



Get real.

I spend a fortune on services for my company.

I'm not impressed by slide presentations.

I can't remember the last e-mail that actually changed my mind.

When I have got a problem, when I'm drawing up a shortlist, when I'm ready to buy... I go to my industry exhibition.

If I'm investing my time to be there, shouldn't you be investing yours to meet me?

Exhibitions.

Where business gets real.