

TRADESHOW MARKETING DIRECTIONS

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FEATURE: FABRIC STANDOFFS



WE ARE EXPANDING OUR SERVICES FOR YOU!



The Tradeshow Network Marketing Group is expanding its services for trade show exhibitors and has produced their first commercial for 2015, "Talk to the Exhibit House that Listens!" This video was designed to help exhibitors understand the benefits of working with an exhibit company that takes the time to get to know their business and marketing objectives. "We believe that listening to our customers is the cornerstone of our success," said Chris Roberts, president of The Tradeshow Network Marketing Group. "We recommend that any company looking to create a new exhibit begin by sharing their overall business strategy and marketing goals with us so we can create an exhibit design that supports their goals and brand image and meets their budget requirements." The firm offers a Business Review Questionnaire for free download at: [READ MORE](#)

GIVE ATTENDEES WHAT THEY WANT

When planning your upcoming exhibits, how much do you think about what attendees at that show want ... or are you simply including all the things you (and others who have a say within your company) want to show off? Perhaps you're not even sure what attendees want in the first place. That's where studies done by the Center for Exhibition Industry Research (CEIR) come in handy. Earlier this month, they released a report titled "Quick Guide on Attendee Preferences by Industry Sector" which includes answers from 421 respondents in 14 industries. [READ MORE](#)



BRAINSTORMING IDEAS FOR TRADE SHOW BOOTH DESIGNS



Trade shows are an excellent way to highlight your company's goods or services. It allows you to market your brand to hundreds or thousands of potential customers in a relatively short time frame. The one thing to remember about trade shows is that you have one chance to shine and one opportunity to turn each visitor to your booth into a customer. The first thing that trade show attendees are going to notice is your booth design. You literally have about five seconds to grab their attention or watch them walk away. Here is a look at the top ten things to remember when brainstorming trade show booth designs. [READ MORE](#)

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