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March 2014

E Secrets of Successful Trade Show Messaging



A trade show is one giant competition for attention. Consider all the clamor and distractions that the average attendee experiences as they walk they aisles: booming presentations, flashing lights, streaming videos, and more. It can seem like so much screaming. “The conventional wisdom is that you get three to seven seconds of someone’s visual attention from a trade show display, but I don’t agree,” observes Dave Brown, vice president of sales for Optima Graphics, which makes large-format graphics for exhibits. “It gets you one glance. If I glance at a booth and there is something visually striking, I’ll stay.” So how does an exhibitor communicate the right messages to the right people in a compelling way? [See a few secrets of success from trade show experts!](#)

P Find New Booth Ideas From Your Expo Eyes

You are looking for a new trade show display. You’ve been to a number of booth builders’ showrooms, seen lots of interesting ideas and now face the challenge of choosing what’s right for your organization. This is a common dilemma and while a professional display representative can be helpful, it’s important for you to have some idea of what will work for your organization in the shows you will be exhibiting at. You now have a choice, you can be reactive and wait for your trade show display reps to offer suggestions or you can be proactive and develop ideas of your own that your rep can incorporate into their design proposals. [Read More.](#)

I iPad Applications You Can Use

There’s a disorder that nearly every exhibitor suffers from at one point or another. It begins slowly, but can grow to a dangerous level. It’s called “Center of the Universe Syndrome,” (COTUS) and it can develop due to event planning stress, lack of education, or just plain laziness. It manifests as either arrogance or indifference, with exhibitors relying too much on outside circumstances (show management, booth location, etc.) to drive traffic to their booth instead of being proactive. Left unchecked, it can reach disastrous proportions and cause complete failure at the show. [View this article!](#)

Industry News Links

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[9 Things Every Event Planner Should Know](#)
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We will be attending Exhibitor 2014 - if you are going please contact us for a dinner date!

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