

# ON TARGET

Tips on Tradeshow Marketing

## November Newsletter

### Cash In That OLD Booth!

Purchasing a trade show display is a big decision. At The Tradeshow Network Marketing Group we provide our clients with a USED BOOTH ALLOWANCE that can be used towards the purchase of a new booth. How does it work?

- You send us some pictures of your booth.
- We provide you an estimate of how much we will pay to purchase that booth.
- You provide us the goals and objectives of your new booth design.
- We provide you a estimate and design of your new booth for approval.
- We sign an agreement to produce the new booth.
- You send us the OLD booth and we send you the NEW booth.

Easy-peasy!! [Fill out this form](#) (some rules do apply) to start the process and have your new booth by the first of the year!



### Quick Links



### The Only Metric That Matters!

In an attempt to face the challenge of accountability for the exhibition investment, many exhibit managers find themselves overwhelmed by answering the questions "What's the most effective metric?" and "How do I measure its effect on budget?" The key and underlying issue they need to prove is the value of the trade show exhibit investment. Measurement is not easy. [Read More](#)



### Incorporate the Element of Surprise Into Your Trade Show Plan!

One of my greatest marketing secrets, I learned from my father. When I was 12 years old I worked for my father on Saturdays in his retail store. The challenge he faced was having a number of small and inexpensive items of various types left unsalable. There were not enough of any one product to have a dedicated sale and discarding all of these items would have affected his bottom line. What he did was randomly package five or six of these items into a small paper bag. Then he taped all the bags closed and placed them all in a bin. On the top of the bin he created a hand-made sign which read, "Surprise Bags - \$ 1.00". He sold them all in one weekend. [Read More](#)

### Industry News Links

[7 Solid Trade Show Facts](#)

[Labor - Timing Is Everything](#)

[LCD Projector Rentals Can Help Promote](#)

[How Brand Ambassadors Help Your Company](#)

[Draw a Crowd with Magic](#)

### Request one of our New Resource Guides here:



### Social Media



### Contact

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