

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Six Ways to Attract a Crowd at a Trade Show : Why Show Business Glitz Makes It Big In

Trade Shows

By Dick Wheeler

Tom Hanks, Justin Timberlake, and Hall of Fame NFL quarterback Steve Young were among the many celebrities participating in the Consumer Electronics Show (CES) in Las Vegas in early January 2006. The show floor was 28 football field's worth of space with 2,500 trade show exhibitors vying for attention in 1.6 billion square feet of convention exhibits.

More and more trade show exhibitors are finding that a great way to get noticed is to introduce an element of show business into their trade show display appearance. According to technology industry analyst Rob Enderle, "Each year they've (CES) had more of a Hollywood presence and this year is the biggest year." At the CES, Intel hosted a performance by the Black Eyed Peas, Motorola featured the Foo Fighters and Verizon Wireless had hip hopping by Yellowcard and Maroon 5.

Celebrities and celebrity look-a-likes, athletes and former pros, comics, actors, musicians, and scantily clad booth babes all are attention-getters that can draw crowds of business prospects to your trade show booth.

Clients often ask how they can add glitz and pizzazz into their trade show display experience. Here are a few things to consider:

1. The obvious first step is to hire show stoppers—this can run the entire gamut from famous celebrities to clowns on stilts. Even your smiling, energetic and well trained booth staff can do the job of attracting attention.

2. Make your trade show exhibit exciting by incorporating movement, color, lights and action. Practice what motion picture producers do when they yell into their bullhorns, "Lights! Action!" Gobo lights traveling across a tension fabric can provide changing color and mesmerizing interest. New technologies bring high drama to your trade show booth such as 3D video/laser image displays suspended above.

3. Display a sense of humor. Think Billy Crystal and have your trade show booth staff prepare a few funny things to say when they meet and greet attendees. Remember that humor sells and it also helps to break the ice and get your crew off to a friendly start.

4. Bring Internet access into your booth that showcases your professionally designed company website. Incorporate on a large backdrop screen robotics, holographics and waterscreen projections. Be sure to take into consideration your trade show exhibit supplier's advice and expertise on graphics, portability and trade show cost management.

5. Make your booth exhibit interactive so that you can involve people with a touch, feel, sight and sound experience. Experiential activity is better and longer lasting than passive involvement.

6. Provide exciting, fun giveaways—large or small, everyone likes to win something. By offering a drawing on a glitzy prize -perhaps a two night free stay at the luxury resort -would make it fun for your trade show attendees to allow them to have the "magic continue".

By thinking creatively you can take your trade show exhibit to another dimension. A show biz element brings the "buzz" to your trade show exhibit. And, remember, there is no business like show business.

Dick Wheeler is President of Professional Exhibits & Graphics, headquartered in Sunnyvale, California. The firm is a full-service premiere trade show exhibit, graphics and management services company. For additional information, go to

www.proexhibits.com

© Copyright 1996–2006, Professional Exhibits & Graphics. All Rights Reserved

Dick Wheeler is President of Professional Exhibits & Graphics headquartered in Sunnyvale, with a showroom in Sacramento, California. His firm is a full-service premiere trade show exhibit, graphics and management services company. Go to

<http://www.proexhibits.com>

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.

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.

Six Ways to Attract a Crowd at a Trade Show : Why Show Business Glitz Makes It Big In Trade Shows

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/>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!