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**FOR IMMEDIATE RELEASE**

### **TRADE SHOW PLANNER HELPS BUSINESSES INCREASE ROI**

**Hauppauge, NY – February 2, 2009** – Face to face marketing continues to rank high among effective ways to showcase products and services and trade shows continue to be the most cost effective way to identify prospects and close deals. Watson Productions, a leader in the design and implementation of experiential trade show exhibits and corporate themed events, announces the availability of its newly created **Trade Show Planner**. This valuable planner combines over 50 years of collective experience of best trade show practices. “Over 83% of attendees at trade shows have some kind of buying power, said Bob Watson, President and CEO. Through this tool, we help our clients effectively plan their events, ensuring they attract the attention of those attendees.”

Businesses will benefit from this planner that outlines a game plan beginning six months in advance of the show through the start of the show; it also contains tips on lead follow-up. For a free copy of the planner, contact 516-334-9766, Ext. 315.

Watson Productions is a full service design and experiential firm that transforms corporate messages into a unique visual experience for trade show, retail, and event planners. Watson is committed to the highest standards in design and manufacturing. As a client centered firm with long term relationships, Watson Productions provides educational programs, full convention service, and event support from concept to conclusion to ensure that all clients enjoy a successful event and that their marketing message is effectively conveyed. Visit their website at [www.watsonproductions.com](http://www.watsonproductions.com) to view their latest portfolio.

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