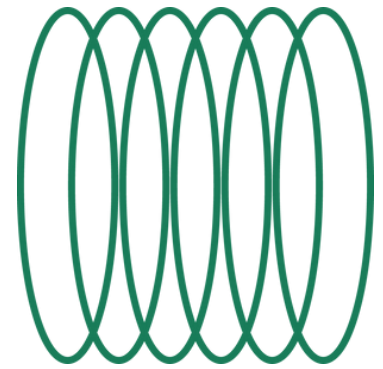




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## Topics

### **Cash In, Cut Costs: Winning Revenue Tactics for Your EXPO and Sponsorship Programs**

Unlock secrets to boosting your EXPO's financial success with our session, "Cash In, Cut Costs: Winning Revenue Tactics for Your EXPO and Sponsorship Programs." Discover innovative ideas to enhance sponsorship revenue, practical methods to cut costs without sacrificing quality, and gain access to a powerful cheat sheet packed with actionable tips you can implement immediately and over the long term. Elevate your event's profitability and efficiency—don't miss this opportunity to take your EXPO and sponsorship program to new heights and increase financial performance!

#### **Learner Outcomes:**

- Identify key strategies to enhance sponsorship revenue and boost the overall financial performance of your EXPO
- Immediately equip you with effective cost-reduction techniques that maintain or improve the quality of the show experience.
- Utilize a practical cheat sheet of actionable tips for immediate and long-term improvement, as well as receive a cost/opportunity template to help audit sponsorship programs.

## Profile

Michelle is a seasoned professional with more than 25 years of experience in the business event industry, specializing in conference marketing, experiential design, sponsorship and exhibit revenue growth, and sponsorship activation. Michelle has successfully guided numerous organizations in optimizing their event budgets while maximizing revenue streams. Her strategic insights and practical approaches have earned her a reputation as a valuable resource for clients seeking to increase revenue, partnerships, conference attendance, and industry presence.