



May 2022 Newsletter



In-person events are BACK!

It feels great to see everyone face-to-face at in-person events again! We have already had the pleasure of connecting with clients and colleagues at a number of conferences in 2022!

While it is exciting to be back at live events, it is understandable if many of us got a little rusty over the past two years! Working from home is not exactly conducive to wearing neckties and heels every day!

In our article this month, Cindy Kremer Moen shares her top tips for getting back in the groove, with basic booth etiquette.

If you would like to chat about how Edge can help shape your strategies for event planning and maximizing the benefits of in-person events, please contact me via [email](#), via phone ([651.247.7872](tel:651.247.7872)), or set up a time in my [Calendar](#).

Hope to see you on the trade show circuit this summer!

A handwritten signature in black ink that reads 'Amy'.

Amy L. Juers, MBA
Founder and CEO, Edge Marketing, Inc.



Basic Booth Etiquette for the Return of In-Person Conferences

With the return of in-person events, we can once again realize the power that spontaneous conversations, sharing a meal or meeting on the convention floor has in our business development efforts.

As you are developing your plans for trade shows and conferences, it is

a good idea to remind your sales team of some simple booth etiquette guidelines that will help them – and your company – make the best possible first impression with new prospects.

[FULL ARTICLE ON EDGE WEB SITE](#)

About the Author:

Cindy Kremer Moen has helped Edge Marketing clients with strategies and tactics to meet their goals since 2006. She and her husband have two college-aged sons and recently relocated to fulfill a lifelong dream of living near the shores of Lake Superior.



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Celebrating
25 Years!

Edge Marketing is celebrating its 25th year in business! We are excited to share this news and some amazing milestones with you!

[Read our press release »](#)

Feel free to forward this newsletter to a colleague, and contact us with any questions or comments.



Edge Marketing, Inc.

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