



The Trade Show:

Prepare for Success

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The Value of Trade Shows

Trade shows are one of the most effective ways for companies to build business. The opportunity to showcase your firm at a trade show is a great reason to put your best foot forward as an exhibitor. Signs By Tomorrow can help you with all of your custom trade show signage needs and set your company on the road to exhibiting success.

Exhibitors find trade shows valuable because they are effective in achieving a number of critical sales and marketing objectives. Some of the top reasons why exhibitors are willing to participate in conventions and trade shows are to raise awareness of company and brand, capture leads from new buyers and prospects, and create and strengthen industry relationships or partnerships.

The growth of the trade show industry reveals an important reason to invest in your success. Despite the still-struggling economy, the October 2011 issue of Tradeshow Executive magazine indicates both total number of exhibitors and attendees is up in 2011, with statistics through August showing an overall increase in attendance of 2.3% over 2010.

Relevant Marketing in Today's Economy

We are all inventors, each sailing out on a voyage of discovery. The world is all gates, all opportunities.
Ralph Waldo Emerson

Trade shows present your chance to discover new opportunities using a tried-and-true marketing tactic. Exhibitors appreciate the one-on-one interaction of trade shows as a crucial method of reaching their targeted audience. And even in today's high-tech world of tablets, smartphones and social media, sometimes there is just no substitute for an in-person meeting and the opportunity to physically see or touch a product.

Perhaps because of this, BtoB Magazine's 2011 Outlook survey indicates that event marketing budgets are increasing, often as much as 44% in 2011. According to a 2011 survey of 1,700 B2B marketing professionals conducted by MarketingSherpa, organizations of all sizes allocated more money to tradeshows than to any other B2B tactic, including websites, email, paid search and advertising. Clearly, trade shows are more relevant than ever in day-to-day business transactions.

While the measurable results come in during and after the actual show, the success of your trade show likely depends on the strength of your marketing and corresponding media to accompany the branding message. Successful tradeshows require advance planning and careful marketing strategies to engage potential customers and generate more sales.



Ways to Attract Trade Show Booth Attention

If I can't picture it, I can't understand it. Albert Einstein

The saying goes, a picture is worth a thousand words. This is especially true of the messaging on custom trade show displays and booths that capture attention and are likely to be remembered after the trade show's doors close.

Since a great deal of work goes into trade shows, a good area to start is building a commanding presence through signage and messages that capture attention. Gaining business in a sea of trade show booths might seem like a large problem. However, with the unique custom trade show display solutions offered by

Signs By Tomorrow, attracting attention at your brand's booth might be easier than you think.

For maximum impact, think beyond just your trade show booth and consider how to best utilize every inch of your allotted space. From floor graphics to banners and tablecloths, attendees are sure to notice you and understand your message with high quality, state-of-the-art custom graphics and signage. Signs By Tomorrow digital solutions deliver the best way to ensure your trade show display signage reaches you on time and on budget as you prepare for your big event.

Put Your Business—and Your Brand—in the Spotlight

The experts at Signs By Tomorrow provide numerous clients with trade show displays, custom trade show booth designs, trade show booths, pop-up displays, banner stands and other customized promotional display products. Exhibitors can rely on experienced signage and display experts to help create eye-catching displays and booths that place your business firmly in the spotlight. While drawing customers to your booth is the number one priority at a convention or trade show, it's vital to support your brand essence while doing so through a display that reflects that essence.

While this can sound daunting, because most trade show attendees have a preconceived idea of how a typical booth looks, sometimes just being different is enough to achieve both of those goals. With the element of a surprising design or uniquely different display by Signs By Tomorrow, a trade show can be anything but ordinary and exhibitors can create compelling presentations and brand statements.

Steal the Show: Custom Trade Show Solutions

For over 25 years, Signs By Tomorrow has helped businesses deliver effective messages that capture attention and steal the show. Signs By Tomorrow offers custom trade show booth displays that get your company noticed and give you the critical edge over your competition.

Helping exhibitors to stick out from the crowd is Signs By Tomorrow's main objective. With custom designed indoor trade show displays, exhibitors can create a professional looking exhibit on the floor, in virtually any budget range.

