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## Reading Trade Shows Report

### By Touch Media Design

Have you wondered how people work out the viability of major trade shows? How they calculate what is feasible and what is not? When it is feasible and when it is not? This is where Trade Show Reports enter the equation.

These reports are written by data analysts who forecast the future growth of the market. The information contained in the reports allows for the individualized planning of trade shows that anticipate the needs of invitees.

What information belongs in a Trade Show Report? Let us look at the following points:

Management associations coordinates (phone and address) Location for trade shows and dates  
Statistics of the show - how many square feet, how many stalls/booths, how many companies are expected  
What industry segment(s) took part Ranking of the events and shows separately and comparatively  
Total market size estimate Benchmarks Forecasts of market vis-à-vis high ranking products

Data corresponding to the above points will be collected with the help of questionnaires, interviews, and personal discussions. The correct interpretation of data can create a report which will serve as a guide for successfully organizing the next trade show(s).

There are many other trade show reports which cover other aspects, such as:

Analysis of key industries Possibility of the industry to hire Whether revenue from exhibitions will rise or fall in the current year  
Global, national and regional major growth strategies Is the cyberspace killing the tradeshow - how much does it matter  
Will investment be high in the current year What growth percentage is expected in the presented this year

Trade show reports are mostly used as guides. But many times they are also used as a follow-up measure as well. There are reports which look particularly at the profile of the customers and try to organize the data captured to draw an accurate picture of the return on investment from the past trade

shows, as well as forecast the future trends.

The trade shows reports are invaluable tools to understand how customer behavior, market growth, or recession rates indicate the industries which will grow best, and the demand of products.

<http://www.touchmediadesign.com>

– TOUCH MEDIA DESIGN is a full–service creative company

specializing in assisting both online and offline businesses in web design, e–commerce, catalog design, graphic design, product photography, printing, and marketing.

### **Trade Show Banners: Right On Target**

**By Trevor Marshall**

Wouldn't it be great if every prospective customer you had came right out and said, "Here's what is most important to my company; and here's what I need your product to do for me"? That would definitely increase your closing ratio.

Usually, however, discovering a customer's hot buttons is not quite that simple. You have to create an enticement before you can get through it and push that button.

One way to do this is through the use of banners. Banners are flag–like pieces of cloth bearing an emblem, badge, catchphrase, or other types of message. These banners are commonly geared into catching the audience's attention.

Banners come in different sizes and form. Some of the types of banners are heraldic, church, advertising, protest, and trade show banners.

Among them, the trade show banners are the type that is more dominant nowadays, aside from the advertising banners which is also one of the main advertising materials.

Trade show banners are gradually increasing its function because a lot of businesses found out that it has an awe–inspiring effect to their audience. Trade show banners create such visual phenomenon in the event that people can't help but notice.

Usually, a trade show banner, as its name implies, are used in trade shows. These trade shows are presentations coordinated by a company or group of companies in a particular trade. Normally, the event is focused on showing off and exhibiting their services. It is also used when launching the new products of the company.

In order to have a marvellous visual aid of the event, companies utilize trade show banners. Creatively made, this one type of display serves as an emblem for their products.

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Moreover, in order to fully maximize its function, there are accessories that should tag along trade show banners. These things are "must-haves" for every trade show so as to ensure the protection of the trade show banner. These are:

### 1. Trade show banner stands.

Stands are utilized for ease in assembling the trade show banners. It can be displayed in any place with a snap. And because trade show banner stands are manageable, they can be easily tagged along. It is also convertible. It can adapt in many instances whenever the trade show calls for it. It can be displayed as a "tabletop display" or placed alongside two banners so as to reflect a larger agnostic trade show exhibits.

With a perfect combination of trade show banners and stands creatively made with lively graphic images, these items can display your products in such an extraordinary way. Trade show banners and stands can alone speak for themselves..

### 2. Trade show banner graphic cases.

Because trade show banners are usually carried along and are not permanent displays, it has to be protected from wear and tear by using graphic cases. These graphic cases are specifically designed to safeguard the trade show banners from any cuts and scratches.

With these excellent graphic cases, you are guaranteed that your trade show banners will always be on top condition, before and after the show.

However, before you start with your trade show, you should decide whether you would display your trade show banner as a table-top, or panel display.

For trade shows that have limited space, you may utilize the table-top trade show banners. It can be displayed on top of a table or in any place where it can stand. Table-top type of banners are very convenient to use because they are manageable and easy to travel with.

For quick assemblies and set-ups, you can also use the pop-up trade show banner display. These pop-up displays are effective when you want to quickly but precisely exhibit your trade show banners.

Or, if you want to have a more customized look, you may use the panel displays. Because it is made up of "unfolding panels" it can be easily converted from table-top to a full height trade show banner. It is ideal for bigger displays and exhibits.

Indeed, these different ways in exhibiting trade show banners are a must for every company that would wish to conduct a trade show. These items are great in adding more zest to the event.

With all of these things incorporated in your company's trade show, you are right on target.

For more great trade show info and advice check out:

<http://www.tradeshow-direct.com>

and

<http://www.tradeshowstop.com/>



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