



Susan Ratliff earned her title as *“The Exhibit Expert”* while building a successful trade show display company where for sixteen years she helped thousands of businesses polish their presence and produce profits at shows. Exhibiting in the trade show trenches for 30 years, she discovered the shortcuts and made the mistakes, so her clients don’t have to. Susan understands the workings of public consumer shows and industry trade shows from both sides of the exhibit aisle, knows what attendees want, how exhibitors think and what they both need to be successful.

A respected speaker, published author, award-winning business owner and event producer, Susan teaches from personal experience delivering exhibit marketing secrets, detailed instructions and proven success strategies from the show floor that can be immediately implemented in your business. Her creative ideas will educate and motivate both the novice and veteran exhibitor providing a renewed enthusiasm for exhibit marketing, keys to a competitive advantage and the knowledge to work the show like a pro.

Susan’s seminars on effective networking and attracting free publicity are the perfect additions to any educational event, while her entertaining keynote chronicles her personal entrepreneurial journey, the obstacles she faced and the lessons she learned along the way. Susan consistently delivers a high energy, information packed program filled with relevant content that’s punctuated with humor and illustrated with personal stories and examples from the field, guaranteed to entertain the audience and inspire action.

In 2005 Susan created the Women Entrepreneurs’ Small Business Boot Camp, an annual educational conference in Arizona that is being licensed nationally. In 2010 Ratliff sold the display company but continues to provide training, consulting and resources for tradeshow and consumer show marketing to business owners, show producers and associations across the country.

In 2014 Susan created, financed, and produced the first Arizona Sports Fan Expo featuring interactive booths from all six of the State’s professional sports teams inside a sports-related shopping exposition. The successful event was enjoyed by thousands of sports fans of all ages for two years.

Susan is an entrepreneur in the true sense of the word. A street savvy business owner, whose companies were self-funded, built from scratch and award-winning. She is a strong leader in the community and takes pleasure in sharing her years of experience, business mistakes, success strategies and leadership tips with others.

PARTIAL CLIENT LIST

Home Builders & Remodelers of Central NY, Manitoba Home Builders Association, National Association for Information Destruction, Meeting Professionals International, National Speakers Association, National Association of Women Business Owners, American Moving and Storage Association, Global Business Travel Association, National Association of Consumer Shows, Maricopa County Home Shows, Rhode Island Marine Trade Association, Catersource, Advertising Specialties Institute, Phoenix Business Journal, IMEX, Exhibitor Live, Marketplace Events, Show Span, International Association of Exhibitions & Events, Cox Communications, Arizona Society of Human Resources Management, Digital Summit, Phoenix Indian Center, Photo Booth Expo.

AWARDS

- 2012 President’s Choice- NAWBO
- 2010 Business All Star- NAWBO
- 2008 Positively Powerful Woman– Triad West
- 2007 Exceptional Woman - Exceptional Leader- NAWBO National
- 2005 Pioneer Award, NAWBO
- 2004 Legacy Award- Women’s Missionary Society of the African Methodist Church
- 2003 Sterling Award for Micro-Business - Scottsdale Chamber of Commerce
- 2000 Business Owner of the Year - NAWBO
- 1993 Small Business of the Year – Scottsdale Chamber of Commerce
- 1992 Entrepreneurial Mother of the Year- Entrepreneurial Mothers Association

Reach Susan at: 602.828.1177. Susan@susanratliff.com. For more information go to: www.susanratliff.com