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MONEY SAVING TIPS AND TRICKS

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CONSTRUCTIV
BOOTH STRUCTURE AND SETUP

August 2014

C Case Study: SII Soars With New Trade Show Marketing Program

This work demonstrates how creating a trade show marketing strategy and integrating branding throughout the collateral materials can build a new brand image and achieve results for any client. Stewart Industries International a very well established, reseller of used and consigned aircraft parts in Guthrie, OK was in need of marketing assistance. They had recently added MRO (Maintenance Repair and Overhaul) and dismantling, end-of-life and recycling services for aircraft through their new location in Roswell, NM and they were going to participate in a trade show event in the fall to showcase this new service. [View article and download guide.](#)



I Ease Your Way Through International Borders

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 full article.](#)



E Why Hire a Copywriter For Your Trade Show Marketing Needs?

A graphic designer recently told me that her clients are often reluctant to hire a freelance content writer for their website. "Most of the time, my customers write their own web content," she said. I was taken aback, but certainly understood what she meant. Few clients have the graphic design chops to create their own website, but since everyone "writes", many business folks conclude that they can write copy for their own website. And, from the number of poorly written websites out there, it seems this is exactly what is happening..... [Read entire article.](#)

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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 the summer we will be posting items for sale from our over abundant inventory - last chance to take advantage of these deals!

Contact

phone: 877-730-5300

thetradeshownetwork.com

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