

QUANTITATIV
MONEY SAVING TIPS AND TRICKS

EDUCATIV
TRADE SHOW LITERACY

INNOVATIV
NEW TRADE SHOW GOODIES

TRADE SHOW CREATIV

PRODUCTIV
INCREASE EFFICIENCY

CONSTRUCTIV
BOOTH STRUCTURE AND SETUP

June 2014

P When Should You Rent a Trade Show Booth?



No matter how large or small your business, rentals and refurbished exhibits can help you make a much larger impact at trade shows at a reduced price. Using either option can significantly enhance your image depending upon your current exhibit design. When approached the right way, rentals and refurbished properties can make your company's trade show presence that much better. But there are several factors that need to be addressed to make the right decision for your company and your trade show marketing efforts. The first is how many times this booth will be used. Rule of thumb is - if you are going to use it more than three times in a year - you might think about purchasing. Additional factors to consider include: [Read entire article.](#)

O Thieves At Broad Daylight

It seems that in our age of consumerism we have managed to accumulate more and more things for people to steal. This includes everything from identities, ideas, inventions and even inventories of things we need to keep our trade show booth alive. With all the worry about ensuring that our exhibit and peripherals arrive at the show on time, leaving security as a nice too item leaves you vulnerable to the whim of some unscrupulous person who sees something of value in an unmanned booth and takes it for his own. [Read More.](#)



E Are You Getting Your Fair Share?

The trade show business is a 96 billion dollar industry - everything from convention centers to the trade show booth and space. Someone must be doing something right if this industry continues to grow. If you are not using face to face trade show events to generate leads for your business, you might want to think about adding this type of marketing tool to your overall business plan. CEIR says



that 86% of trade show attendees will be new prospects for you with a less costly return on investment if they close. [View Article.](#)

Industry News Links

[Installation and Dysfunction](#)

[Strategies to Boost Your Trade Show Booth Traffic](#)

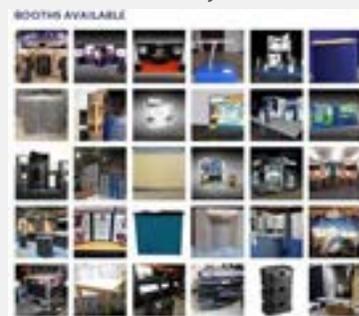
[Five Way to Monitor Your Online Branding Reputation](#)

[Exhibition Industry Continues to Grow](#)

[Draw a Crowd with Magic](#)

Feature: [Exhibit Warehouse Sale](#)

Looking for some additional pieces for your booth space? Need a used exhibit? Want to try events at a reduced price?



For this summer we will be posting items for sale from our over abundant inventory - starting at an additional 25% off discount prices during May.

Contact

phone: 877-730-5300

thetradeshownetwork.com

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