

# NEEDLE IN A HAYSTACK

When it comes to filling your sales pipeline, it can be difficult to find the right prospects at the right point in their buying cycle. That's where the Exchange comes in...

## Traditional Event



## Exchange Model

Finding a needle in a haystack



Your pick of the bunch



Waiting around for the right prospect to find you in a sea of vendors



Pre-arranged meetings with pre-qualified attendees you want to meet with & who want to meet with you!



Presentation, after presentation, after presentation...



Closed door, engaged boardroom environment



And you walk away with stacks of business cards but no real leads



And you have follow up meetings secured for when you're back in the office



The Exchange Model is unique and gives you the opportunity to find and close the prospects you need to push your business forward. For more information about the Exchange email us on [exchangeinfo@iqpc.com](mailto:exchangeinfo@iqpc.com) or call +44(0)207 368 9484