of expertise. It is interesting, humorous and informative.

About the Author

John A. Hill, Founder and CEO of John A. Hill & Associates, Inc, is also a Business Facilitator, Marketing and Sales Specialist, and a Trade Show Coach. John has over thirty years experience developing and managing businesses. His roles have included National Sales Manager, Vice President of Sales, Director of Marketing, EVP, and COO. He was also elected and served as the President & CEO of three public companies.

Hill provides his expertise in addressing and solving management and marketing issues to organizations worldwide. He is a recognized expert in the area of strategic management and the maximization of the use of trade shows as a vital element of marketing strategy. John is a published author and has published a number of articles for *Computer World* and *Long Island Business News*, as well as books and monographs regarding trade shows.

Excerpt

Although I have been involved in trade shows, on both sides of the booth, for over thirty years, the excitement of doing a trade show is still very much a part of my being.

Going to a trade show, witnessing the activity, and seeing the new and innovative ways that companies attract people to their booths is exciting.

One of the greatest things about trade shows is that they are never the same. Just because you did the ABC trade show last year, don't expect that it will be a walk in the park the next year. Trade shows are forever evolving, changing, and adapting to different times and conditions.

Testimonial

"John Hill has put together an excellent reference book for anyone that is exhibiting at a trade show. Most of the people who read it will not be aware of the weeks and months of preparation that are required for a successful show. In addition to simply giving you a textbook rendition of 'things to do' and 'things not to do' at a trade show, it also contains reams of very practical advice gleaned from years of experience."

—Lorraine H. Green, Ph.D., President, Westbury Diagnostics, Inc. & PCNA

"John, first of all, let me thank you for the valuable lessons you have taught me regarding getting the most out of trade shows, as an attendee, as well as an exhibitor. I now look at the trade show as a way of getting information to and from people."

Thanks again,

—Chuck Ackerman, President, Custom Design Resources, Ltd.