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MONEY SAVING TIPS AND TRICKS

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BOOTH STRUCTURE AND SETUP

February 2014

E Fall in Love With Your Trade Show Marketing Company

OK, so maybe love seems a little too strong of a word to associate with a client relationship, but every firm wants to make their clients as happy as possible. Just what is it about a trade show marketing company that might make you deliriously happy? We hope you will share your opinion in a brief online survey. In the meantime, we'd like to share from our experience and the hints that our customers have been dropping in their RFPs about what they are looking for in an ideal trade show partner. **Ten Questions to Ask.** [Read Whitepaper.](#)

P Safety First At Shows

I've been conducting training programs for a long time. I recently worked with a client whose focus on staff safety impressed me. Before my workshop began a complete set of instructions for the participants was issued around fire safety, escape routes and the location of portable defibrillators. When companies walk the safety talk they have in effect created a safety culture which every employee lives and breathes. But, what if there were an emergency at a trade show or in your booth. [Read More.](#)

I iPad Applications You Can Use

An inexpensive, yet extremely powerful tool with a low entry cost is the iPad. These little devices are relatively inexpensive for most trade show booth budgets and can be powerful lead generator for your business at a trade show event. But instead of just having your standard PowerPoint presentation on the iPad - think about making it a more interactive solution that draws in the prospect and educates them quickly on what they are specifically looking for in a solution. [View this article!](#)

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