



# **Exhibit Marketing and Trade Show Intelligence: Successful Boothmanship and Booth Design (Management for Professionals)**

*Klaus Solberg Söilen*

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"Exhibition organizers and venue managers must have a thorough knowledge of their customers and they must be very close to the industries they serve. We must react rapidly to their changing needs and even be ahead of the curve in providing the tools and services which they'll need to successfully meet their business objectives. This book, Exhibit Marketing and Trade Show Intelligence, will assist all those in the exhibition industry to stay on top of trends and changes as we work to improve our customer's ROI and at the same time strengthen our own bottom line."

Paul Woodward

Managing Director

UFI, the Global Association of the Exhibition Industry

"The Exhibit and Event industry has been rapidly expanding over the past several years and offers many global opportunities for a fascinating and rewarding career. Exhibit Marketing & Trade Show Intelligence provides those interested in a career in Exhibit and Event Management a solid foundation on how to become a valuable asset to any organization."

Jim Wurm, Executive Director

Exhibit & Event Marketers Association (E2MA)

"Dr. Klaus Solberg Søylen's book is a vital handbook for all marketers who work with exhibitions as a marketing tool. The book provides clear and extremely useful recommendations for actions before, under and after the exhibition has taken place".

Svend Hollensen, author of "Global Marketing"(Pearson) and Associate Professor of International Marketing at the University of Southern Denmark.

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