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Marilyn Meredith



The Stiletto Gang

Women writers on a mission to bring mystery, humor, and high heels to the world.

- Evelyn David - Monday
- Marilyn Meredith - Tuesday
- Maggie Barbieri - Wednesday
- Maria Geraci - last 2 Thursdays
- Susan McBride - 1st & 3rd Fridays
- Laura Spinella - 2nd Friday
- Rachel Brady - last Friday
- Guests - first 2 Thursdays & other days by arrangement

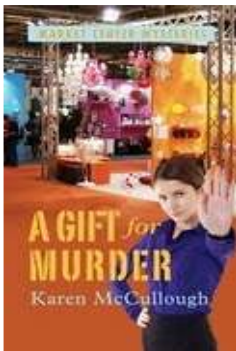
Angel Lost



Marilyn Meredith

Thursday, December 16, 2010

Why Set a Mystery at a Trade Show?



Why Set a Mystery at a Trade Show?

The quick answer: because it's almost the perfect setting for a mystery.

A trade show is a cross between a three-ring circus and Christmas Eve at K-mart. Okay, so actually it's an event where a large group of vendors of a particular product category get together to display their product lines to retail buyers, the trade press, and other dealers. They're usually huge affairs, held in large convention centers or

Third Degree

merchandise marts, often over a long weekend. These are important events for the exhibiting vendors because those retail buyers don't go shopping very often, so when they do they tend to buy product in enormous quantities.

Many product manufacturers make the bulk of their sales at a show or soon after. There are only a few of them a year in any given industry and they may be the only opportunity the vendor has to impress buyers. Exhibitors drag out every trick in their arsenal to be sure that buyers will come by their booth and be impressed by their products. They'll erect elaborate and eye-catching booths, display their products with as much panache as possible, serve fabulous food and drink, give away lots of trinkets bearing their logo, have contests for bigger prizes, set up huge video displays, and even sponsor live shows. Just about any gimmick you can think of to attract attention has been done.

The very first time I attended a trade show, I was struck by how so many of elements were in place for a terrific mystery story. The stakes are high for most of the attendees, since their business success or failure can ride on it, adrenalin runs high, the time is short, and the interaction with others heavy and charged.

In the exhibitors, you have a group of people who know each other, who may be friends, competitors, bitter rivals, and sometimes even lovers. They have a lot invested in the outcome of the show both financially and emotionally. They're usually away from home, which can mean changes in their normal behavior patterns.

The show itself confines the events of the story to a single place and a short time period, since most shows are held in a single large exhibition hall over a long weekend, or sometimes a week. If you set a murder mystery at a trade show, you have built-in suspense because the time is so limited. If you don't find the killer before the end of the show, the odds aren't very good you'll solve it later.

And the stories I've heard! Amazing things go on trade shows and not all of them are directly related to commerce. I hope to use this one in a book some day, but at one show I attended, I was told a story about the president of one company actually hiding beneath a cloth-decked table at a rival's booth in order to eavesdrop on the deals the rival was offering their customers! On the other hand, if I put that in a book some people might complain it was too far-fetched.

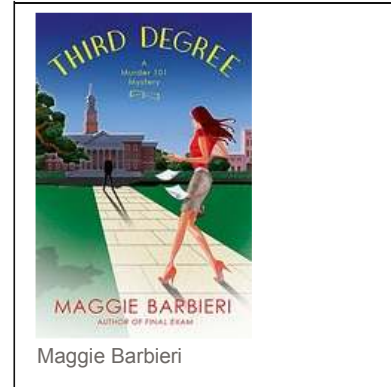
None of the people, companies or events in my first trade show mystery, A GIFT FOR MURDER, are real. But they're built from my experiences in that environment. It was a great ride writing the first one. I hope readers will find it equally fun.

Karen McCullough



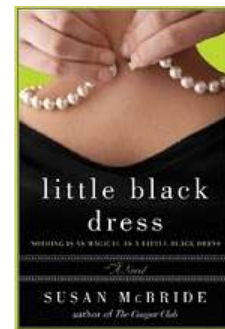
Karen McCullough writes mystery, fantasy and romantic suspense. Her first in a new series of mysteries set at trade shows, A GIFT FOR MURDER, will release in January, 2011, from Five Star/Gale Group. Recent releases include a Gothic romance novella, HEART OF THE NIGHT, from Red Rose Publishing and a re-release of romantic suspense A QUESTION OF FIRE for the Kindle. She invites you to visit her website (soon-to-be-revamped) at <http://www.kmccullough.com/> and her site for the trade show mysteries, <http://www.marketcentermysteries.com/>

Posted by The Stiletto Gang at 5:00 AM



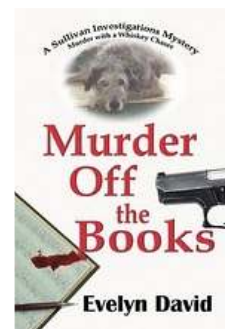
Maggie Barbieri

Little Black Dress



Susan McBride

Murder Off the Books



Evelyn David

The Boyfriend of the Month Club

Labels: [A Gift for Murder](#), [Karen McCullough](#), [Trade Show Mysteries](#)

Reactions:

7 comments:



Terry Odell said...

