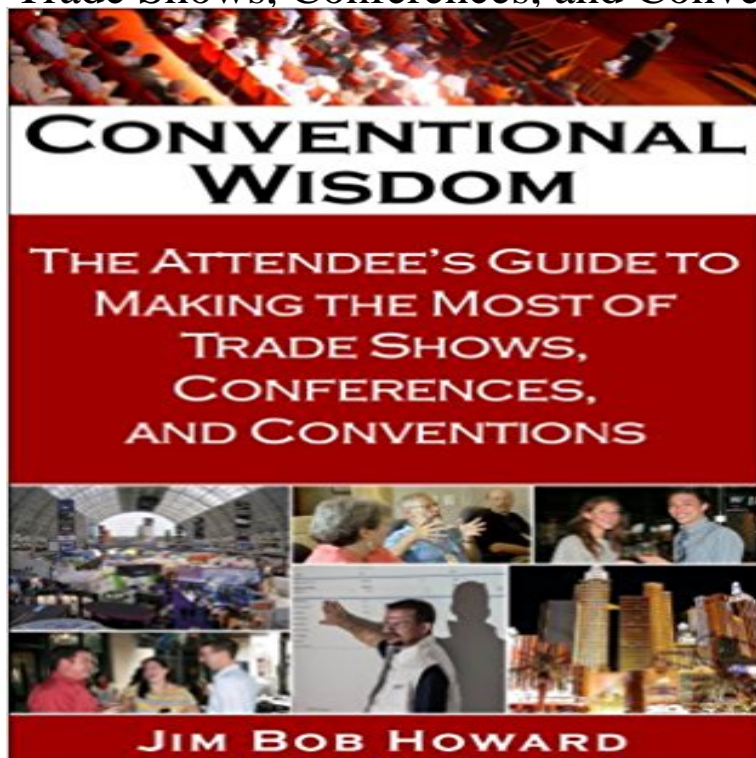


# Conventional Wisdom: The Attendees Guide to Making the Most of Trade Shows, Conferences, and Conventions



In these days of high fuel costs, high unemployment, and limited resources to get things done, traveling to industry events can be very expensive and seem like you're at best slacking when you should be billable, or at worst wasting company money for a mini-vacation. No doubt, return on investment (ROI) is high on every attendees (and their boss's) list. Having a plan of attack before attending a conference is crucial for making the most of every minute, so you not only have a job to come back to, but with wins for your company, your family, and yourself! Depending on your market, trade shows typically aren't the place where you make most of your sales. If you do manage to land a deal at an event, you MIGHT be able to cover the cost of your trip. But don't put all your eggs in one basket. With a little planning and forethought, you can score big at industry events. Go in with a multi-pronged approach and make your conference-going a win-win for you and your company. Conventional Wisdom helps you do just that.

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