

Item 1.

The Tradeshow Marketing Company Ltd.
2018 156th Ave. NE Suite 100
Bellevue, WA 98007

Item 2. Shares Outstanding

As of November 30, 2010 the Company has authorized 500,000,000 common shares, par value \$.0001. At November 30, 2010 there were 24,707,311 common shares issued and outstanding.

Of the shares outstanding, 21,571,457 were freely trading.

As of November 30, 2010, there were approximately 36 shareholders of record.

Item 3. Interim Financial Statements

Tradeshow Marketing Company Ltd.
Unaudited Balance
Sheets

	November 30, 2010	May 31, 2010
<u>Assets</u>		
Current Assets		
Cash and Cash Equivalents.....	\$ 96,884	\$ 700,540
Accounts Receivable.....	163,752	172
Prepaid Expenses.....	49,167	74,345
Prepaid Insurance.....	15,042	21,861
Inventory.....	28,968	25,518
Advance Royalty Payments.....	-	10,000
Other Current Assets.....	4,600	4,600
Total Current Assets.....	358,413	837,036
Furniture and Equipment, net.....	34,442	16,729
Intangible Assets		
Patent and Trademarks, net.....	91,470	47,397
Website Development, net.....	35,376	40,364
Total Intangible Assets.....	126,846	87,761
Total Assets.....	\$ 519,701	\$ 941,526
<u>Liabilities and Stockholder's Equity (Deficit)</u>		
Liabilities		
Accounts Payable.....	\$ 201,422	\$ 159,606
Royalty Payable.....	15,625	-
Accrued Liabilities.....	128,185	136,105
Accrued Wages-Related Party.....	290,500	265,500
Loan Payable - Related Party.....	110,929	110,929
Total Current Liabilities.....	746,661	672,140
Total Liabilities.....	746,661	672,140
Stockholders' Equity		
Common Stock, authorized 500,000,000 shares, par value \$0.0001, 24,707,311 and 24,398,172 shares issued and outstanding at November 30, 2010 and May 31, 2010	2,477	2,446
Paid in Capital.....	3,335,995	3,243,026
Accumulated Deficit.....	(3,565,432)	(2,976,086)
Total Stockholders' Equity (Deficit).....	(226,960)	269,386
Total Liabilities and Stockholders' Equity.....	\$ 519,701	\$ 941,526

The Tradeshow Marketing Company Ltd.
Unaudited Statements of Operations

	Three Months Ended November 30,		Six Months Ended November 30,	
	2010	2009	2010	2009
Revenue.....	\$ 446,727	\$ 9,073	\$ 614,697	\$ 13,533
Cost of Sales.....	<u>315,718</u>	<u>9,611</u>	<u>453,060</u>	<u>16,980</u>
Gross Profit.....	131,009	(538)	161,637	(3,447)
General and Administrative Expenses...	<u>297,352</u>	<u>69,759</u>	<u>751,459</u>	<u>113,127</u>
Net loss from operations.....	(166,343)	(70,297)	(589,822)	(116,574)
Interest expense.....	-	-	-	-
Interest income.....	27	-	476	-
Provision for income taxes.....	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
Net Loss.....	<u>\$ (166,316)</u>	<u>\$ (70,297)</u>	<u>\$ (589,346)</u>	<u>\$ (116,574)</u>
Basic and Diluted loss per share.....	<u>\$ (0.01)</u>	<u>\$ (0.00)</u>	<u>\$ (0.02)</u>	<u>\$ (0.01)</u>
Basic and Diluted weighted average common shares outstanding.....	<u>24,707,311</u>	<u>23,263,737</u>	<u>24,651,021</u>	<u>23,233,107</u>

The Tradeshow Marketing Company Ltd.
Unaudited Statement of Changes in Shareholders' Equity (Deficit)
For the Year Ended May 31, 2010 and the Six Months Ended November 30, 2010

