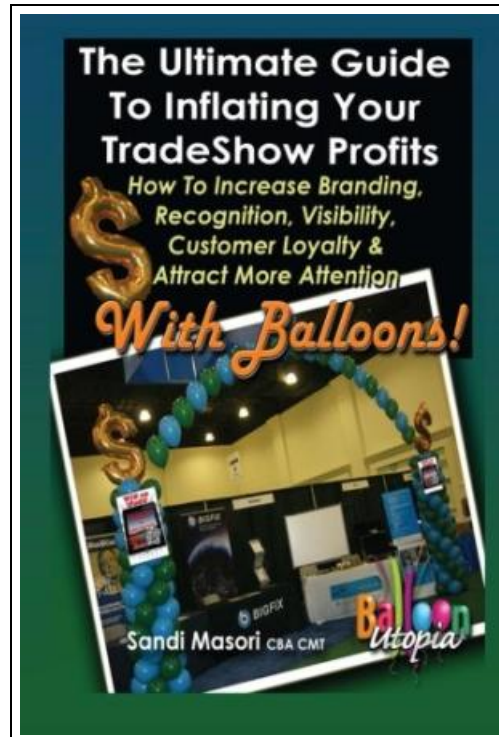


The Ultimate Guide to Inflating Your Tradeshow Profits; How to Increase Branding, Recognition, Visibility, Customer Loyalty Attract More Attention with Balloons! (Paperback)



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Createspace, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Ultimate Guide to Inflating Your Tradeshow Profits, How to Increase Branding, Recognition, Visibility, Customer Loyalty Attract More Attention With Balloons! is a book for business owners, sales people and anyone else who exhibits or host tradeshow. Author Sandi Masori is unusual in that not only is she a master balloon artist, she is also a certified marketing technologist. In this book, Sandi teaches you how to hire the right balloon company, why balloons can help you get a better ROI (return on investment) from your tradeshow investment, what type of balloons and designs to use for various purposes (for example, when should you use arches, columns or custom sculptures) and even some do-it-yourself tips, tricks, techniques and recipes. Besides discussing the various balloon options, this book provides marketing ideas so you can get the most out of your booth by integrating digital opt-in systems and social media. Most people think of balloons as something fun for birthday parties. That s true. They are also as an essential tool in your marketing arsenal. Here s what Balloon Artist Joette Giardina of Party People Celebration Company in Lakeland, Florida, has to say about The Ultimate Guide to Inflating Your Tradeshow Profits. Just read Sandi Masori s book The Ultimate Guide to Inflating Your Tradeshow Profits- How to Increase Branding, Recognition, Visibility, Customer Loyalty Attract More Attention; I think that ALL Balloon Professionals should read it to use the information in marketing to Non Balloon Professionals how our services can assist them in creating the WOW that Balloons create for Tradeshow, Grand Openings and more. Its serves as a GREAT resource for All Business Professionals outside of the Balloon industry to use since it educates...



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