

EXHIBITIONS

Let Bobrow Associates, Inc. manage your trade show. We develop strong and lasting relationships with your exhibitors and sponsors to ensure that they will return to your event year after year. Our goal is to increase your bottom line net profit and grow your show. Our expertise in trade show management begins at the show's inception and concludes with post-event evaluations and support. A brief overview of our key services follows.

With more than twenty years' experience in production exhibitions, Bobrow Associates, Inc. is a perfect fit for your organization. Not only do we have the know how to produce your events, but we constantly monitor trends affecting exhibitions and work with clients to ensure their events remain relevant to their key audiences.



Key Services

- Trade Show Coordination
- Site Selection
- Registration design and management
- Onsite management
- Floor Management
- Registration Management
- General Service Contractor selection and collaboration
- Signage
- Exhibitor Prospectus, contract and marketing materials
- Floor plan design, licenses, and fire marshal approval
- Post-show evaluation and reports
- Virtual Trade Shows
- Exhibit Sales and Sponsorship
 - Need help in selling booth space or sponsorships for your upcoming event? Bobrow Associates, Inc. is experienced in managing exhibit sales and sponsorships for both public and private trade shows.
 - All exhibit sales leads must be pre-qualified, with appropriate contact information. Our services are to sell your exhibit space and/or sponsorships to qualified companies. Cold-calling is not considered qualified leads.
 - Bobrow Associates, Inc. has a proven track record in developing sponsorship programs that are a win-win for the organization and its stakeholders.
 - For the past twenty years, we have created and implemented exhibit sales programs that improved organizations' bottom line profit through increased exhibit sales and sponsorships.



Capabilities

For more than twenty years, Bobrow Associates, Inc. has been involved in the management of trade shows ranging in size from 50 booths/tabletops to more than 700 booths spanning over 260,000 gross square feet of exhibit space. We assist exhibitors to ensure maximum return on investment and objectives. We also work with "new" exhibitors, assisting them through the process of exhibiting from space rental through booth staffing and design. Inherent in developing an exhibit program is the design and production of a prospectus, development of a prospective exhibitor list, exhibit and sponsorship sales' skills, exhibit management skills and customer service relationship building. We are experienced in producing trade shows in various locations and would be pleased to assist you in either starting a new show or growing an existing one.