STRATERVAL / FOCUSED ADVISORY

Trade Show Selection Review

US$199 / review - introductory price

The problem

You have a limited participation budget and need a practical comparison of events against your company’s objective.

What you receive

A comparison of up to three agreed events, an evidence and uncertainty log, and a concise two-page recommendation memo: attend, exhibit, defer or skip, with the reasons and next validations. One clarification email is included within seven calendar days of delivery.

Scope and inputs

One product family or service, one market objective, and up to three events. You provide a completed intake, product summary, target geography, budget range and event shortlist. Straterval checks agreed public organizer sources; no interviews or attendee-list purchases.

What is excluded

No event registration, travel booking, appointment setting, customer introductions, detailed market study, full sales campaign or guarantee of return. Additional events or changed objectives require a separate scope.

How to begin

Email info@straterval.com. Scope, taxes, payment and delivery date are confirmed before booking. Delivery timing starts after agreed inputs and payment are received. Public information may remain incomplete; unknowns are explicitly recorded.