



USES Beyond Trade Shows for Your Display

Annual Meetings
Association Events
Banquets and Parties
Charitable Campaigns/Fund Raising
Community Affairs
Company Anniversaries
Employee Communications
Employee Recognition
Flea Markets
Informational/Educational Kiosks
Investment Presentations
Lobby/Reception Area
Mall Marketing
Management Meetings
Plant and Office Tours
Product Introductions
Recruiting
Reseller Support
Sales Meetings/Presentations
Seasonal Events
Seminars
Showroom Displays
Special Events
Sponsorship Activities
Swap Meets
Technical Presentations
Training and Orientation
Vendor Reviews

Trade Show Navigators – “*Your Guide to Image Building and Exhibits*”
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TYPES OF BOOTHS

- **TABLETOP:** Designed for display on a six- or eight-foot table. Easy to set up, take down, and transport. Also the least expensive.
- **PORTABLE:** Like the tabletop exhibit, they are easy to set up, take down, and transport. Their advantage is that they stand alone. A portable is easily carried and its size allows it to be checked as luggage on an airplane.
- **MODULAR:** Structural elements are interchangeable, providing maximum flexibility in arrangement and size. A 20' display, for example, may be broken down into two 10' displays.
- **CUSTOM:** An exhibit designed and built specifically for the user. It is usually the most expensive of all displays.
- **RENTAL:** A complete package offered through a trade show services firm on a rental basis.
- **USED:** Previously owned and used display.

If a company cannot afford to buy or create an appealing booth, it is better off simply attending the show. An amateurish, slipshod booth will not only draw a limited crowd but will also create a negative image.



12 TRADE SHOW RULES OF THUMB

1. PLAN FOR TRADE SHOW PARTICIPATION

- **BEGIN EARLY.**
- **ASSIGN RESPONSIBILITIES.**
- **NOTIFY ALL PERSONS CONCERNED.**

(Handout: Exhibit Staff Manual)

2. DEVELOP ROUGH CONCEPTS OF EXHIBITS AND DISPLAYS

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3. THE EXHIBIT SHOULD HAVE ONE CENTRAL THEME.

4. HAVE SOME VISUAL ELEMENT OR ACTIVITY THAT SERVES AS A MAGNET TO CATCH THE ATTENTION OF EVERYONE WALKING BY.

5. LAYING OUT YOUR BOOTH.

6. HAVE OTHERS AVAILABLE TO HELP WORK YOUR BOOTH, even if yours is a one-person company.

And, NEVER LEAVE THE BOOTH UNATTENDED.

7. MAKE SURE ALL THE STAFF OF YOUR BOOTH ARE SUFFICIENTLY FAMILIAR WITH YOUR PRODUCT OR SERVICE THAT THEY CAN ANSWER MOST QUESTIONS.

8. DON'T WASTE EXPENSIVE ADVERTISING SPECIALTIES, FOUR-COLOR FLYERS, BROCHURES, OR COMPLETE CATALOGS ON TRADE SHOWS.

9. PREPARE SEVERAL SPECIALS TO ADD INCENTIVE FOR BUYERS TO MAKE AN IMMEDIATE PURCHASE.

10. ALWAYS HAVE PLENTY OF ORDER FORMS, CARDS, BROCHURES, FLYERS, AND PENS AVAILABLE.

11. TO SAVE SET-UP TIME, PREPARE YOURSELF WITH A DIAGRAM OF YOUR BOOTH LAYOUT, A CHECKLIST OF ITEMS YOU WILL NEED FOR DISPLAY AND FOR USE, AND A THOROUGH PERSONNEL PLAN.

12. KEEP A COLLECTION OF PERMANENT SAMPLES ATTACHED TO THE DISPLAY.