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#### LAST CALL WAREHOUSE SALE



#### UPCYCLE YOUR EXHIBIT FOR A BRAND NEW EXPERIENCE



A trade show display is a big investment and most businesses don't want to just throw that money away. But sometimes the law of diminishing returns sets in. That \$60,000 booth that made such a great impression ten years ago may be giving off a bargain basement vibe today. It can be tough to know the best route to take. As a result, many companies just leave old exhibits sitting in storage, accruing storage charges without getting any benefit. What can you do to make the most of your existing exhibit? First, ask yourself a few questions to evaluate the impression your exhibit is making. [READ MORE](#)

#### 12 WEIRDEST (AND BEST) THINGS YOU CAN GET FOR FREE

People say the best things in life are free. They also say, however, that there's no such thing as a free lunch. So who's right? We all know there's truth to both axioms. You can't buy a sunset, but if someone offers you a free steak dinner, chances are they want something. Fortunately, we're here to clear it up for you. We've compiled the 12 best (and weirdest) things you can get for free. No tricks, no gimmicks, and best of all -- no money needs leave your bank account. [READ MORE](#)



#### TRADE SHOW EFFORTS TO THE MILLENNIAL GENERATION



A millennium is a period of one thousand years. It is similar to the terms biennium, a period of two years, and century, a period of one hundred years. The term derives from the Latin mille, meaning thousand, and annum, meaning year. So what is a MILLENNIAL? This is a term used to describe a new Millennial Generation or Generation Y. There are no precise dates when the generation starts and ends but researchers and commentators use birth years ranging from the early 1980s to the early 2000s. So what does that mean to you and your trade show marketing efforts? EVERYTHING! In a recent CEIR/SISO Study - it was revealed how young professional exhibitors think. You need to understand this study because these are our next customers! [READ MORE](#)

#### CONTACT

phone: 877.730.5300  
[www.thetradeshownetwork.com](http://www.thetradeshownetwork.com)

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