

# TRADE SHOW & EVENT MARKETING

## Choosing a Display

There are many display options available today. How do you choose the one that's right for you? Answer these simple questions to find out:

### How often do you exhibit at a trade show or event?

- A. 1-3 times per year
- B. 4-10 times per year
- C. 10 or more times per year

### What are your graphic needs?

- A. Small and easy to assemble display with company name, logo and tagline
- B. Mid-sized display for company and product/service information
- C. Large display for company information and messaging, product/service information and images

### How many employees typically attend your trade show or events?

- A. Just one employee
- B. One to two employees
- C. Three or more employees

If you answered mostly A's, then a **banner stand** may suit your needs. These retractable stands are free-standing and can be set up within seconds, with one person – simply set up the pole, pull up the graphic and hook. Average size of these banners is 2' wide by 6' tall, so they don't require a lot of floor space. A banner stand design could incorporate the company logo and tagline along with some other basic information.

If you answered mostly B's, then a **table-top display** could be right for you. Table tops are great for those who exhibit a few times a year and are looking for a professional yet cost-effective display to be used again and again. Table-tops provide a large graphic area allowing you to display your branding along with a list of your key products or services. These displays are especially ideal for small areas as they simply sit on the back edge of a table, allowing you plenty of room to display your printed materials and promotional products.

If you answered mostly C's, consider a **pop-up display**. These displays use a frame that is constructed in such a way that the unit will "pop up," making assembly a breeze. The displays come in various sizes with the most common being 8' and 10' wide. They are ideal for anyone who is a regular trade show exhibitor due to their compact size, professional appearance and easy set-up. Pop-ups are covered with fabric panels that accept Velcro® backed graphics or printed graphic panels that attach directly to the pop-up frame. These displays offer the largest graphic area for you to display your message. Once they are set up, the pop-up display forms a curved or angled wall that serves as a back wall for your booth.

## DID YOU KNOW?

- The average trade show has more than 400 exhibitors.
- About two-thirds of all exhibitors are in a 10' x 10' space and another 18 percent are in a 10' x 20' or 10' x 30' space.
- The average trade show attendee will spend 7 to 8 hours on the floor over a period of 2 to 3 days visiting an average of 25-31 exhibits – leaving just 5 to 15 minutes per visit!

Source: Exhibitor Online



MARKETING • PRINT • MAIL