



February 2019 Dinner Meeting

## Trade Show Success - Getting Your Act Together

**Speakers: Rachel Reber and Jenai May**

This month, we have two speakers who will help you achieve success at trade shows, such as the **WESO Entrepreneur Expo on March 9th.**



### **Rachel Reber**

Trade shows give your business the opportunity to present yourself and the products and services that you provide to your ideal customer in a hands-on environment. Rachel will help you learn tips and tricks to presenting yourself, your team, and your business in a way that attracts customers and makes them want to learn more about you and what you provide to your customers with every order. You'll also learn about some pitfalls and costly mistakes to avoid.

Rachel Reber is Owner of Redline Engraving and Promotions. Rachel has more than 30 years of experience in Customer Service and Sales for large and small companies. Rachel started Redline Engraving & Promotions in 2002. Rachel credits the success of her business by delivering the highest customer service and through networking. Rachel is a Past President of WESO.



### **Jenai May**

At a trade show, you have seconds to catch the attention of visitors. Often you have less than the time it takes them to walk by your display. Within those few seconds, graphics must communicate your brand, attract the right crowd, and keep disinterested attendees at bay.

Learn how graphics can effectively express your brand's personality as human qualities. Through graphics, your potential client can bond with your brand on a human level before exchanging a single word with you. Once they approach, the smaller graphics go to work. From business cards to signage, discover how your 2D pixels can pop from your 3D booth and make a lasting impression, from both far and near.

Jenai May is WESO's Marketing Team Leader and the owner of Silver Rockets Web & Graphic Design. Also known as the Web Commander, Jenai began coding websites over 20 years ago. From that time forward, she was destined to live to a life immersed in the geeky arts.

**When** Thursday, February 7, 2019  
5:30 Networking  
6:00 Dinner and Introductions  
7:00 Program  
8:00 Meeting Ends

**Where** Rogue Regency Inn  
2300 Biddle Road, Medford

**Cost** Member - \$ 26\* Non-member - \$ 31\*

**Menu** **Regular** entrée – Beef Stroganoff

**Vegetarian** option – Baby Shiitake Mushroom Stroganoff (please request when registering)

The meal also includes: Cucumber-Tomato salad, oven roasted Broccoli w/almond slivers, rolls and butter.

Dessert: Creme Brule w/Fresh Berries  
Coffee (regular and decaf), tea (hot and iced)

**\*Get a \$3 discount for online registration and prepayment at wesoweb.org!**

Prepay an online reservation or call Cat Carroll at 541-890-4266. (Also call Cat about food allergies, cancellations, or other questions about registration.) Please submit your reservation request (online payment or phone) by 9:00 p.m. on Feb. 4th. Reservations made after this cut-off date cannot be guaranteed. Cancellations must be received by that date or you will be responsible for payment of the uncanceled event.

**Visit [wesoweb.org](http://wesoweb.org) to make online reservations.**