

# The World Is Not Going Back to Normal

- Tom Fitzpatrick, Citigroup Chief Technical Strategist

*Which is why you must ...*

## **“Read Every Word of this Letter to Exploit ... And Create Serious Trade Show Profits During...The Worst Economic Recovery Caused By Bad Policies, The Fed, And Unavailable Credit”**

From: **Mark Irish**  
Magnetic Trade Show Expert

Dear <Trade Show Marketer>:

Which type of trade show marketer are you?

Right now...as American businesses gasp for its final breath before sliding towards out-of-control inflation and tighter budgets...there are two types of trade show marketers:

1. Those guys who ignored the signs of trickling crowds, fewer customer calls, and do nothing to change it, will soon *devastate their quarterly results...*

...And...

2. Those **few smart marketers** who recognize the reality and take action acquiring their marketing magnets over the dismal months to maintain their profit margins...*and* lay the ground work to rake in a fortune.

This second kind of trade show marketer — the guy who takes action, *seeking out the best to boost his earnings during this economic "meltdown"* — sets up the team for **soaring out-of-the-ballpark home runs**. He hires for results even during a weak economic recovery, further positioning his firm for new record sales,...while his competition sits silently deciding who to lay-off.

I am writing today to tell you that this smart trade show marketer could be ...

**YOU!**

**Worth Every Minute & Every Dollar**

*“Mark Irish generated more leads than we had in other shows. He is worth every minute and every dollar”*

David Morris COO, Orthosynthetics, Metairie, LA

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