

The newest reports from CEIR are a series entitled the **guru report**. These reports offer the unique opportunity for your association to add tremendous value to exhibition programs by providing much needed training to participating exhibiting companies. The **guru report** series makes fantastic newsletter and show manual copy—your members will love them too!



For \$500 you can purchase a licensing agreement to reproduce electronically or in print each **guru report** in their entirety (12 in all) and provide them to current and potential exhibiting companies.

- G1.03** *Exhibitor Staff Training Survey*
- G2.03** *How to Exhibit Successfully—Exhibition Organizer*
- G3.03** *Once the Conversation is Over, it's Over—The Art of Engaging and Disengaging Prospects*
- G4.03** *Planning for Follow-up—Ahead of Time*
- G5.03** *Approaching Prospects on the Show Floor*
- G6.03** *Beyond ROI and ROO: Using Measurement to Enhance Decisions and Improve Results*
- G7.03** *Measuring Exhibit Results*
- G8.03** *The End of the Show Starts Before the Show*
- G9.03** *Does Your Exhibit Have the Correct Sales Floor Plan?*
- G10.03** *What Creates Success at an Exhibit?*
- G11.03** *Where Value is Clear, the Decision is Easy—Why Exhibitors Don't Succeed*
- G12.03** *Using Persuasive Communication to Sell Your Ideas*

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