

## Welcome to Competitive Edge!

If you're a Show Producer or an Exhibitor looking for proven ways and means to make your exhibiting events more productive and profitable, you've come to the right place.

Since 1991, we have been helping both parties deliver and get significantly more value and financial results from tradeshow. Please take a few moments to thoroughly explore the relevant side of our informative website.

### What We Do...

Competitive Edge provides customized, results-focused consulting, training and educational programs that produce measurable financial impact and results.

- For Show Producers, we help improve exhibitor relationships, increase retention, grow net square footage and revenue, and increase advertising and sponsorship revenue. Please explore our Show Producer section for access to useful information, resources, and to learn how we can help you.

- For Exhibitors, we help improve organizational strategy and focus, increase qualified booth traffic, improve staff knowledge and performance, and increase lead quality and sales conversion. Our programs have contributed over \$500,000,000 in measurable results from tradeshow. Please explore our Exhibitor section for access to useful information, resources and to learn how we can help you.

### Featured Product

\*\*\*NEW\*\*\*

### Trade Show Success Multimedia Program

This 3 volume information rich multi-media learning program integrates DVD videos, CD Roms with tools, templates and audio presentations, along with workbooks, team leader guides and pocket cards.

You and your exhibit team will work through through a series of pre, at and post strategy meetings that will make all of your tradeshow more productive and profitable!

\$195 per volume or \$495 for the 3 volume set

[Click here for more information](#)

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