



**Q&A for SmartPR**  
**<http://www.Xeal.com>**

## Tradeshow Supermarket

### **"Tradeshow Presentation 'How-To' Taught in New Book"**

Thank You for using the "Q&A for SmartPR" by Xeal Precision Marketing.

Please contact Troy Milligan at 916-212-9086 or to learn more about creating an attention-grabbing tradeshow presentation. Below are ten suggested questions to get you started:

1. Why should companies explore tradeshow as a consumer market?
2. What kind of companies can benefit from reading this book?
3. What situations does the book prepare tradeshow marketers for?
4. How soon can the information in the book be implemented in a tradeshow?
5. Does the book cover pre-tradeshow marketing and advertising?
6. Is the book available in stores?
7. How much does the book cost?
8. What kind of marketing expertise led Troy Milligan to write his new book?
9. Are any other marketing books forthcoming from Milligan?
10. Is Milligan available to speak at workshops or to sales and marketing teams?

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This Q&A is based on the information available in the search engine optimized press release at: <http://www.prweb.com/releases/2006/10/prweb453444.htm>

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