

**Robyn Davis, CPTD, CEM**  
Trainer/Consultant  
Exhibitors WINH LLC  
Robyn@ExhibitorsWINH.com

---

## Topics

### Easy Ways to Empower Your New (and “New-ish”) Exhibitors

Smart organizers, like you, know that it’s in your best interest to provide new exhibitors with the support and guidance they need to succeed at your trade shows.

However, helping your new exhibitors now may feel like a bigger challenge than in the past. After all, statistics are showing that, in recent years, more than half of all exhibitors are “new” in one way or another and, traditionally, less than half of all new exhibitors choose to return to a trade show for their second year... the good news is, if you’re up for the challenge, you’ll have a great opportunity to start fresh and differentiate yourself from competitive shows!

\*\* Ready to go, but not sure where to start? Don’t worry – in this session, you will:

- Identify three types of “new” exhibitors who need your help now
- List the specific types of support you can (and should!) provide to your new exhibitors
- Brainstorm a variety of fresh and actionable new exhibitor support ideas that you can implement in time for your next trade show (even if your resources are limited)
- Address your most pressing questions and concerns, with help from our favorite trade show trainer, Robyn at Exhibitors WINH, and your peers

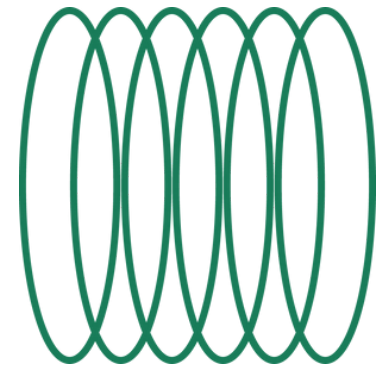
\*\* Want a more collaborative session with extra examples and interaction? Choose just 1-2 takeaways above to focus on with your chapter.

### Mini-Unconference: Peer-to-Peer Discussions on the Topics YOU Choose

If you’re like most event professionals, you attend events to get inspired, find solutions, and form real relationships. However, you know better than anyone how tough it can be to predict which topics will provide the most relevant and actionable takeaways further than a few weeks, days, or even hours in advance... you also know that decisions like these have to be made much further in advance (or else you wouldn’t have this session description to read now).

So, this is your time: your time to ask for advice on a big challenge you haven’t quite figured out how to overcome, your time to help others avoid making the same mistakes you’ve already made, and your time to connect with your peers about the topics that matter most to you – not months in advance, but in the moment, during this session.

In other words: if you’ve ever wanted to swap the boring slide decks and uncomfortable sales pitches for actionable insights and valuable peer-to-peer collaboration, this session is for you!



**Robyn Davis, CPTD, CEM**  
Trainer/Consultant  
Exhibitors WINH LLC  
Robyn@ExhibitorsWINH.com

---

## Topics

### Mini-Unconference: Peer-to-Peer Discussions on the Topics YOU Choose (cont.)

Specifically, if you choose to participate, you will:

- Discover a new session format that you can bring back to your organization and events
- Quickly identify the most common challenges and opportunities your peers are facing right now
- Contribute to productive small group discussions on the topic(s) you choose; asking questions, sharing ideas and insights, disagreeing respectfully, and supporting one another
- List top takeaways from each discussion group and this experience, overall

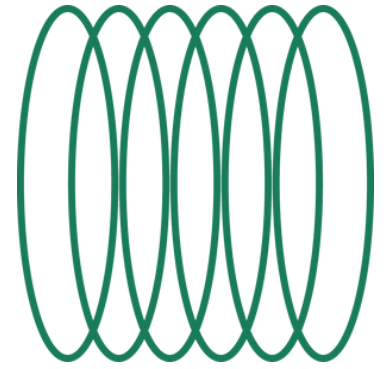
### Book Preview: [Title TBD]... Q+A with the Author of a New Book for Trade Show Exhibitors

Exhibiting is overwhelming for all types of exhibitors, but there's a new book (coming out in 2026!) that can help them get organized and achieve their goals when they're exhibiting at your event... yes, even if their resources (and yours) are extremely limited.

\*\* With over sixteen years of insights to share, the author and our favorite trade show trainer, Robyn at Exhibitors WINH, is ready to spill the tea! In this special session, you will enjoy:

- A sneak peek at the material covered in this book, along with extra tips so that you, as an organizer or supportive supplier, can help your exhibitors navigate your show more successfully
- Bonus observations and takeaways (not included in the book) from the trade shows and other events Robyn has been attending recently... think: what's trending and what's unique, plus what's not working (with ideas to make it better)
- A Q+A with Robyn, so that you can get answers to any question that's on your mind, no matter whether it's related to exhibiting success, recent events, or anything else (travel, volunteering, LinkedIn, etc.)

\*\* *Want to make this session more special for your group? Work with Robyn to select the most relevant topic from her book to preview and/or select a more specific "focus" to narrow down all of the other ideas shared, in support of that focus area*



**Robyn Davis, CPTD, CEM**  
Trainer/Consultant  
Exhibitors WINH LLC  
Robyn@ExhibitorsWINH.com

---

## Profile

Known for her fresh perspective and process-driven approach to exhibitor success, Robyn Davis, CPTD, CEM, is an active member of the IAEE community and a 2025 winner of IAEE's prestigious "Distinguished Service" award.

Through her company, Exhibitors WINH, Robyn creates custom exhibitor success programs for major American trade show organizers – teaching their exhibitors the strategies required to "win" at their trade shows and, as a result, often improving their exhibitor engagement, satisfaction/results, and retention. She is currently writing a book for new trade show exhibitors.

Robyn's certifications are in talent development (training) and exhibition management; her degree is in Aerospace Engineering. To learn more, please visit [ExhibitorsWINH.com](http://ExhibitorsWINH.com) or request to connect with Robyn on LinkedIn ([linkedin.com/in/whenineedhelp](https://linkedin.com/in/whenineedhelp)).