

TradeshowGuyBlog.com Aims to Power Tradeshow Marketers to Success

Salem, OR
For Immediate Release

Summary:

Interpretive Exhibits' VP of Sales and Marketing Tim Patterson has launched a new blog that is designed to help tradeshow marketers have more successful tradeshows. TradeshowGuyBlog.com is a gathering point for articles, posts, tips, podcasts and other assorted materials to help marketing managers of companies large, medium and small.

Release:

A new online resource for tradeshow marketing managers has been launched by Interpretive Exhibits' VP of Sales and Marketing Tim Patterson. TradeshowGuyBlog.com (<http://tradeshowguyblog.com>) is focused on helping anyone who exhibits at a tradeshow to better understand the challenges of marketing in this unique medium.

The home of tips, e-books, blog posts, articles and a podcast, Patterson says that TradeshowGuyBlog.com is the "big umbrella of everything tradeshow marketing."

Patterson also intends to share thoughts and posts on industry happenings, client updates, current projects and related items. "Blogs are meant to be a lively, ongoing conversation and that's what I intend with this," said Patterson. He said he plans to post 2 – 3 items per week, including audio and video when appropriate.

For several years Patterson has hosted a tradeshow marketing podcast, "The Listening Lounge" on Interpretive Exhibits' main website (<http://interpexhibits.com/podcast>) and plans to migrate the podcast over to the new blog setting.

"New tools available to bloggers make it extremely easy to include audio posts and publish them as a podcast," Patterson said. TradeshowGuyBlog.com is using a WordPress publishing platform.

Interpretive Exhibits featured nine custom designed and fabricated booths at Natural Products Expo West 2009, including booths for Kettle Foods, Nancy's Yogurt, Bob's Red Mill, Natracare, Hyland's, gDiapers, Earth Mama Angel Baby, Bi-O-Kleen and Mountain Rose Herbs.

Contact Details:

Tim Patterson

1865 Beach Ave NE
Salem, OR 97301
503-371-9411
Fax: 503-371-9402
t-patterson@interpexhibits.com
<http://interpexhibits.com>

About IE:

Interpretive Exhibits is a full-service custom exhibit house that has designed and/or fabricated over 2000 projects, ranging from small roadside interpretive signage to large visitor centers, museum exhibits and tradeshow exhibits.

Keywords:

Blog, tradeshow marketing, expo marketing, event marketing, Twitter, custom exhibits, tradeshow exhibits, Portland, Salem, Oregon, Kettle Foods, Nancy's Yogurt, Natracare, Hyland's, gDiapers, Earth Mama Angel Baby, Bi-O-Kleen, Bob's Red Mill, Mountain Rose Herbs, Natural Products Expo West