

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

September 2014

E Trade Show Exhibit Resource Guide Now On-line

“Trade show and marketing managers face a huge array of choices when it comes to display designs, options and costs, which is why we developed resource guides to provide more information on four different types of exhibits with budget guidelines for each,” explains Chris Roberts, president of The Tradeshow Network Marketing Group. “Our goal is to help our clients identify the best, most cost-effective trade show solution for their business objectives, marketing goals, and trade show schedule.” Each 20-page guide features examples of the latest trade show display designs in different sizes and configurations, along with budget guidelines, design considerations, accessories, exhibit terminology, planning tips, marketing, and show services. [Click to obtain a guide.](#)



I Gamify My Trade Show Booth!

It used to be that a great personality was enough to capture the attention of a trade show visitor. But, what worked once may not be applicable today. We are faced with a fast changing demographic of trade show attendee. The traditional baby boomers are quickly being replaced by GenXers and Millennials who are different in many ways from their elders. They are more demanding, more skeptical and more tech savvy. Attempting to capture their attention in ways that once worked for boomers simply no longer will work. One of the techniques that is growing in popularity is the use of games. While games such as a putting contest or a draw have been used for years, today's visitors demand more from the activities that attract them. [Read full article.](#)

Q What Came First - Shipping or Drayage?

It has been my experience in the Trade Show Industry that one of the most confusing services for exhibitors revolves around the handling of your materials. Let me start by explaining the difference between the two. **Drayage** (a.k.a. Material Handling Services) is the unloading of your exhibit materials at the dock, storage for up to 30+ days in advance of the show at an off-site warehouse, the transport of your materials to show site, the delivery of your materials to your exhibit space, the handling of your empty containers to and from storage, and removal of the materials from your booth to the dock for reloading onto an outbound carrier. With that said, the obvious answer would be that **shipping** gets the ball rolling, right? After all, you need to ship your materials first in order for the drayage services to kick in. [Read entire article.](#)

Industry News Links

[Trade Show Exhibit Types Defined](#)

[Seven Trade Show Tips for Start-ups](#)

[What Motivates Attendees to Go to a Show](#)

[How to Harness SEO for Events](#)

[Tradeshow Event Calendar](#)

[Draw a Crowd with Magic](#)

Feature: **Fabric Design \$3,400 Limited Time!**



Contact

phone: 877-730-5300

thetradeshownetwork.com

Social Media

[Facebook](#)

[Twitter](#)

[YouTube](#)

[LinkedIn](#)

Quick Links

[Custom Designs](#)

[Modular Designs](#)

[Rental Designs](#)

[Marketing](#)

[Show Services](#)

Request a Resource Guide:



the
TRADESHOW NETWORK
MARKETING GROUP