	Common Stock		Paid in Capital	Accumulated Deficit	Total Equity (Deficit)
	Shares	Amount			
Balance, May 31, 2009	23,202,809	2,327	1,997,145	(2,362,074)	(362,602)
Shares issued for services.....	94,445	9	45,991	-	46,000
Sale of common stock.....	1,100,918	110	1,199,890	-	1,200,000
Net loss.....	-	-	-	(614,012)	(614,012)
Balance, May 31, 2010	24,398,172	2,446	3,243,026	(2,976,086)	269,386
Shares issued for services.....	200,000	20	50,980	-	51,000
Shares issued for accrued liabilities..	109,139	11	41,989	-	42,000
Net loss.....	-	-	-	(589,346)	(589,346)
Balance, November 30, 2010	<u>24,707,311</u>	<u>\$ 2,477</u>	<u>\$ 3,335,995</u>	<u>\$ (3,565,432)</u>	<u>\$ (226,960)</u>

The Tradeshow Marketing Company Ltd.
Unaudited Statements of Cash Flows

	For the Six Months Ended	
	November 30,	
	2010	2009
Operating Activities		
Net Loss.....	\$ (589,346)	\$ (116,574)
Adjustments to reconcile net loss to net cash used in operating activities		
Amortization and Depreciation expense.....	18,218	-
Shares issued for services and accrued liabilities.....	93,000	46,000
Changes in Assets and Liabilities		
Accounts Receivable.....	(163,580)	-
Inventory.....	(3,450)	(7,877)
Prepaid Expenses.....	25,178	(70,935)
Prepaid Insurance.....	6,819	-
Advance Royalty Payments /Payable.....	25,625	-
Due from Related Party.....	-	-
Accounts Payable.....	41,816	56,095
Accrued Liabilities.....	(7,920)	(8,058)
Accrued Wages.....	25,000	71,000
Net Cash Used by Operating Activities.....	(528,640)	(30,349)
Investment Activities		
Disbursements for Patents and Intangible Assets.....	(52,471)	-
Purchase of Property and Equipment.....	(22,545)	-
Cash Used by Investing Activities.....	(75,016)	-
Financing Activities		
Proceeds from Loan Payable-Related Party.....	-	35,460
Cash Provided by Financing Activities.....	-	35,460
Net Increase (Decrease) in Cash.....	(603,656)	5,111
Cash, Beginning of Period.....	700,540	100
Cash, End of Period.....	\$ 96,884	\$ 5,211
Supplementary cash flow information		
Cash paid for interest	\$ -	\$ -
Cash paid for taxes	\$ -	\$ -

The Tradeshow Marketing Company Ltd.
Notes to Unaudited Condensed Financial Statements

NOTE 1. BASIS OF PRESENTATION

The accompanying unaudited financial statements of Tradeshow Marketing Company Ltd. (the Company) have been prepared in accordance with accounting principles generally accepted in the United States for interim financial information and with the instructions to Article 10 of Regulation S-X. Accordingly, they do not include all of the information and notes required by accounting principles generally accepted in the United States for complete financial statements. In the opinion of management, all adjustments (consisting of normal recurring adjustments) considered necessary to fairly present financial position, results of operations and cash flows for the periods have been included.

These interim financial statements should be read in conjunction with the Company's financial statements and notes thereto included in its Annual Report for the year ended May 31, 2010, from which the Balance Sheet at May 31, 2010, presented herein, has been derived.

NOTE 2. SUMMARY OF SIGNIFICANT ACCOUNTING PRACTICES

The financial statements were prepared following generally accepted accounting principles of the United States of America consistently applied.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

Cash and Cash Equivalents

Cash and cash equivalents consist of cash and deposits in transit.

Inventory

The company inventories finished products it has purchased for resale. Inventory is carried at the lower of cost or market and is reviewed for obsolescence and slow moving items. As of November 30, 2010 and May 31, 2010, the Company did not have any slow moving or obsolete inventory.

Revenue Recognition and Accounts Receivable

Revenues from sales are recognized at the time of shipment for direct response sales and at the time of sale for direct sales. No warranties are expressed or offered on any goods except that of the manufacturer, which they support directly.

