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NEW TRADE SHOW GOODIES

TRADE SHOW
CREATIV

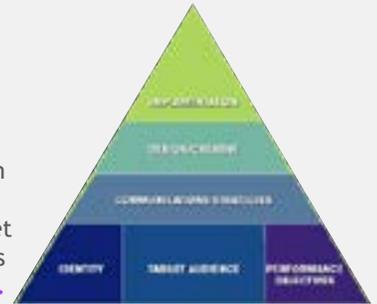
PRODUCTIV
INCREASE EFFICIENCY

CONSTRUCTIV
BOOTH STRUCTURE AND SETUP

April 2014

E Achieving Business Goals Via Marketing Strategy

The link between business objectives and marketing strategy may seem obvious, but the two are often disconnected in real life. Profit-line managers may see marketing as a basket of distinct services, such as ads, trade show displays, and public relations, from which to select to help them reach their sales goals. While a manager may request a new trade show exhibit to generate sales leads, for example, a marketing strategy based on measurable business objectives and solid market research should come first, in order to design an exhibit that will communicate the right messages to the right markets. [Read the entire article and download the Business Review Questionnaire.](#)



P Is Your Booth Staff Ready For An Attitude Adjustment?

Do the math. Assume the next trade show you participate in expects a total audience of 10,000 people over a period of 20 hours. The number of people you can expect to walk past your booth each hour on average is 500. Now divide that number by 60 which results in the possibility of having 8 + people walk by every minute. It's a pretty daunting thought. As a conscientious exhibit manager, you want to ensure that you are getting the biggest rate of return. To accomplish this you have always encouraged your booth staff to speak to as many people as possible. [Read More.](#)

C Maximizing Your Rental Trade Show Booth.

No matter how large or small your business, rentals and refurbished exhibits can help you make a much larger impact at trade shows at a reduced price. Using either option can significantly enhance your image depending upon your current exhibit design. When approached the right way, rentals and refurbished properties can make your company's trade show presence that much better. [View this article!](#)



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We provide a trade-in allowance when you give us your OLD exhibit and purchase a new one. Get a quote from us today and start fresh with a new exhibit within budget!

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