

Oregon Tradeshow Expert Offers Free Coaching During Holiday Week – Even if it Means Talking To Him on the Ski Slope!

Oregon Tradeshow Expert Tim Patterson recognizes that the holiday 'dead zone' – the week between Christmas and New Years – is usually a time for people to catch up, and ignore the rest of the business world. But Patterson claims that's the exact WRONG thing to do at the WRONG time.

SALEM, OR., December 21, 2006 – Salem Tradeshow Expert Tim Patterson says that many of his clients "shut down their businesses" during the last week of the year. Or if they're open, "they simply do little or nothing to drum up new business."

Patterson's employer - Interpretive Exhibits, Inc. of Salem - has typically shut down the business the last week of the year. This year Patterson says "I'll take my cell phone to the mountain!" If anybody has a tradeshow question or needs a little assistance to "take their tradeshow marketing to the next level" he'll take consulting calls – for free – even if it means he's in the middle of bombing down his favorite black diamond run.

Patterson claims to still ski faster than 95% of the folks on the ski slopes even though he's older than most everyone else on the hill.

COMMON TRADESHOW MARKETING MISPERCEPTION:

The most common misperception about tradeshow marketing, according to Patterson, is that it is expensive. "In fact, in terms of cost-per-lead, it's the most cost-effective ways to reach a live and warm market," says Patterson. It's because of the concentration of buyers in one place that makes it so effective, he adds. "However, tradeshow marketing can be a waste of money if done incorrectly."

To reach Tim during the Christmas week, call his cell phone at 503-507-4110, and he'll be glad to discuss any tradeshow question. "I may not be able to take notes because that's difficult while wearing large ski gloves," Patterson admits – but says with current technology all incoming call telephone numbers are generally stored in a cell phone, so if there is any necessary follow up it'll be a "piece of cake – just like those black diamond runs."

Tim Patterson comes from a 25+ year radio background; four years ago he moved into tradeshow marketing with Interpretive Exhibits, Inc. in Salem, Oregon. In his effort to jump-start his career in tradeshow marketing and sales, he has interviewed dozens of tradeshow industry experts, consultants and veterans to find out what make the industry 'tick' – all for IE's podcast "The Listening Lounge" (www.interpexhibits.com/podcast). Several of those interviews have been collected in a CD Seminar called "**Inside Secrets of Tradeshow Marketing**," available for free for a limited time at www.interpexhibits.com/freecd.

Tim's always available for comment on the tradeshow industry or tradeshow marketing at 503-507-4110 (wireless) or 503-371-9411 (office).