

**QUANTITATIV**  
MONEY SAVING TIPS AND TRICKS

**EDUCATIV**  
TRADE SHOW LITERACY

**INNOVATIV**  
NEW TRADE SHOW GOODIES

# TRADE SHOW CREATIV

**PRODUCTIV**  
INCREASE EFFICIENCY

**CONSTRUCTIV**  
BOOTH STRUCTURE AND SETUP

May 2014

## **E** Maximizing Your Trade Show Exhibit Dollars

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. Take a look at five simple tasks you can easily complete to make sure your investment in a trade show is maximized to its fullest potential to the right markets.

[Read the entire article and download the whitepaper.](#)



## **P** Your Expo Toolkit



I once heard a speaker say that exhibition planning should include reference to Murphy's Law - "Whatever can go wrong, will." There is so much that is needed to mount a successful appearance that attempting to plan for everything, in the face of Murphy and his law, seems futile. However, what

a lot of planners have included a toolkit containing items to mitigate those things that can go wrong including everything needed to handle last minute emergencies. These incidental items can save you not only last minute grief but can also avoid in additional costs when you have to purchase them on the show floor at exorbitant prices. [Read More.](#)

## **C** What Is Your Passion Statement?

If you were to write a Passion Statement for yourself or your organization, what would it say? What are you passionate about? What drives you to jump out of bed in the morning; eager to create something wonderful, something that matters? How would you answer the questions, "Why does my organization exist?", "Why did I launch this personal or professional enterprise?", "What's my gift to the world? [View article!](#)



## Industry News Links

[Five Questions you Should Ask in a Selling Situation](#)

[Ten Things you Should do Before a Show](#)

[Five Ways to Keep Your Trade Show Staff Encouraged](#)

[Draw a Crowd with Magic](#)

## Feature: [Summer Warehouse Sale](#)

Looking for some additional pieces for your booth space? Need a used exhibit? Want to try events at a reduced price?



For this summer we will be posting items for sale from our over abundant inventory - starting at an additional **25% off discount prices during May.**

## Contact

phone: 877-730-5300

[thetradeshownetwork.com](http://thetradeshownetwork.com)

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## Quick Links

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## Request a Resource Guide:



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