marketech360, established in 1985, specializes in exhibit and event staff training, performance measurement and event staffing.

We are considered leaders in our industry, with a proven track record working with companies ranging from Fortune 100 companies to small entrepreneurial start-ups. Our products and services are applicable across a broad section of industries. We understand the issues and frustrations inherent in planning and executing successful and profitable events and can provide you with the information, skills and techniques you need to succeed in your own unique domain.

marketech360 provides value-added services which will impact your bottom line. We believe in forming partnerships and strategic alliances in order to more effectively serve individual client needs.

marketech360 consistently responds to market conditions by revising and refreshing our StaffPrep training programs so they are relevant, innovative and unique. PerformanceMetrics focuses on measurement for trade shows and events, in response to the growing demand for metrics which justify expenses and quantify company return on investment.

Meet the Staff
Our staff provides a balanced and diverse set of skills to enhance your efforts. marketech360 staff are on the faculty at Exhibitor Show and HCEA.

Marc Goldberg, CME, founded marketech360 in 1985, drawing on years of management and strategic planning experience as Marketing Manager with Westinghouse Power Generation and as CEO of Morgan Pump and Flo-Bend, Inc.

Mim Goldberg, CME, President, brings over twenty years of experience as an educator, providing creative and innovative learning techniques and curriculum development.

Jerry E. Gerson, with more than 25 years of experience in executive level management, and over a decade with marketech360, brings effective exhibit training from a sales and marketing perspective.

Holly Stevens, MBA, with over 20 years corporate convention marketing experience at major leading healthcare companies, Holly brings her strategic planning and execution skills to her quantitative and qualitative measurement projects.

Susan Brauer, CME, brings over 16 years of trade show and event experience as a corporate trade show manager and account executive to her seminar and measurement projects.

Since 1985, marketech360 has been the industry leader in exhibit and event staff training, marketing and measurement. All marketech360 programs are totally customized to meet individual client needs in a timely and affordable package. Our promise; with marketech360, you will experience performance improvement.
We offer live training, distance training for dispersed staff, and a self-paced intranet based training tool to ensure that staff are prepared for the communication differences particular to trade shows and events. Programs are always customized with client input to ensure they meet the unique needs of every event.

Our programs range from basic programs for those with little or no event related experience, to advanced offerings for more seasoned staff. Based on your needs and specific show requirements, we can incorporate a variety of training segments including getting the most out of your giveaways, how to capitalize on audience generated through live presentations, and how to make your demonstrations more effective through visitor interaction.

Our fees are fixed, based on format and program selection, plus travel and expenses. There are no additional charges for preparation time or number of participants.

STAFFPREP TRAINING IS THE IDEAL WAY TO PREPARE AND ORIENT YOUR STAFF PRIOR TO A SHOW OR EVENT SO THEY ARE READY TO MEET THEIR AUDIENCE.

TRAINING OFFERINGS INCLUDE:

**Live Client Interaction**

**StaffPrep Live Pre-show/Event Meeting Format** - Up to two hours in length. This can be conducted at the show or event site, or at a regional or annual meeting.

**StaffPrep Live Half Day format** - Four hours in length. This includes expanded depth of coverage including role-playing, small group and interactive exercises. This option is most effective when conducted two weeks prior to the event.

**StaffPrep Plus includes the following:**
- Preshow staff training
- Staff coaching and observation
- Debrief with staff at the end of the first show day
- Written report following the show to include observations and recommendations

**StaffPrep On-the-Set includes the following:**
- Preshow staff training
- Competitive show audit of exhibit, staff and up to three competitors
- Debrief at the end of the first show day
- Fully detailed written report including observations and recommendations delivered within two weeks of the show or event

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**Distance Interaction**

**StaffPrep Online** is the preferred alternative for exhibitors who use geographically dispersed staff or who draw upon different staff for each show, meeting or event. Online training enables you to prepare staff on a scheduled basis when you have a comprehensive show schedule and/or on a regional basis to ensure all staff are equipped with the same skill sets. Training options include:

- Basic program
- Advanced program
- Specialized targeted skills based program, customized to meet your specific needs

Each program is conducted live online, is forty-five minutes in length, and is designed to be interactive through the use of Q&A and polling. marketech360 creates a quiz for participants to submit via email and emails a copy of the presentation to all participants.

The fee for online options is fixed, plus connect and line charges. The number of participants for these options is unlimited. No travel fees are incurred for the trainer or your staff.

**Self-paced Training**

**You Can Make a Difference** - This easy-to-use training tool is informative, challenging and answers the question, "How can I prepare my staff for upcoming shows/events?" It is relevant both for the novice as an introduction to working a show or event, as well as for the experienced staff as a review.

