

ON TARGET

Tips on Tradeshow Marketing

July Newsletter



Maximizing Rentals and Refurbished Booths at Trade Shows!



No matter how large or small your business, rentals and refurbished exhibits can help you make a much larger impact at trade shows at a reduced price. Using either option can significantly enhance your image depending upon your current exhibit

design. When approached the right way, rentals and refurbished properties can make your company's trade show presence that much better. [READ ARTICLE](#)

Quick Links



Plan B For Your Trade Show Marketing Program.

When Murphy's Law decides to ply its magic to your trade show strategy you need a contingency. It's called your Plan B. Having a back-up in place is always a good idea; so much so that in 2006 movie actor Brad Pitt named his production company Plan B Productions. More recently the infamous morning after birth control pill has been dubbed Plan B. But what about in a tradeshow setting - what is your Plan B?

[READ ARTICLE](#)



Win a Tabletop Display For Your Favorite Non-Profit!



Once a year we review our trade show display inventory and we encourage out clients to do the same. After we wrote an article last year on how you can effectively manage your inventory, we received a lot of requests from clients to help them "donate" their used exhibits to nonprofits and other organizations in need. This year, we decided to host a trade show display contest to benefit three worthy not-for-profit organizations from our own inventory. Here's how it works: Like our Facebook page, register online and then vote for your favorite nonprofit. The top three groups with the most votes will receive a custom tabletop display, complete with a new design and graphics. It is that easy!!! So take this link and share it with your friends! Your nonprofit will LOVE YOU! [REGISTER FOR THIS GIVEAWAY BY JULY 31ST!](#)

Industry News Links

[Top 12 Mistakes You can Make in Your Booth](#)

[Are You Attracting Attention or Clogging the Aisles?](#)

[Technology that Creates an Interactive Experience](#)

[Best Email Follow-up Subject Lines for Exhibitors](#)

[Draw a Crowd with Magic](#)

Request one of our New Resource Guides here:



Social Media



the
TRADESHOW NETWORK
MARKETING GROUP

Contact

877 730 5300

www.thetradeshownetwork.com