

ON TARGET

Tips on Tradeshow Marketing

December Newsletter

12 Days of Graphics!

The success or failure of your booth can sometimes be linked to something as simple as graphics. Pictures and words appear everywhere from your website homepage to your brochure but at a show the placement of your text and graphics makes its greatest impact is in your trade show display. So....on the first day of a trade show, The Tradeshow Network gave to me one amazing booth and twelve "days" of awesome graphics advice.....



Quick Links

- Custom Designs
- Marketing
- Modular Designs
- Show Services
- Rental Designs

Throw Your Performance Metrics Out the Window!

Is the practice of setting measurable and achievable sales objectives at a trade show the most effective way to plan? Think about it. Most exhibitors look to justify the exhibit expense by trying to fit their results into a neat ROI package. There are also exhibitors who acknowledge that their primary rationale for exhibiting is something other than selling. These exhibitors look to justify the expenditure with a ROO calculation which is guesswork at best. So does the quest for immediate measurable results still make sense? Maybe not. Let's look at a couple of examples. [Read More.](#)



Incorporate the Element of Surprise Into Your Trade Show Plan!



You know that using promotional items at a trade show is a good idea. But what you might not know are some practical ways about how to use those promo products to get the best return on your investment. Just like any other part of a trade show, tons of planning needs to go into what you giveaway and how you choose to give it to potential customers. But if you start with these 6 quick tips you will be on your way to giveaway success! [Read More.](#)

Industry News Links

[Predicting the Future of Trade Shows](#)

[Evolution of the Industry - Are we Keeping Up?](#)

[Draw a Crowd with Magic](#)

Sale Ends Soon!

SHOW SPECIAL

\$2,250

- 1. 10' Popup Exhibit
- 2. All-in-one case
- 3. Bannerstand
- 4. Literature Rack

Social Media



Contact

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