



**STEFAN EBINGER**

BOOTH TRAFFIC

GUARANTEED!

## GENERATE MORE LEADS AT YOUR NEXT TRADESHOW!

Tradeshows are competitions for attention. You have a good product or service, but you need a way to get potential customers in your booth to learn about it. You could play a powerpoint that explains the features and benefits, or you could have a nice lady hand out flyers. It is difficult to find something that elevates you, from your competition.

### **You Need A Customized Solution That Fits Your Profile!**

Stefan offers you infotainment that combines magical effects with Marketing for your company, which will be remembered by your customers for a long time.

### **How Can He Support You At Your Next Tradeshow?**

Have you ever been to a boardwalk and seen a performer in the street drawing huge crowds, mesmerizing them, and then passing the hat?

Imagine having that power on the tradeshow floor. Instead of passing the hat, your salespeople are collecting business cards and scheduling appointments.

### **How This Program Works**

Stefan integrates your products and services in a presentation that will create attention and leaves a lasting impression with your potential customers. The show will stop people, entertain them and keep them at your booth. It delivers your message and are advertising for your company. It will leave an impression nobody forgets.





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## 4 REASONS THAT ARE IMPORTANT FOR YOU!

### 1. Customized Presentations

These are not 'off the shelf' shows. You will get a presentation that is specifically customized for your event. Stefan can develop an effect that incorporates your logo and message – this is a very important benefit. People will enjoy and remember the show – and your company – for a long time because the presentation was created especially for them.

### 2. Pre-show Meeting and Demo

It is very difficult to judge, how good a performer actually is, or if he/she fits your business needs. This is why Stefan offers you a free pre-show demonstration. You will know exactly what you get.

### 3. References

You can be confident that Stefan is the right man for your event. But don't take his word for it, read here what others have to say.

### 4. International

The shows can be done in English and/or German. Stefan has performed his shows internationally in Japan, Singapore, the United States and Europe. He will ensure that even a mixed crowd is entertained and has fun.





### WHAT YOU GET:

#### Infotainment

A product presentation customized for your company, that will create attention and leaves a positive image in the mind of your prospects!

- Stop prospects at your booth and draw huge crowds in and around your booth
- Your message is incorporated in magic effects to create a customized presentation
- Integration of employees or owner into the show
- The show has a length from 10 to 15 minutes and is performed twice an hour

#### Does This Really Work?

Exhibit Surveys, Inc. is a Marketing Research Company that offers tools which measure the success of tradeshow. They found, that Magic is among the top 3 Attention Getting Techniques.

Attention getting Technique	Company Identification	Product Identification
Produkt Demos	16,2%	10,4%
<b>Magician</b>	<b>13,6%</b>	<b>8,9%</b>
Robots	10,5%	5,3%
Ad Specialities	7,5%	5,3%
Thema	7,2%	3,7%
Contest/Drawings	6,3%	4,9%
Slight/Audio Presentation	3,5%	1,8%
Live Music	3,4%	0,7%
Caricature Artist	1,6%	0,8%

Quelle: Exhibitor Surveys Inc. 1998 Research Report, Awareness for Attention Getting Techniques or Themes

#### That Sounds Good... And Now?

Call today and discuss with Stefan how to make you next trade show a success.

P.S. This kind of Marketing needs preparation, Stefan recommends to call as soon as possible after you decided to participate in a show.

