

Four steps to determine the best shows for your business

Marketers who browse trade show calendars can be quickly overwhelmed by the array of choices, both in the U.S. and around the world. As a trade show exhibit firm, we hear the same question over and over: What shows are best for my industry? We wish we had an easy answer, but the truth is that you have to do a lot of legwork before you can answer that question accurately. We recommend a four-step process for determining the best trade show exhibitions for your business.

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It is an unfortunate fact that tradeshow are places of extreme excess. Multiple resources, hundreds of man hours and millions of dollars are wasted on show floors across the country every day. You are paying for plenty of it. Maybe it's the pressure of too many deadlines, shrinking budgets or an overworked staff that causes exhibit marketing professionals to neglect or forget important processes and procedures that are required for a show to run smoothly and stay on budget.

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Attracting prospects to your trade show display

When your company spends the money, time, and effort to display a booth at a trade show, it is vital to make the best of it. Careful planning and research can go a long way towards ensuring a successful showing at your next trade show. This article will highlight ways to attract visitors to your booth, detail ways to plan out a successful trade show exhibition, and explore some of the best ideas for trade show giveaways.

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