

## Exceeding expectations at your next trade show event

Exhibiting at trade shows is a big investment of time, effort and money. It needs to pay off in measurable results. What makes trade shows so appealing as a marketing tool is the ability to conduct face-to-face marketing, to design a display that reflects well on your brand image and to staff your exhibit with your best representatives. Where else can you find so many potential customers in person in one place?

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## Things I wish I knew before I showed up at my booth

You paid the big bill of reserving your space - now make it worth your while!! Don't just show up to your next show - bring your company to life by showing your prospects who you are! Doing it in a trade show environment does have its share of challenges - but if you do it right - it can be SO fun! provide the best way to build relationships, network, find qualified buyers, meet vendors, and generate buzz and interest.

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## Event technology hot trends

With 2016 here, it's a good time to take a look at what's hot for event technology, and how we can use that technology to improve both the experience of an event, as well as the bottom line success within your trade show display.

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## Contact Us

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