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BOOTH STRUCTURE AND SETUP

July 2014

P What Does An Exhibit Manager Do In The Summer?

It's summer planning season for trade show managers. The business cycle for many industries is such that summer is a slower time with fewer conferences on the calendar. Of course, that doesn't mean there's nothing to do. Whenever there's an open window of time, some housekeeping and advance planning are in order. We asked two trade show managers for their perspective on planning - and added a checklist of our own. [View article and download guide.](#)



E Recording Quality Lead Information



With so many electronic methods of recording lead information you would think the old manual lead sheet should be showcased at the Smithsonian

with a caption that reads, "The way we did it in the old days." The tendency has been to drop the manual method of recording lead information and replace it with one of a plethora of electronic methods including: tablets, Smartphone's, kiosks, laptops and show related bar-code generated retrieval systems. Electronic systems are cool. Manual lead sheet are not. However, in some circumstances, there is a strong argument to consider recording lead information manually. [Read full article.](#)

Q How Do You Figure Out Promotions?

Drawing a crowd to your trade show exhibit involves several different plans - all of which are absolutely needed to make your event a successful and profitable one for your company. This includes the booth itself, your graphics, the messaging and the people that are managing the booth

for you. But how to you promote yourself at these event effectively and within your budget? First you need to ask yourself a few questions....

[Read entire article.](#)



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Feature: [Exhibit Warehouse Sale](#)

Looking for some additional pieces for your booth space? Need a used exhibit? Want to try events at a reduced price?



For this summer we will be posting items for sale from our over abundant inventory - starting at an additional 25% off discount prices during May.

Contact

phone: 877-730-5300

thetradeshownetwork.com

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