

ON TARGET

Tips on Tradeshow Marketing

October Newsletter

When Should You Rent a Trade Show Booth?

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. But there are several factors that need to be addressed to make the right decision for your company and your trade show marketing efforts. [Read Article.](#)



Quick Links



What Makes a Good Booth Staffer?

When it comes time to choose which employees will staff the booth at your next trade show, do you automatically call the sales department? If so, maybe you'd better think again. Just because someone is good at sales doesn't mean they'll be a natural in the trade show environment. Often, sales people forget that they don't have time to do a complete sales pitch on every prospect that enters the booth. [Read More.](#)



Effective Booth Design!



What makes a good trade show exhibit design? Really that depends on your criteria. But in this latest video we share with you a series of trade show design tips that you can use when developing a creative and new design for your trade show event. Check out our latest and last video series for 2013 and let us know what you want to see from us next year! [View this last video!](#)

Industry News Links

[Building a Wall: Should I or Shouldn't I?](#)

[Exhibitor Trends Survey](#)

[25 Cost-Savers](#)

[Are You Making These Promotional Mistakes?](#)

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