

— WRITING SAMPLE —

(public information - corporate communications)

Stephen X. Arthur, technical writer 2005

www.transcanfilm.com/stephenarthur

Trade Shows: Hawking Our Wares at High Tech Fairs

As often as a dozen times a year Glenayre personnel become roadies and barkers, taking their communications caravan on the road to perform in open marketplaces, often in exotic, foreign lands. It's a grueling task, getting heavy but delicate equipment to arrive in the right place at the right time, unpacking, setting up the booth, solving unforeseen technical glitches, enduring the long hours of playing the ringmaster— extolling the virtues of new products to an international throng of potential buyers— and then, finally, tearing it all down and moving on, preparing for the next show.

But it's always rewarding. A show carries forward a sales concept as old as the marketplace itself. Here, Glenayre gauges the reception of its products and feels out the market in other countries. Here we cultivate good public relations and elevate our high profile in the ever-changing communications industry. Often, sales contracts are closed at the dinner meetings that constellate around the show. And a spirit of cooperation is felt amongst competitors, for each is a member of the show's sponsoring organization, and the industry as a whole is boosted.

This spring saw Glenayre participate in five such trade shows: the *Telocator* show in Baltimore, the *Communicasia Trade Show* at the World Trade Center in Singapore, the *Land Mobile Expo 86* show in Las Vegas—which had a tremendous turnout of serious buyers—and the Canadian Radio Common Carrier Association show in Quebec City, at which Glenayre was awarded the distinction of "Most Informative Booth" for the second year in a row. Throughout the summer, Glenayre will be part of the *World Business Showcase* at Expo 86 in Vancouver, sponsored and staffed by the Electronic Manufacturers' Association of British Columbia. Welcome to the show.

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