

TRADE SHOW DISPLAYS

Making the Most of Your Opportunity in Any Event!

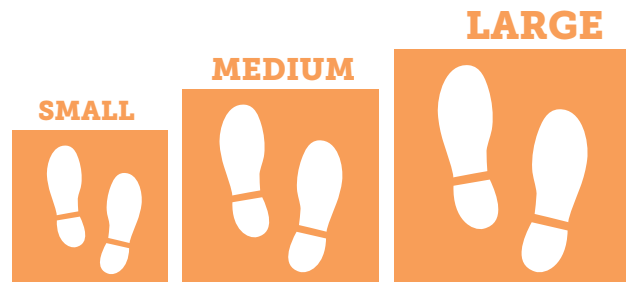
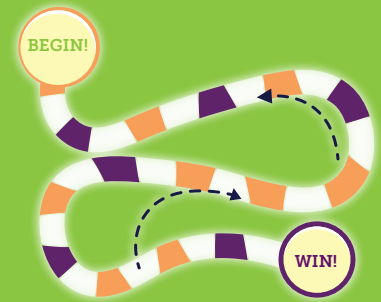
Don't Forget to Make It Memorable

Select simple, single images for your display. Often the most effective at gaining attention, they're also the most efficient in creating an unforgettable canvas for your selling story!



Exhibitors with Games Are Often Winners

Make sure the contest is relevant to your business and that attendees sign up so you can collect their names for follow-up after the show.



Make Versatility a Priority!

If you're exhibiting at multiple events over a season and showcasing the display at your headquarters between shows, consider that the "footprint" available to you is likely to change.

Your First Consideration Is Your First Impression

However modest (or extensive) your budget, a creative display can give you a huge edge. Work with your supplier on this critical element; you'll have but a fraction of a second to impress... or disappoint!



Hands-on Demonstrations Win, Hands Down!

Focus on showing—rather than telling—the value of your product or service. If you can make it a hands-on demonstration, do it. The more involved your audience, the better!



3 Keys to a Successful Design

- 1. Consistency:** The graphics on display at your booth should tie-in to the collateral you pass out.
- 2. Simplicity:** Employ shelving and other storage solutions to keep your booth organized.
- 3. Relevancy:** Your exhibit's design should reflect your brand, mission and values.

For attractive and effective trade show displays, rely on Image360! A national resource with an extensive network of nearby Centers, we distinguish ourselves not only with comprehensive solutions, but also professional results.