It's easier than ever to drive more traffic to your trade show space or POP displays with powerful, custom-designed display solutions. Each Signs By Tomorrow full-color display is designed for maximum visibility, flexibility, and portability. Special lamination is applied to your booth or display so graphics can be rolled up for easy transport and will still always hang flat. Fabric can be folded and packed with luggage rather than shipped while taking just moments to set up. Signs By Tomorrow are the experts in creating trade show exhibits, displays and booth visuals that are both attention-grabbing and easy to use.

As mentioned above, sometimes simply looking beyond a standard pop-up booth is the best way to stand out. Creative solutions such as retractable banner stands positioned side by side are an example of a unique trade show display that is both cost-effective and effective at generating results. For exhibitors that need to take their messages to the streets, custom banner frames are easily transported and come in a variety of sizes to meet your needs.

Three Reasons Custom Banner Displays Work

1. Custom banner frames and stands are extremely lightweight and simple to setup.
2. Full-color custom presentations allow sales consultants to stand out from the crowd.
3. Custom banners are easily swapped out before every presentation, allowing the use of one banner stand for numerous target markets and presentations.

Trade Show Booth Rental Option

A trade show booth display or exhibit rental can be a convenient alternative to purchasing a custom designed trade show exhibit. It allows exhibitors the impact of having a customized trade show display and the flexibility of not having to commit to a specific format. It is a great idea if you are interested in testing different sizes, or if you are not sure whether a pop-up display is right for you.

Full Color, Digitally Printed Trade Show Graphics

Creating show-stopping designs and graphics for your trade show banner stand, counter, booth or exhibit displays is both affordable and convenient. Signs By Tomorrow has the most affordable trade show display and booth graphics available at the highest quality, with resolution up to 1200 dpi, including:

- A-Frames
- Easels
- Fabric Banners
- Feather Banners
- Flags
- Floor Graphics
- Freestanding Frames
- Plastic Signs
- POP Display
- Retractable Banners
- Trade Show Booths
- Vinyl Banners
- Vinyl Lettering and Graphics

Trade Show Booth Displays & Signage Design



Many exhibitors attend multiple shows every year. Signs By Tomorrow can provide you with the trade show structure and graphics to get your brand noticed. Experienced design consultants can transform your vision into a fully customized trade show booth that is both informative and memorable.

Signs By Tomorrow trade show graphics can be designed and then printed on specialty material that prevents glare and curling no matter where your graphics are shipped and how long they have been encased. A heavy-duty laminate also prevents damage to graphics during transport so that repurposing is possible. Each custom trade

show booth comes with convenient, heavy duty carrying cases that add extra protection to graphic displays during transport.

Signs By Tomorrow custom trade show booths are designed for maximum visibility, flexibility, and portability. Whether you need a full size, 10' x 40' booth or a tabletop display, there are plenty of options to fit your exhibit budget and get your business noticed.

Full trade show booths allow you to display your products and services to potential clients easily. Each full-size, pop-up trade show booth is extremely easy to set up. Simply pull out the hardware and attach your graphics. Pop-up trade show booths come with a convenient carrying case that not only fits the trade show booth hardware, but also has room to safely store your trade show graphics. The trade show booth carrying case even has wheels for easy transport.

Specialty Event and Meeting Signs

Want your visuals to pop and stand out from the competition at your next big indoor event or meeting? Signs By Tomorrow can help you host a great indoor event. Whether you are planning a nationwide series of shows, organizing a large fundraiser or convention or just manning your company booth, custom event signage is a great way to market your indoor event, big or small. Our signage solutions for indoor meetings and events make it a breeze to put together your function. Whether it's room signs for indoor conventions, informational displays for indoors, or indoor directional signs, we can help you do it easily and affordably.



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Tips from the Pros for Trade Show Success

1. Choose the most effective trade show exhibit booth to fit needs and budget.
2. Evaluate different designs and varied sizes of booths, signs and graphics.
3. Pinpoint highly effective design and graphics that identify key messages and meet branding and communication needs.
4. Explore trade show exhibit booth ideas that grab attention and promote traffic to the booth.
5. Invest in the best materials available and attract more sales prospects to your display.
6. Utilize exhibit accessories, lighting, trade show flooring, booth furniture, fixtures and audio-visual effects to support sales needs.
7. Furnish cost-effective giveaways and custom promotional products with perceived high value.
8. Ensure team members who staff the trade show booth portray a professional appearance and are well trained to generate leads and secure sales

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