

PRESS RELEASE

Local Boy Lands Las Vegas Agent

Illinois entertainer selected by Vegas Talent Agency

ORLAND HILLS, IL, February 25, 2014: Dale Obrochta, a crowd gathering trade show sensation, is now part of the talented rosters of Vegas Talent Group. Dale's unique ability to deliver a well-balanced sales pitch, as both a professional product representative and a good-humored entertainer, was a major reason Vegas Talent Group requested Dale to be part of their winning team.

"My ability to create unique giveaways and attract prospective clients and vendors from across the exhibit floor will be a great plus for a business looking to attract traffic to their booth", says Obrochta. I'm looking to make a buzz on the trade show floor. My booth presentation will result in leads being generated, business cards exchanged, and badges swiped, creating trade show envy among competing vendors."

"The trade show business in Las Vegas is a multimillion dollar industry. In 2012 it brought \$4.9 million* convention delegates, and many of them are our clients", according to Frank Ybarra, President of Vegas Talent Group. Ybarra went on to say, "There are many entertainers pitching themselves at us, but we only select the very best to be part of the Vegas Talent Group Team."

Changing the landscape of trade show marketing is an uphill climb for this Illinois resident. The Chicago trade show industry has been plagued with fee hikes over the years, making it difficult for exhibitors to justify the cost of hiring professional lead generators. Obrochta stated, "If you want to work in the trade show business, you need to go where the work is, and for now the work is in Vegas."

Dale's unique mix of comedy and balloon twisting has been generating crowds since 1984. He actively writes for trade show blogs, an entertainment newsletter, and professional organizations while constantly working on new communication techniques to improve his entertainment skills.

Media Notes:

- Visit www.PutATwistOnIt.com or www.VegasTalentGroup.com
- Vegas Talent Group (702) 582-3510

**Data obtained from the Las Vegas Convention and Visitors Authority*

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