As a big fan of Isaac Asimov, I was delighted to find that he also wrote mysteries. One of the first I read was "Murder at the ABA". And having done convention work in my time, I certainly agree, you've got a great setting with all sorts of potential.

Terry
 Terry's Place
 Romance with a Twist--of Mystery
 December 16, 2010 10:20 AM

Karen McCullough said...

Thanks, Terry. I knew the idea wasn't original but it's just too great a setting not to use. I'm pretty sure Carole Nelson Douglas set a mystery at either an ABA or BEA convention.

December 16, 2010 10:37 AM



Marilyn Meredith a.k.a. F. M. Meredith said...

Hi, Karen (waving madly), so nice to see you here. I'm thrilled to hear about your new series. I know Karen from her work on webpages, mine included.

Marilyn
 December 16, 2010 11:09 AM



Jacqueline Seewald said...

Hi, Karen,

This sounds like a truly original series. I look forward to the release.

Jacqueline Seewald
 December 16, 2010 11:35 AM

Karen McCullough said...

Hi Marilyn! :Waving back:

Jacqueline - thanks for the comment! It's not a totally original idea (are there any left?) but I don't think the setting has been overdone, and it is a rich well of material to tap.

December 16, 2010 1:18 PM



Maggie Toussaint said...

Hi Karen,

Sounds like a great place for a murder! It's amazing how often I look at my surroundings and ask myself how could I use this in a novel; glad to know you have the same mindset.

I'm looking forward to the release of your book!



Maria Geraci

Dead Lift



Rachel Brady

Beautiful Disaster



Laura Spinella

Marilyn's Latest Book Trailer



Fellow Five Star author,
Maggie Toussaint

December 17, 2010 8:27 AM

Dru said...

Adding this to my growing book list.

December 19, 2010 6:07 AM

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Maria's Book Trailer



Evelyn David's Murder Off the Books



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**See the Stiletto Gang In Action!
Upcoming Appearances**

Meet Evelyn David

Hendrick Hudson Free Library
March 12, 2011
2:00 pm
85 Kings Ferry Road
Montrose, NY

Oklahoma School
for the Blind
March 31, 2011
10:15 am
Muskogee, OK

Eufaula Public Library
May 18, 2011
Friends of the Library Luncheon
11:30 am
Eufaula, OK

Marilyn Meredith

April 12, 2011
2 p.m.
Reading Club
Turlock CA

April 16, 2011
2 p.m.
Buena Vista Branch Library
Burbank CA

April 28, 2011
4:30 p.m.
Mt. Sac College
Walnut, CA

May 25-28, 2011
Mayhem in the Midlands
Omaha, NE

Maggie Barbieri

[Maggie's MySpace](#)

[Extracurricular Activities - Amazon](#)

Rachel Brady

[Rachel Brady Website](#)

[Rachel's Facebook Page](#)

[Write It Anyway](#)

Evelyn David

[Evelyn's Facebook Page](#)

[Evelyn David Website](#)

Maria Geraci

[Maria Geraci Blog](#)

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Susan McBride

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[HarperCollins Micro-Site](#)

Marilyn Meredith

[Marilyn's Musings](#)

[The Works of Marilyn Meredith](#)

[Rocky Bluff P.D.](#)

Laura Spinella

[Laura's website](#)

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Moving On!

Moving to Wolfmont Press



Evelyn David

New Edition at Amazon

Sites We Recommend

Fictionwise

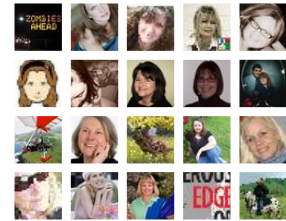
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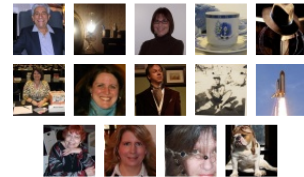
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 - [The George Bailey Effect](#)
 - [My Christmas Traditions](#)
 - [Tis the Season to be Jolly](#)
 - [Christmas Memories](#)
 - [Why Set a Mystery at a Trade Show?](#)
 - [Leaps of Faith](#)
 - [My Biggest Fan](#)
 - [I'm Gleeful for Glee](#)
 - [Just Put the Word "Club" at the End](#)
 - [Sleazy Protagonists](#)
 - [The Time Is Now](#)
 - [What Do You Do When You Have a New Book Out?](#)
 - [Buried But Not Dead in Lottawatah](#)
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 - [Go to the Grocery Store](#)
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 - ▶ [November \(22\)](#)
 - ▶ [October \(21\)](#)

- ▶ [September](#) (22)
- ▶ [August](#) (23)
- ▶ [July](#) (23)
- ▶ [June](#) (21)
- ▶ [May](#) (22)
- ▶ [April](#) (22)
- ▶ [March](#) (23)
- ▶ [February](#) (21)
- ▶ [January](#) (21)

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