

EXHIBITOR NEWSLETTER

Why Exhibit

Pricing

Sponsorships

Book Your Booth



Understanding Your Customer Through Personas and Journey Mapping

How can you, as an exhibitor, optimize your company's various touch points on the show floor? Actually - how can you leave a lasting impression that carries all throughout the event cycle (before, during, *and* after)? Crafting a customized persona marketing campaign and thoughtfully mapping a customer journey are key elements of a successful exhibition strategy.

DIVE DEEPER



GROW YOUR BUSINESS WITH CATERSOURCE

Join us in Las Vegas February 20-21, 2018



Be an Open Book

With increased expectations around communication and more channels than ever to share, here's how you use transparency to your advantage.

[GET TOP TIPS](#)



Trade Show 2017 Economic Outlook

In the midst of your event strategy for 2017? Wondering if budgets should reflect an optimistic year ahead? Here's your answer.

[READ FORECAST](#)



Catering Spotlight

A deeper dive into the nuances and purchasing power of catering professionals.

TAKE A LOOK

KEY LOCATIONS.
CUSTOM SPONSORSHIPS.

The show for catering & events



BOOK YOUR
BOOTH TODAY



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