

April Newsletter



Industry-Focused Communications Hit the Target!

Print collateral materials have long been the most popular handouts at trade shows. But all too often, the handout is an all-purpose company brochure that covers all products and costs too much to produce. In fact, trade show booth exhibitors often share the sinking feeling that most of their print materials end up in the circular file. So how does a new exhibitor make sure



that they are hitting the target at their trade shows? [Read Article.](#)

Quick Links

- Custom Designs
- Modular Designs
- Rental Designs
- Marketing
- Show Services

A Fresh Approach to Recruiting Your Exhibit Staff

Allocating staff to participate in a corporate exhibit program is fraught with challenges. This article will help you identify your preferred trade show exhibit staff by job function so you bring the right people to your booth so you get the job done right! But first, here are the exhibit challenges. [Read More](#)



iPad Stand Catalog Now Available!

The iPad has been a game-changer in the tradeshow industry, providing low cost interactive touch screen solutions. We've created a catalog with a variety of iPad Kiosk solutions for your exhibit.



These kiosks all have anti-theft hardware, metal frames, cord management, and are compatible with iPad 2, 3 & 4. Choose from full 360 swivel, landscape/portrait rotation or static orientation and customize your kiosk with graphics, face plates and literature stands, the possibilities are endless! Whether you're looking for a table or full length stand, counter top insert or bannerstand, wall or post mount, single iPad or multiple we've got you covered. Streamline and mobilize your business with your tablet, there's an app for everything. iPad kiosks are a great way to drive traffic to your booth at trade shows and generate leads. For more information on pricing, features and options, click on the icon to download the catalog.

Industry News Links

- Exhibitor Show Suggests Good Year Ahead
- What's New in the Exhibitor World
- Demo the Intouch Interactive Table
- CEIR Report On How to Attract Attendees
- Draw a Crowd with Magic

Request a Resource Guide:



Social Media

