

## **The Rogers Company Announces *Return On Exhibiting***

*New Strategy Provides 100% Post Trade Show Lead Follow Up for Better ROI*

**January 26, 2010 (Mentor, OH)** – The Rogers Company, a designer and builder of trade show exhibits and other branded environments, announces *Return On Exhibiting*, a new approach to lead management to substantially increase sales resulting from trade shows. This new offering comes from a partnership between Rogers and Richard Erschik, founder and CEO of Leads to Sales, Inc. ([www.leadstosales.com](http://www.leadstosales.com)) and RICHARDERSCHIK.com ([www.richarderschik.com](http://www.richarderschik.com)). Erschik and the Rogers team are working closely together to unite booth exhibit design and fabrication with lead management and post-show follow-up. The result is a one-stop shop for better trade show ROI.

"We recognized a need within our customer base for tangible sales results from trade shows," said Jeffrey Blackwell, president of The Rogers Company. "This partnership allows us to enhance our current service to clients by directly helping them close the loop between sales and marketing. Although there are hundreds of technological solutions out there, we found Richard Erschik's proven techniques to be straightforward, effective, and in concert with Roger's overall total service approach."

*Return On Exhibiting* provides Rogers' clients with Erschik's expertise in literature fulfillment and post-show lead management and follow-up. Erschik also provides education in the form of an industry proven sales lead response management process assuring 100% lead follow-up after a trade show. Erschik can either provide the service directly or as in-house training so that companies can do it themselves.

*Return On Exhibiting* is based on proven techniques developed by Erschik as an exhibitor and as founder and CEO of Leads to Sales. The same service and process was named as a *Best Practice in Trade Show Marketing* by American Airlines magazine, *AAttractions*, which also recognized Erschik's company as "one of the most innovative companies in the country."

Erschik is quick to point out that *Return On Exhibiting* is not a software solution:

"There are many software programs out there that claim to improve ROI, but all too often they simply deliver unqualified leads to a sales force faster and in unmanageable volume. *Return on Exhibiting* is different because it quickly identifies viable leads and sales opportunities and gets only that information to sales people who are now much more likely to follow-up knowing that the lead has more potential value.

Companies interested in more information on *Return On Exhibiting* should visit [www.therogersco.com](http://www.therogersco.com) or call 1-800-544-3880.

### **About Richard Erschik**

Prior to founding Leads to Sales in 1986, Richard was an exhibitor and actually lived the pervasive problem of poor lead follow-up after a trade show. He solved the problem with a home-grown sales lead response management *process* solution that he turned into a well known national service organization. Over the course of the next 2 decades, his company processed more than 1,000,000 sales leads for large, medium and small exhibiting companies across the country. In 2008, Richard sold his company to one of its customers.

Today, Mr. Erschik works with progressive trade show organizers, and individual companies, teaching exhibitors' industry proven best-practices and tips-n-tricks relating to maximizing pre-show attendee invitation, during-show visitor qualification, and post-show sales lead response management and follow-up. He is an official vendor for the IMTS (International Manufacturing and Technology Show), and the Exhibits Manager and Education Consultant for the TLA (Texas Library Association.) He speaks internationally and has conducted more than 150 seminars and webinars. For the 15<sup>th</sup> year he will be presenting at the Exhibitor Show in Las Vegas in March, 2010.

For more information about Richard Erschik please visit [www.richarderschik.com](http://www.richarderschik.com)

### **About Rogers**

For over 65 years The Rogers Company has been an award winning designer and manufacturer of branded environments for trade show exhibits, corporate events, lobbies, showrooms and retail environments - essentially any place where communicating a brand is vital. In addition to its 3D marketing services The Rogers Company is also a full service trade show and event implementation partner providing turnkey services and support for its corporate clients throughout the country.

With its complete design staff, skilled craftsmen and construction facilities, Rogers can custom build a wide range of branded environments to suit any need. Through its strategic partner network, the company also provides a wide range of portable and modular display solutions, support and logistics for international trade shows and an extensive rental inventory of both custom and portable display products.

Additionally through its partner network, Rogers provides Eventelligence™, a technology infrastructure service for event registration, event mapping and way-finding systems, lead retrieval, lead tracking, fulfillment services and various RFID solutions for focused trade shows and events.

For more information on The Rogers Company please visit [www.therogersco.com](http://www.therogersco.com).