YCMAD can be posted to your intranet or hosted by us. The program is organized into 6 modules, with mini-quizzes, 8 video vignettes and a final quiz for compliance. It is available 24/7 and is self-paced. When adopting this option, we recommend a preshow "pump-up" meeting to distribute rewards on-sites for program completion and to reinforce total learning.

YCMAD is available in a generic version or a totally customized program.

**Self-Help Tools**

**ez-briefing** is the first CD based preshow briefing kit that enables exhibit and event managers to select, prepare and evaluate their staff effectively and efficiently. It contains best practice ideas to help make your trade show or event more profitable.

It includes a preshow briefing guide outline, staff characteristics checklist, an electronically delivered briefing guide, generic role-plays and a post event evaluation checklist.

**Are You Game** - five staff training games - templates for reproduction and trainer instructions. Includes: Exhibiting Game, Trivia Quiz, The Listening Quiz, Effective Exhibiting Game, and Role-Plays.

**Creating ex-ceptional Demos** is the only CD based tool to help plan, execute and design effective demos that communicate proof and benefit to your audiences. It includes two modules, Design and Staffing - a demo plan, agenda, message checklist, 10 point evaluation checklist.

**Take 10** - a 10 minute DVD for use in preshow briefings to support staff preparation.

**Performance PAK** - ez-briefing, Are You Game and Trade Show & Event Calculator all packaged in one affordable kit.


**PLEASE CALL US FOR DETAILS AND PRICING INFORMATION.**
How to measure and report meaningful results has become one of the hottest topics in the industry as marketing and tradeshow budgets come under greater scrutiny than ever before. Tradeshow and event managers are under greater pressure to demonstrate results and justify their budgets. In the past, measuring results was based on subjective information, but in today's environment, quantification is becoming the norm. In response to this, marketech360 PerformanceMetrics offers timely, affordable and customized trade show and event measurement services that will provide the support you need to maintain and improve your program.

**MEASUREMENT OFFERINGS INCLUDE:**

**Live Client Interaction**

**Measurement Planning Workshop** which allows us to help you merge your tradeshow or event objectives with the appropriate metrics. This workshop is valuable in generating consensus among your internal customers.

**Measurement Training Workshop** provides the opportunity to train exhibit, marketing, product and project personnel to understand the what, why and how of measurement, using your own data, so results can be easily experienced and improved.

**Pre-Event Options**

**Tradeshow/event evaluation and analysis** - marketech360 evaluates your complete show schedule against a set of assessment criteria established with you, in order to ensure that each show or event meets internal objectives and goals in the areas of budget, exhibit size, staffing requirements, lead generation goals and projected return on investment. The final deliverable for this option is a "show book" containing rankings for shows and events, including recommendations for events which should be continued and those which should be discontinued based on insufficient return.

**On-Site Options**

**Competitive Audits** for trade shows, meetings, and events – marketech360 provides on-site, unbiased, apolitical, third party observations and recommendations for exhibit design, flow and focus, marketing collateral and giveaways, and staff performance, all designed to strengthen exhibit/event performance and achievement. Competitive audits include observations of your exhibit plus up to three competitors on the tradeshow floor, so that you can see how you compare with your competition in this unique selling environment.

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Audits are also available for road shows, private events, open houses, user meetings and hospitality events. The final deliverable for this option is a fully detailed report within two weeks of the show or event. Timely turnaround enables you to use the information and recommendations supplied to make valuable corrections and more informed decisions during your current show season.

**Exit Interviews** enable us to generate information from visitors as they leave your exhibit or event by measuring audience perception, brand awareness, perceived brand value, and visitor satisfaction. Surveys are always designed with the client – marketech360 never uses templates. Trained marketech360 staff conduct your survey. We analyze, tabulate the results and provide you with a fully detailed written report within two weeks. Our report to you includes key data, an overview of your objectives, interpretations of the results, and recommendations for improvement. The report is formatted for quick and easy reading and is suitable for presentation to upper management.

**Quantitative Analysis** allows you to attach a dollar value to your trade show and event results. Discover audience visual reach, audience interest and customer journey analysis - measuring the attraction involvement, touch point analysis and dwell time. Reporting cost per analysis and sponsorship evaluation. All delivered in a quantitative report format.

**Focus Groups and Facilitated Meetings** allow us to help you gain insight and understanding from defined target groups.

**Post-Event Options**

**Post-Show/Event Surveys** are highly effective with some audiences for understanding audience perception, brand awareness, message retention, changes in buying behavior, reasons for visiting you, staff effectiveness, etc. We create this survey in the same manner as we do the exit interview, with client input and guidance. Most post shows surveys are delivered electronically - via e-mail or web-based. A fully detailed report is delivered within one month of survey launch.

