

## **Trade Show Training Company, Marketech360, To Showcase 'Dashboard Made Easy' At Exhibitor 2012**

*Marketech360, a trade show training company, announces it will showcase its newest product 'Dashboard Made Easy' at Exhibitor 2012. The trade show software company will attend the event in Las Vegas March 4 - 8, 2012.*

February 20, 2012 (FPRC) -- WEST DENNIS, MA-- marketech360, a company that provides customers with trade show training, measurement and trade show software, announces that it will be attending Exhibitor 2012. At the event, marketech 360 will be showing off its newest product 'Dashboard Made Easy' to interested attendees in booth #1535

Dashboard Made Easy allows customers to remain in complete control of their metrics. They can pick and choose which metrics they want to track, which means the product can be completely customized for each individual client with just a few clicks of the mouse. Each metric is recorded and stored in a database, which means users can easily compare results from year to year and show-to-show. The software gives exhibitors the ability to view and analyze their convention metrics quickly and easily.

"These days most convention managers are tasked with generating metrics for their events. We found that exhibit managers don't have the tools at hand to communicate the metrics they are generating and Dashboard Made Easy does just that. We have created a solution that fits with the DIY environment more and more conventional professionals are forced to employ. They can decide what metrics work for them, conduct the metrics and display the results for internal management review," said Marc Goldberg of marketech360 (<http://www.marketech360.com/>).

Since 1985, marketech360 has worked as a trade show consultant to some of the biggest names in business. In addition to Dashboard Made Easy, the company offers everything from Take 10, a DVD program that will refocus a staff's trade show selling skills in just 10 minutes, to You Can Make A Difference, a customized or generic self-paced trade show staff training alternative, which won the Buyer's Choice Award at Exhibitor 2007. marketech360 also provides one of a kind training for both exhibitors and event organizers. Training can be conducted in person, via live webinars or through intranet based self-paced formats.

"Our customers range from very small companies that only attend one trade show a year to big corporations. No matter what size your company is, we've designed a suite of products and services at a number of different price points. We believe that trade shows are a vital part of any marketing plan and want to be able to help all types of businesses achieve success with them. If you're interested in learning more about Dashboard Made Easy or any of our other products, we invite you to give us a call or stop by our booth at Exhibitor 2012," said Goldberg.

Exhibitor 2012 will take place March 4 - March 8, 2012 at Mandalay Bay Resort and Casino in Las Vegas, NV.

### **Contact Information**

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**Keywords**

[trade show training](#)

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