

Know Your Exhibit Stand Options

Not all [trade show booths](#) are created equal. Each type of display has its proper place, depending on the size of the show, your marketing objectives and your budget. Some companies use different types and sizes of exhibits for different shows, while others rely on just one exhibit for all shows. Knowing your options for trade show displays will help you choose and plan wisely.



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How to Drive Targeted Traffic to your Trade Show Booth

Trade show attendance represents a considerable investment for businesses both big and small. Regardless of a company's market share, any booth manager will tell you that shows can oftentimes mean the difference between a good year and a stellar year, and the reason is pretty obvious. Trade shows offer the kind of direct access to hundreds or even thousands of prospective clients that you just won't experience anywhere else.

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The 2016 Economic Forecast for Trade Show Marketing

According to the results of EXHIBITOR Magazine's 2016 Economic Outlook Survey, which gauged the opinions, expectations, and experiences of nearly 400 exhibit and event professionals, 2016 is likely to be a repeat of last year in terms of show schedules and budget allocations. But with one-half of respondents considering new builds in the next 12 months - and 85 percent anticipating larger returns on their exhibit-marketing investments than in 2015 - it appears face-to-face marketers are still mostly optimistic, despite slower-than-desired economic increases.

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