**Self-Help Tools**

**Measurement Made Easy**, winner of the Exhibitor’s Buyer’s Choice Award, is our exclusive tradeshow and event calculator. If you can measure it, you can manage it with the use of this downloadable software tool that enables you to calculate your measures of success. **Measurement Made Easy** includes 6 measurement tools to help you plan your events and 13 tools to help you measure your results. The calculator allows you to quickly and easily record your data, save it to a database and print a show summary and metrics report. Total consistency of show measurement and reporting can be achieved from show-to-show and from year-to-year.

**Customized Dashboards** helps clients leverage results in real-time through visual depiction of exhibit and event performance.

**PLEASE CALL US FOR DETAILS AND PRICING INFORMATION.**
You know you need to measure your results to prove value for your events and make more informed decisions. Time is tight and budgets are stretched to the maximum. Marketech360 has a solution and an alternative to its Exit Interview – Preferred offering. With Basics you will receive the same quality attendee feedback to use to support your other measurement initiatives in a new and more economic format.

**Basics differentiators:**
- 6-8 questions
- Up to 2 open ended questions
- Executed on the iPads - uploaded directly to driver
- PowerPoint report only with Question Breakdown and observations/recommendations
- Survey target 50-100 surveys - target 50 minimum
- Local interviewers- (or one local, one lead travels in) – no or limited travel expenses
- Train staff by phone / precon with Project Manager
- Minimum 2 interviewers per project

**Pricing:**

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customized timely affordable

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Exhibiting companies are under increasing pressure to demonstrate results to justify continued participation in trade shows and events but they often don’t know how to measure performance. marketech360 offers show organizers a menu of measurement and educational tools that can be offered to their exhibitors to provide them with the support they need to better plan, prepare and execute their program for improved performance.

**Focus on Returns!**

Today’s show organizers need to maximize returns.

**CORE OFFERINGS INCLUDE:**

**Learn Online Webinars**
Educational one hour webinars designed to help exhibitors with both pre-event strategic planning and also at-event staff training and/or measurement.

**From the Aisle Exhibit Audit**
An 11 point “snapshot” audit that provides unbiased, third-party feedback regarding booth and staff performance for targeted exhibitors.

**ADDITIONAL OFFERINGS:**

**Exhibit Manager’s Companion Planning Worksheets**
Worksheets that exhibitors can use as templates for planning their show strategies that reside on your password-coded website. Includes Pre-show Planner, Promotions Planner, Staff Selection and more.

**Web-Based Exhibitor Training**
A self-paced, e-learning tool available on your website for 60 days leading up to the show. Exhibitors can have their staff log on anytime 24/7 to learn how to be more effective in the fast-paced environment of the trade show.

Learn more about increasing your returns at:
[www.marktech360.com/exhibitorexperience](http://www.marktech360.com/exhibitorexperience)

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Dashboard Made Easy is new and innovative! There is nothing like it in the exhibit and event industry. What makes this product so unique is you are in complete control of your metrics. You decide from an inventory of options which metrics to track. You conduct the measurement, input the data and complete the metric calculations with a click of your mouse. Metrics are recorded, stored, and displayed by event, year, or by product category.

The entire process is controlled totally by you to meet your needs.

DASHBOARD MADE EASY FEATURES:

- Allows you to post and share event results with internal stakeholders and management.
- Enables the exhibit professional to communicate the value of trade shows.
- Provides a foundation for continuous improvement.
- Creates an easy to access platform for asset allocation.
- Provides a basis for fact-based decision-making regarding strategies and tactics.

METRICS IN THE STANDARD PRODUCT:

- **Contacts** (cost per contact)
- **Leads** (cost per lead)
- **Sponsorships** (cost per impression)
- **Meetings** (cost per attendee)
- **Hospitality** (cost per person reached)
- **Interactives** (cost per person reached)

TAKE A TOUR

Simply scan this code with your Smart Phone

or log on to:

http://dashboard.marketechn360.com

Login info:
Email: demo@dme.com    Password: dmedemo

You will come to your company’s home page. Your logo and intro page content will be displayed along with the Main Menu.

See reverse side for more detailed information.

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*See the Help page for an overview of how each page works.*

The **Profile** page shows your company profile. The profile contains company, product and employee information. The profile also allows you to select the metrics that are important for you to track.

The **Conventions** page is where you load and list conventions. On the **Exhibits** page, you enter the data for each of the metrics you selected on your Profile page. Each exhibit at each convention is entered.

The **Dashboard** then lists all exhibits and their associated metrics. You get an easy-to-read display which allows you to quickly see your selected key metrics and compare results from show to show to show.

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