

ON TARGET

Tips on Tradeshow Marketing

September Newsletter

How Do You Design an Effective Trade Show Booth

Let's say you are planning to exhibit at a trade show and you need a new trade show booth. What do you do? You might research the internet for cool exhibit designs. But the best approach is to focus on what you need first from a marketing perspective and then research and design accordingly. [Read Article.](#)

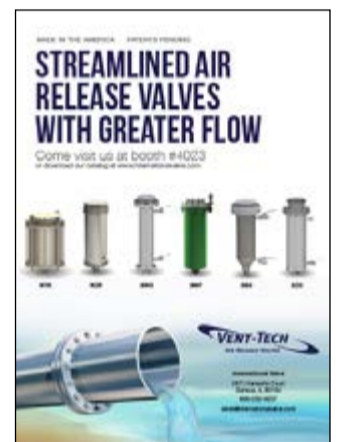


Quick Links

- Custom Designs
- Marketing
- Modular Designs
- Show Services
- Rental Designs

Disseminating Information to Trade Show Booth Visitors

If we take the latest CEIR Digital Playbook Study at face value, we may be taking one step backwards in an attempt to green exhibit practices. This study focused on the dissemination of information through collateral materials. The study found that the two most common methods of passing along product information were first brochures and catalogs followed by a post show e-mail. The study confirmed that these practices were closely aligned to attendees needs for receiving information. [Read More.](#)



Best Practices for Trade Show Logistics



In the Exhibition Logistics Trends & Best Practices Study - the survey asked both show managers and exhibitors a number of questions on key trends and how to improve the logistics, freight shipping and material handling process. Below are some of the common themes based on verbatim answers grouped into suggestions and recommendations.

[View the best practices!](#)

Industry News Links

[Webinar: Quantifying Soft Objects](#)

[23 Things That Drive Exhibitors Crazy](#)

[Draw a Crowd with Magic](#)

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