

ON TARGET

Tips on Tradeshow Marketing

June Newsletter

Building a More Muscular Brand

What is a brand? Put simply, your brand is what your prospect thinks of when he or she hears your brand name. It's everything the public thinks it knows about your name brand offering—both factual (e.g., it comes in a large orange box), and emotional (e.g., it tastes good). Your brand name exists objectively. People can see it. It's fixed. But your brand exists only in someone's mind. So review our case study and see how we worked with this client to grow both their brand and their exhibit booth at various trade show events.



Quick Links



Your Guide to an Effective Trade Show Services Online Management System



From communication to budgeting, every detail in the preparation of your events can be managed easily with our online resources for clients. You can order new products and services, review your show asset inventory, run budget reports, and track invoices - all accessible 24/7 and in real time. So whether you're in the corporate office or on the road, our online management services give you greater control and help manage your expenses. We created a video that walks you through our Exhibit Online Management System. We use the password-protected online management site for all of our customers' graphics, trade show

exhibits, upcoming shows, and rental booth equipment and furniture. It helps us keep track of incoming and outgoing shipments while making sure that the correct items are going to and from your show. Click on the box to view our video.

Are Mobile Trade Show Guides the Way of the Future?

Trade show exhibitors are quickly moving away from having excessive amounts of hard-copy brochures, price sheets and catalogs so it's no wonder that the paper-based show guide should also be placed on the endangered list. Technology has made it possible to bring trade show exhibiting one step closer to being environmentally friendly by switching from paper to electronics. It is now possible to put the entire show guide on one user friendly app. Companies like Mobi, Guidebook and TapWalk have taken the lead in producing the first generation of apps that hold the promise of greatly improving the efficiency of exhibitor's performance. [Read Blog](#)

Industry News Links

[Let's Make Face-to-Face IN Your Face!](#)

[What Does Your Booth Say About You?](#)

[Seven Best Trade Show Giveaways](#)

[Draw a Crowd with Magic](#)

Request one of our New Resource Guides here:



Social Media



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