

# Trade Shows and Your Marketing Plan

Dept. of External Affairs  
Min. des Affaires extérieures

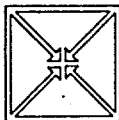
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## Seminar discussions will highlight:

- *Developing your trade show marketing plan*
- *Setting goals that support and complement your company's general marketing plan*
- *Defining strategies for achieving goals*
- *Producing program budgets*
- *Selecting shows that fulfill your trade show marketing plan*

Prepared by:



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