

QUANTITATIV
MONEY SAVING TIPS AND TRICKS

EDUCATIV
TRADE SHOW LITERACY

INNOVATIV
NEW TRADE SHOW GOODIES

TRADE SHOW
CREATIV

PRODUCTIV
INCREASE EFFICIENCY

CONSTRUCTIV
BOOTH STRUCTURE AND SETUP

January 2014

Q Exhibit Industry Outlook for 2014

Economic conditions over the last five years have been extremely difficult for business in general, but especially for small to mid-sized businesses trying to navigate uncertain times. The trade show business has been no exception, and many companies have closed or been sold off. This consolidation has created more opportunities for organizations like ours. Based on our ability to quickly change to meet our clients' evolving requirements, we have been able to grow our business each of the last five years at a consistent and manageable pace without the need to significantly increase expenses. We are optimistic about the future business environment and will continue to build The Tradeshow Network Marketing Group on the principles of putting the customer first while continuing sound financial planning. [Read Article.](#)

E Reducing Your Exhibits Ecological Footprint

We all want to do the right thing. Eliminating the waste in an exhibit program is just one example of changes where we can make a difference. Yet, often companies shy away because of a misconception that having a green exhibit adds to the overall cost. Your exhibit and all that it entails can have a tremendous impact on the environment. With a little mindfulness you can take measures to ensure that you are doing your part. [Read More.](#)

P Ten Steps to a Better Trade Show Image!

Have you started planning your trade show event for 2014 yet? If not - get going!! We have already sent out our forms to our show service clients asking them to provide their show dates, booth space, and requirements. Planning is the essential key to a successful trade show event. But before you sign up for that next show - think about these 10 steps to a better trade show image: [View this article!](#)

Industry News Links

[Six Tech Trends for Your Tradeshow Program](#)

[Expo Show Management Trends Survey](#)

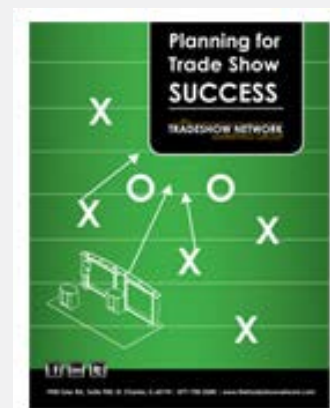
[Messaging - Head vs. Heart](#)

[Tech Checklist - Digital Marketing in the New Year](#)

[Measuring the Value of Your Tradeshow Program](#)

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