



## we can help a little... or, we can help a lot

### BUDGET-SENSITIVE SERVICES THAT GET THE JOB DONE

- JUMPSTART SALES
- PENETRATE NEW MARKETS
- CONNECT WITH THE RIGHT PEOPLE
- INCREASE ATTENDANCE & MEMBERSHIP
- UNEARTH CUSTOMER PERCEPTIONS
- INTRODUCE NEW SERVICES, FEATURES AND EVENTS
- BUILD VISIBILITY
- DIAGNOSE PROBLEMS
- ADD TO IN-HOUSE EXPERTISE

### SUPPORT FOR SHOWS

- MEDIA CAMPAIGNS
- AD CREATION & PRODUCTION
- EXHIBITOR COMMUNICATIONS
- GROWTH STRATEGIES
- COMPETITIVE ANALYSIS
- SHOW SURVEYS
- RESEARCH
- SHOW FEATURE DEVELOPMENT
- VENUE SELECTION



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[www.pjknightsassociates.com](http://www.pjknightsassociates.com)

## end-to-end solutions for show organizers, associations & conferences

### FOR ASSOCIATION MANAGERS

Association executives with limited budgets and stretched human resources turn to us for professional assistance on special projects, achieving corporate goals and improving bottom line performance. Whether the objective is to increase membership, enhance or add benefits, gather intelligence or take the pulse of an industry, we can help. We're experienced, unbiased and affordable.

Our suite of specially designed services has been developed to address the challenges and obstacles facing today's association executives.

- **Executive-Level Support For Boards and Committees During Growth and Times of Change**
- **Investigation of Acquisitions**
- **Event Venue Assessment and Selection**
- **Member and Stakeholder Relations**
- **Consulting for Trade Shows & Conferences**
- **Investigation, Development and Introduction of New Member Benefits/Services**
- **Competitor Analysis**
- **Branding and Renewal**
- **Design, Writing and Production of Publications - newsletters, quarterly journals, annual reports, etc.**

### FOR TRADE SHOW AND CONFERENCE MANAGERS

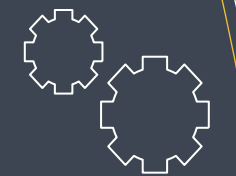
Since 1995, show producers and conference managers have counted on Knight & Associates for experienced support that's dependable, results-oriented and cost effective. The solutions we provide are as diverse as the meetings and events we service.



- **Media Planning & Execution**
- **Investigation of Acquisitions**
- **Show Feature Development**
- **Design & Production of Sales Brochures, Newsletters, Advertising and Social Media**
- **Sponsorship Management**
- **Venue Appraisals & Selection**
- **Exhibitor and Attendee Communications**
- **Competitive Show and Market Analysis.**

### EXPERIENCE YOU CAN TRUST

With 30-years' experience in the not-for-profit and association sectors and over two decades of show management expertise, we understand the challenges, the needs, and the special considerations facing association executives and event organizers.



### CUSTOM SOLUTIONS

- marketing SWOTS analysis
- advertising- design & copywriting
- sales brochures & newsletters
- branding
- social media strategy & implementation
- web audits
- web sites - new and renewals
- competitive analysis
- investigation and development of member services and benefits
- growth strategies

*"Working with a supplier that understood Associations as well as trade shows was invaluable to us. Messaging was on target and our objectives were completely understood."*

E. Seaward, Past Chairman  
Trade Show Committee  
CMX-CIPHEX

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