Accounts receivable include amounts due from customers and amounts due on sales paid through credit card. Receivables from sales paid via credit card are generally collected within two days following the transaction. Management reviews the accounts receivable outstanding and if deemed necessary records a reserve for uncollectible accounts. The Company does not charge finance charges on past due receivables. At November 30, 2010 and May 31, 2010 all outstanding receivables are current, have been collected subsequent to the period end and prior to the issuance of these financial statements, and therefore, no reserve has been recorded.

The Tradeshow Marketing Company Ltd.
Notes to Unaudited Condensed Financial Statements

Advertising Expense

The Company has entered into advertising and media agreements. The Company expenses advertising costs related to broadcasting and other period expenses as incurred. Costs which are directly related to the production of our Direct Response advertising campaign are deferred until the first airing of the commercial. During the six months ended November 30, 2010 and 2009 advertising expense was approximately \$105,000 and nil, respectively, which is included in general and administrative expenses at November 30, 2010 and 2009.

Property and Equipment

Property and Equipment are stated at cost. Depreciation is generally computed using the straight-line method over the assets' useful lives, typically 3 year to 7 years. Maintenance and repairs are charged to expense as incurred. Expenditures that increase the value of assets are capitalized. When property and equipment are retired, sold, or otherwise disposed of, the asset's carrying amount and related accumulated depreciation are removed from the accounts and any gain or loss is included in operations.

Patents and Trademarks

Patents and trademarks are initially measured based on their fair values. Patents and trademarks are being amortized on a straight-line basis over a period of 10 years and are stated net of accumulated amortization of nil at November 30, 2010 and May 31, 2010.

Website Development Costs

Website development costs are capitalized when there is a probable and identifiable future economic benefit associated with the website. Costs associated with hosting and maintenance are expensed when incurred. Website development costs are amortized over a period of three years.

Impairment of Intangible Assets

The Company evaluates the recoverability of identifiable intangible assets whenever events or changes in circumstances indicate that an intangible asset's carrying amount may not be recoverable. Such circumstances could include, but are not limited to (1) a significant decrease in the market value of an asset, (2) a significant adverse change in the extent or manner in which an asset is used, or (3) an accumulation of costs significantly in excess of the amount originally expected for the acquisition of an asset. The Company measures the carrying amount of the asset against the estimated undiscounted future cash flows associated with it. Should the sum of the expected future net cash flows be less than the carrying value of the asset being evaluated, an impairment loss would be recognized. The impairment loss would be calculated as the amount by which the carrying value of the asset exceeds its fair value. The fair value is measured based on quoted market prices, if available. If quoted market prices are not available, the estimate of fair value is based on various valuation techniques, including the discounted value of estimated future cash flows. The evaluation of asset impairment requires the Company to make assumptions about future cash flows over the life of the asset being evaluated. These assumptions require significant judgment and actual results may differ from assumed and estimated amounts.

Earnings per Share (EPS)

The basic earnings (loss) per share are calculated by dividing the Company's net income available to common shareholders by the weighted average number of common shares during the year. The diluted earnings (loss) per share are calculated by dividing the Company's net income (loss) available to common shareholders by the diluted weighted average number of shares outstanding during the year. The diluted weighted average number of shares outstanding is the basic weighted number of shares adjusted as of the first of the year for any potentially dilutive debt or equity.

The Company has not issued any options or warrants since inception, or other dilutive securities.

Recent Accounting Pronouncements

The Tradeshow Marketing Company Ltd.
Notes to Unaudited Condensed Financial Statements

The Company has implemented all new accounting pronouncements that are in effect and that may impact its financial statements and does not believe that there are any other new accounting pronouncements that have been issued that might have a material impact on its financial position or results of operations.

NOTE 3. STOCKHOLDERS' EQUITY

The Company has authorized 500,000,000 common shares with a \$0.0001 par value. Common shares issued and outstanding were 24,707,311 and 24,398,172 at November 30, 2010 and May 31, 2010, respectively.

NOTE 4. GOING CONCERN

The accompanying financial statements have been prepared assuming that the company will continue as a going concern. The Company has an accumulated deficit of \$3,565,432 and a deficit in working capital of \$388,248. This raises substantial doubt about the Company's ability to continue as a going concern. The financial statements do not include any adjustments that might result from this uncertainty.

