

## Will exhibiting in 2016 be more affordable?

The 2016 trade show season is upon us, so if you are planning to attend, sponsor, or exhibit at a trade show and haven't started planning yet, it's time to start. Trade shows are a big marketing investment and meticulous planning is required in order to make it worth the time and money.

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## Event Technology Hot Trends

With 2016 here, it's a good time to take a look at what's hot for event technology, and how we can use that technology to improve both the experience of an event, as well as the bottom line success. It's important to note that even though technology now allows for virtual meetings and webinars, in-person events still provide the best way to build relationships, network, find qualified buyers, meet vendors, and generate buzz and interest.

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## Eight Free Budget Marketing Templates to Manage Spend

With the 8 Free Budget Planner Templates to Manage Your Marketing Spend, you'll be able to manage all of the moving pieces of your budget at a monthly and quarterly level. Use the Excel version of the templates to keep all of your budgets in one place. When you download the zip file, you'll find a separate file for each marketing team, as well as a Master Budget Template to maintain a high-level view of your overall expenses.

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## Contact Us

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## Social Media

