

Danielle and Warwick Intro

The eternal catch cry for business, regardless of size, is “How can I get more customers?” Businesses get so caught up in running the business they forget some of the basics of marketing.

One of the lowest cost methods to marketing and increasing your business is that of Exhibiting and Event Sponsorship.

Danielle Storey is the co-owner of an award winning international multi-million dollar family run business, The Cartridge Family. (Not the Partridge Family)

Warwick has over 15 years’ experience in exhibiting, including spending 12 months based at a permanent trade show in Dallas Texas.

When they discovered there was no centre of excellence for Exhibiting and Sponsorship in Australia, they decided to create one. Their clients now speak of results such as quadrupling sales, 500% increase in qualified leads and sales increases of \$150,000.

To share with you some of the secrets on how you can get these kinds of results please welcome the founders of the Exhibiting and Sponsorship Institute - Mrs Danielle Storey and Mr Warwick Merry.