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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/>

Using Banner Stands To Increase Trade Show Traffic

By Matt Kelly

Attending a trade show can be a very effective method of promoting your company and its products. And one of the most effective ways to optimize your trade show display and increase traffic to your booth is through the use of banner stands. A banner stand for your trade show display draws attention to your booth and helps you deliver your message to prospective clients, current customers and business contacts at what is usually a highly competitive event. Your trade show display should stand out from the crowd, and a banner stand is a great way to make sure it does.

Banners themselves are typically constructed with either fabric or vinyl. There are advantages and disadvantages to each type of material, so you should consider how you will use your banner stand before deciding between fabric and vinyl. Fabric banners are durable and long-lasting. Fabric doesn't reflect light like vinyl, which can decrease your banner's readability. Fabric banners also don't bend or crease so they travel well. However, fabric banners are not easy to clean and can become dingy or faded with time. Vinyl banners are easy to wipe clean and allow for brighter colors and sharper image definition on them making them more eye-catching than fabric banners.

There are many aspects of banner stands that make your investment in one worthwhile. Banner stands can be designed with your company logo or graphics, and include the important information you want to convey to prospective clients. They can be used in conjunction with a trade show display or on their own to advertise a product, announce an event, or showcase information about your business. They can be used as an extension of your trade show booth at a show because they can be set up in other areas like the show lobby or at the end of an aisle. Additionally, banner stands are lightweight, portable, and easy to set up and take down.

Once you have invested in a banner stand, you will find many uses for this vital piece of equipment outside of trade show displays. Banner stands are reusable and long-lasting. You might consider setting up your custom banner stand in a shopping mall to draw customers into your store, in a hotel lobby to direct the flow of traffic, at a movie theater to advertise an upcoming film, at a sporting event to showcase team information, or wherever your audience is likely to be found. The benefits of a custom banner stand will last your business far beyond trade show displays, and with proper care can be used for several years of succinct, eye-catching advertisement for your business or company.

Mat Kelly is the president of ExhibitDEAL, the Original Exhibit Wholesaler specializing in trade show displays and trade show accessories such as banner stands. On the Web at

http://www.exhibitdeal.com/products-banner_stands.html



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