Management's plan is to continue to seek funding from its shareholders and other qualified investors to pursue its business plan which includes focusing on sales at tradeshows, developing specialty retail products, and developing product infomercials. Management is focusing on several specialty items that it believes can be brought to market successfully through infomercials, however, to date we have not been successful, and there can be no certainty that management will be successful in its plans in the future.

NOTE 5. SUBSEQUENT EVENTS

Management has evaluated subsequent events, and the impact on the reported results and disclosures, through the date these financial statements became available for issuance. Management did not identify any events that would require disclosure in or adjustment to the financial statements through that date.

The Tradeshow Marketing Company Ltd.

Item 4. Management's Discussion and Analysis of Financial Condition and Results of Operations

Overview

The Company is a marketing and direct sales company focused on the development and distribution of household consumer products. Currently, the Company's sales are primarily conducted through wholesale sales to distributors in the catalog industry and direct consumer sales through its e-commerce websites and television advertising campaigns. The Company is actively negotiating retail sales agreements for select products within the United States and internationally.

Results of Operations

For the three and six months ended November 30, 2010, the Company generated revenues of \$446,727 and \$614,697, respectively, as compared to \$9,073 and \$13,533 in the same periods of the prior fiscal year. The increase in sales in the current year periods over the same periods of the prior fiscal year is due to the wholesale sales to distributors in the catalog industry and direct consumer sales through our e-commerce websites as a result of recent television and online advertising campaigns and general product review and awareness efforts.

Cost of sales for the three months ended November 30, 2010 were \$137,342 as compared to \$7,369. The increase in cost of sales is primarily due to the increase in sales.

For the three months ended November 30, 2010 the Company reported general and administrative expenses of \$454,042 as compared to \$43,368 in the same period of the prior fiscal year. The increase in the current fiscal quarter is due to an increase in our operating costs related to product development and marketing, including activities such as legal review and counseling; product and creative design; patent and trademark applications; product, market, and industry research; sales expansion and business development; and the expansion of our workforce to manage all of these activities. We anticipate our general and administrative expenses will continue to increase or stay at the same level as the current fiscal quarter.

Liquidity

At November 30, 2010 we have a deficit in working capital of \$214,419. We had net cash used in operations of \$439,927 during the three months ended November 30, 2010 as compared to net cash used by operations of \$15,998 during the same fiscal quarter of the prior year. Our cash flows from operations to date have not been sufficient to cover our operating costs. We currently do not have sufficient cash on hand to fund our operations for the next twelve months, however, we believe we will be able to meet our cash requirements over the next twelve months through use of existing cash and cash equivalents or additional amounts, as necessary, to be loaned by or invested in us by our stockholders, management or other investors, and cash flows from operations. However, no assurance can be given that we will be able to raise additional capital, when needed or at all, or that such capital, if available, will be on acceptable terms. Nor can we be certain that we will be able to generate revenue sufficient to fund our operations. In the absence of obtaining additional financing or generating sufficient revenue, the Company may be unable to fund its operations. Accordingly, the Company's financial condition could require that the Company seek the protection of applicable reorganization laws in order to avoid or delay actions by third parties, which could materially adversely affect, interrupt or cause the cessation of the Company's operations.

Off Balance Sheet Arrangements

We do not have any off-balance sheet arrangements that have or are reasonably likely to have a current or future effect on our financial condition, changes in financial condition, revenues or expenses, results of operations, liquidity, capital expenditures, or capital resources that would be material to investors.

Item 5. Legal proceedings.

None.

The Tradeshow Marketing Company Ltd.

Item 6. Defaults upon senior securities.

None.

Item 7. Other information

None.

Item 8. Exhibits.

None.

Item XXI Issuer's Certifications.

I, Luniel de Beer, certify that:

1. I have reviewed this quarterly disclosure statement of The Tradeshow Marketing Company Ltd.;
2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

1/27/2011

X /s/ Luniel de Beer

Luniel de Beer
President, CEO, and CFO
Signed by: Luniel