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NEW RENTAL DESIGNS



TO EXHIBIT OR NOT TO EXHIBIT?



The 2016 trade show season is upon us, so if you are planning to attend, sponsor, or exhibit at a trade show and haven't started planning yet, it's time to start. Trade shows are a big marketing investment and meticulous planning is required in order to make it worth the time and money. A successful trade show plan needs to be started at least six months in advance of the show, and in some cases, depending on the scale of the show or your level of participation like speaking engagements, planning may need to kick-off a year or more in advance.

Download our guide - [READ MORE](#)

17 FREE STOCK PHOTO SITES FOR TRADE SHOW MESSAGING AND GRAPHIC IDEAS

If you are like us - a picture says a million words. We therefore focus on trying to find graphics that match and communicate the words we are trying to say. People don't just want to see words but something that offers them an experience and when it comes to tradeshow, your booth can easily get lost in all the visual clutter on the show floor. Attendees passing by in the aisles are bombarded with colors, lights, and marketing, so it is up to you and your team to think through your messaging and branding to stand out to your target audience as they pass by. Work on creating powerful messages that speak to their specific needs and get the message across quickly and easily. Here are some **FREE** stock photo sites that can help you develop those creative graphics: [READ MORE](#)



7 SIGNS YOUR LEADS ARE A TERRIBLE FIT

With your 2016 marketing budgets being scrutinized, the importance of maximizing the return on your trade show investment is more important than ever. Trade show expense is the number two advertising expense for many companies, so you want to know how to get the most bang for your exhibiting buck. Start with understanding that some leads might NOT be a good fit for you and while you are in your trade show booth - focus on seeing these signs: [READ MORE](#)

CONTACT

May we help you with your trade show planning for 2016?

Call or email Chris Roberts to get started.

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