

QUANTITATIV
MONEY SAVING TIPS AND TRICKS

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NEW TRADE SHOW GOODIES

TRADE SHOW
CREATIV

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CONSTRUCTIV
BOOTH STRUCTURE AND SETUP

November 2014

P How Trade Show Managers Can Manage Their Deadlines!

Going through the five steps of the trade show exhibit design process can save you money on your booth design, as well as headaches and re-work down the road. And with the help of the right creative team and excellent show services support, you are guaranteed to have a great experience and an exhibit solution you love. This simple project plan has demonstrated that it works.

To help guide you in the planning process we have also developed a list of exhibit design questions that you need to answer to effectively implement the design process. By answering these questions and following the process you will have an effective booth that draws in the crowd and brings your brand to life! [Read entire article!](#)



E Lessons for the 1st Time Exhibitor

Every year companies who have never exhibited are enticed by the prospect of great returns from attending a trade show. While many of these first time exhibitors achieve great results, many do not. They find that the post-show math often shows they did not achieve a positive return on their investment and the result is a reluctance to try again. Exhibiting works. All the data produced by industry associations backs this statement up. But what the research fails to mention is that profit does not come automatically. It is the result of lots of hard work and planning. If you are considering attending your first trade show here are a few pointers that will keep you on track. [Read article.](#)

I Trade Show Graphic Colors for 2015



There are hundreds of companies at trade shows vying for your audience's attention. They distribute branded items, talk about their products, and do everything possible to scan attendees' badges with lead retrieval scanners. Most companies use the same trade show tactics as each other, and attendees eventually forget who was who. But there are other, smarter ways to strategically approach trade shows that will make you stand out from other companies and competitors and stay on attendees' brains long after the event is over. [Read article.](#)

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