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Five Ways To Attract Attention At Your Next Exhibition

By G J Plastics

Attending an exhibition is still one of the best ways to get in front of thousands of potential customers in one go. Whilst your internet site might be accessible by people the world over, an exhibition is only attended by people who are interested in your sector and it's an ideal opportunity to make your presence known.

1. Choose your space well

If you leave it too late, all the best stand space has already gone. Book early and you can have your pick of the best spots - directly opposite the entrance; unmissable from the bar or café; a corner stand or a stand at the top of the stairs. These are all great places for your company to be, so the earlier you book, the better your chances of getting a top spot.

2. Think about design

Your stand needs to be eye-catching, so think about what distinguishes you from the opposition and use it to attract attention. From bright colours to unusual photography, there are lots of ways you can stand out from the crowd. Enlist the help of your designer to make sure that you do.

3. Clever marketing

Exhibitions are full of giveaways and we know that most of it goes in the bin when delegates get back to their hotel rooms. Be creative with your marketing. Consumer-led companies can give away vouchers, whilst others need to look for gifts that add value or have immediate use. Put your brand on water bottles or blister plasters or face wipes - anything that's going to attract the attention of a hassled executive.

4. Get your displays right

Stands that are crowded with leaflets or where information isn't readily available are often by-passed. Delegates don't always want to speak to you, but they might want to take your literature and they

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shouldn't have to fight their way to the back of your stand to get it. Use a variety of display systems for products and literature to entice people onto your stand rather than shy away from it.

5. Smile

You'd be surprised how often stands are by-passed because the stand staff are eating, drinking, smoking or looking downright unapproachable. It's amazing the difference that a smiling, welcoming face can make - the difference between netting a big client and getting nothing at all.

G.J. Plastics has over 20 years' experience designing and supplying point of sale display units for blue chip companies and SME business. Visit their website by clicking

<http://www.gjplastics.co.uk>

MLB Exhibition Baseball Betting

By Jason A. Martin

So it's the start of MLB exhibition season and you are all excited, because the season opener is a few weeks away. How exactly do you bet on MLB exhibition anyway? A closer look at MLB exhibition baseball betting reveals how much of a coin toss it really is. Let's look at some of the fundamentals affecting exhibition games you might want to bet on.

If you are at least a semi-decent sports bettor, the first thing (or one of the first things) you do is check to see if any players are injured or missing. Having a missing star from a team can impact the outcome of a game. In fact, if a major player is out, you might skip the play altogether. Enter exhibition baseball and it's cloudy playing picture. In an exhibition game, you don't know who will play until the game is being played. Last I checked no sports book would let you bet on the action after it occurs. If you locate one, let me know.

Looking at the box scores of MLB exhibition games, it becomes obvious that "stars" are played sparingly. For example, a starting pitcher who already has a spot on the team might see up to 2 innings of work. It's hit and miss with position players. They might play a whole game or simply one at bat. Also, it's the exhibition so players who have jobs cemented are more likely to test out new pitches, new swings and work on mechanics. The game becomes a roller coaster.

The second issue that affects exhibition baseball betting is what I like to call Hooks. A hook is basically a set point when you, as a manager, make a change. In the regular season, for example, if a relief pitcher comes in and has a rough time, he will most likely be replaced quickly. However, in exhibition baseball, there's no worry about losing since the games don't matter. Teams, up by say a run or two, have no problem letting a pitcher give up many runs in one inning. Your team could be cruising along and up comes Mr. Poor Pitcher to the mound. In just one inning of work, since the hooks are non-existent, he could throw away the game.

For these reasons, most MLB exhibition games are setup where the favorite is normally only slightly

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valued—normally -1.10 to -1.30 . You will find that the "home" team is favored always unless the visitor is perceived to be a better team in the regular season. For example, if the home team was the Detroit Tigers and the visitor team was the NY Yankees, the Yankees would most likely be the favorite. These games become multiple hour coin flips. A quick scan of action on one randomly selected exhibition baseball day revealed that of the 10 exhibition games, 6 of the favorites and 4 of the underdogs won. It is pretty even.

A better use for the MLB exhibition season would be to monitor talent and prepare to bet in the regular season. However, if you must throw down action, good luck to you. Some people do better in exhibition betting, because there's not too much to think about. Many sports bettors simply pick a favorite and bet them.

If you want to read more articles about baseball betting or chat about this one, visit

<http://www.BaseballWinner.com>

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