



**Susan Ratliff, President of Exhibit Experts**, is an award-winning entrepreneur and author. Her business provides superior tradeshow display products, creative graphic designs, exceptional service and booth staff training that helps her clients increase profits and capitalize on marketing opportunities at tradeshow and events. Susan is a nationally recognized authority on exhibit sales and marketing techniques and a popular seminar presenter. She is the author of three books and numerous articles on the subject, including “How to Be an Exhibit Expert, Making Money at Tradeshow, Job Fairs and Events”.

Susan started a home-based business in 1989 and learned her trade show talents from the trenches, selling personalized children’s books on weekends at swap meets and craft fairs. Her first book, “How to Be a Weekend Entrepreneur” was a chronicle of those experiences. As her knowledge of exhibiting evolved, she expanded her goals, sold the book business and started Exhibit Experts in 1994. Her company represents major exhibit manufacturers, including the Featherlike brand of displays and is the 3rd largest distributor in the country for that supplier. Her entrepreneurial talents and display designs have won numerous awards

and recognition.

In 2004, Susan created the Women Entrepreneurs’ Small Business Boot Camp. Her inspiration for this event was fueled by her desire to provide a forum for creating synergy, support and celebrating the successes of local women running companies with under 10 employees. Her goal was to gather experts who would teach no-nonsense, practical, tactical tips and techniques that could be easily and immediately implemented to improve and grow their business.

Susan’s popular seminar topics include [Network Your Way to the Bank](#), [How to Get Your Name in the News](#), [How to Succeed When You Don’t Feel Successful](#) and [45 Fantastic Tools for Tradeshow Success](#). They are full of tips, techniques and skills that can be immediately implemented by any business, to help inspire action, generate leads, increase visibility and improve sales. Her creative ideas, practical approach and hands-on experience will educate and motivate owners and employees, from the small start-up business to the Fortune 500 Company.

### ***Memberships & Affiliations***

ASBA – Arizona Small Business Association – Board Member  
NAWBO – National Association of Women Business Owners  
Greater Phoenix Chamber of Commerce - SBLC  
Scottsdale Area Chamber of Commerce  
Chandler Chamber of Commerce

### ***Awards***

2006 Finalist NAWBO Mirassou Business Optimist Award  
2005 Pioneer Award- NAWBO  
2005 Finalist Great Phoenix Chamber of Commerce Small Business Person of the Year  
2005 Finalist Community Megastar Award  
2005 Producer of the Women Entrepreneurs’ Small Business Boot Camp  
2004 Legacy Honoree from the Women’s Missionary Society of the African Methodist Church  
2003 Sterling Award Winner for Micro-Business, from Scottsdale Chamber of Commerce  
2000 Business Owner of the Year from the National Association of Women Business Owners

### **Exhibit Experts Inc.**

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