

## TRIFECTA<sup>MN</sup> FILLS A CRITICAL VOID IN TRADESHOW AND EVENT INDUSTRY

**Minneapolis, MN – March 6, 2006** - Maximizing face-to-face opportunities is more crucial than ever in an increasingly technologically charged and virtual world. Companies facing today's challenging economy require scalable event and tradeshow solutions because many lack the in-house expertise necessary to achieve the highest return on their event and tradeshow investments. Trifecta<sup>MN</sup> fills the void by offering a boutique approach rich in innovation, reliability, and results in a niche market via consulting and implementation services at a more reasonable cost than standard agency fees.

Tess Donahue, Katie Knutson, and Dawn Pepin conceived of and founded Trifecta<sup>MN</sup> in November 2005 after receiving many S.O.S. calls over the last several years from former colleagues looking for guidance or assistance in coordinating a dynamic event, or effectively attending a tradeshow. Like many other Marketing and Sales executives, responsibilities for tradeshow and events were assigned to them without any support or experience to execute.

Trifecta<sup>MN</sup> uniquely customizes its services to its client's needs by offering single-point consulting or a full, turnkey services program. Trifecta<sup>MN</sup> can step in at virtually any point and manage a single event or tradeshow, or fully administer a company's annual event agenda including unique and complementary end-to-end marketing strategies. Trifecta<sup>MN</sup> possesses the experience to design sales conferences, tradeshow, new product launches, dealer meetings, and hospitality events.

Trifecta<sup>MN</sup> services include:

- Strategy and marketing plans
- Pre-event management and promotions
- Event design and management
- Exhibit and logistics management
- Post-event marketing and follow-up

## TRIFECTA<sup>MN</sup> BOASTS NEARLY 40 YEARS EXPERIENCE

Trifecta<sup>MN</sup>, boasts nearly 40 years of cumulative domestic and international tradeshow, event and marketing experience spanning virtually every industry: from medical to retail, publishing to telecommunications.

The three partners met 11 years ago working for a St. Paul firm on the supplier side of exhibit design, construction and management. Tess, Katie and Dawn went on to Marketing and Event management positions in different industries, and finally began consulting individually. All three partners have worked with small "mom & pop" organizations as well as Fortune 500 companies.

"We recognize that putting a 'face' to a name is essential to developing brand recognition and client/consumer relationships," says Tess Donahue. "Just about every company has a Web site today, but you can't reach out of your computer and shake a potential customer's hand, or launch a new company or product from cyberspace. Tradeshow and events provide the venue for that enhanced and irreplaceable interaction with an otherwise unattainable audience concentration."

"Start with the audience," is Katie Knutson's mantra when designing events. "Identifying the wants and needs of your audience and creating event experiences to meet these needs is the only way to ensure maximizing your marketing investment. Events are the only opportunity for customers to *personally* experience your brand, and provide an opportunity to persuade and influence that doesn't exist in other mediums."

To learn more about Trifecta<sup>MN</sup>, or to browse an exhaustive list of services, please visit:

### Contact:

Tess Donahue  
Trifecta<sup>MN</sup>  
Telephone: 612-385-4421  
E-mail: [tess@trifectamn.com](mailto:tess@trifectamn.com)