

Marketing Insights

Marketing & Public Relations Strategies from Bay Marketing Consultants

CREATING EFFECTIVE TRADESHOW DISPLAYS

Make an Impression in Just Five Seconds

Studies show that a tradeshow display should catch the attention of a potential customer in just **five** seconds. That's a tall order. Yet, each year, thousands of companies market to, and recruit, potential employees, vendors and customers at trade shows. How do successful organizations make their investment of time and money pay off?

Details, Details, Details

First, nail down the specifics so you won't be wasting time later. Find out the layout of the exhibit hall, set up and tear down times, how many visitors are expected, how much space you will have and how the show will be promoted. Can you bring the display in yourself or does the exhibit hall require that you use their staff. Find out what is included in your registration fee specifically, table, skirting, tickets and electricity.

Select Your Hardware

There are many options from tabletop to 10 foot panel or pop up systems, floor to ceiling portable displays, custom fabricated systems as well as banner backdrops. The method you select should be based on multiple factors, especially your budget. In addition to financial considerations, keep in mind how many employees will be available to set up the display and how often it will be used, will it be shipped via a freight company or transported in the trunk of a car.

Choose Your Message & Design Carefully

Instead of trying to "sell" everything about your company focus on one important theme or message. Keep in mind that size, quality and quantity of your graphics make a difference in your display's overall impact. If you think you may need to update graphics on a

Extra Touches That Create Results

- Consider a short PowerPoint presentation to display on your table with a laptop computer. (Make sure you have electricity.) This allows you to provide much greater detail about your products and services.
- Invest in a tablecloth with your logo to help your table stand out in a crowd.
- Obtain a list of the attendees so you can send advance invitations to your booth or follow up marketing materials after the show to potential customers.

frequent basis, opt for graphics that can be attached to fabric panels with Velcro rather than panels that cover the entire display and attach directly to the frame.

When it comes to text, less is more. Include your company's name, web address and a short description of what you do. To generate interest, incorporate enlarged photos or other images that illustrate your most important attributes in your graphics.

Don't ignore the value of using the table itself as a way to capture attention, consider props that show your products or service. This can motivate potential customers to stop, allowing you to introduce yourself and your company.



Bay Marketing Consultants is a MMBDC Certified MBE

www.baymarketingconsultant.com

Bay Marketing Consultants' Design and Printing Capabilities

Graphic Design

Bay Marketing Consultants' graphic designers create marketing materials that will make a positive impression for your company. Capabilities include the design of:

- Advertisements
- Displays
- Brochures
- Logos
- Catalogs
- Newsletters
- Direct Mail
- Posters

Supported formats include QuarkXpress, Pagemaker, Adobe Illustrator and Photoshop.

Printing

Bay Marketing Consultants offers quality printing capabilities at reasonable prices with access to the latest in prepress and printing equipment.

One, two, three, four, five and six color printing

Color accurate proofs

Aqueous coating

Die cutting

We work with our customers to meet their deadlines and provide quality products. Visit our website at www.baymarketingconsultant.com or call 586-757-2177 for more information on our products and services.

Bay Marketing Consultants Exhibit Services

Our accomplished designers have years of experience creating high impact graphics that are manufactured using high quality durable materials.

Recently, clients were assisted with the creation of displays and brochures.

Our goal is to always provide quality products and services to our customers.



Continental Plastics
Brochure (MMBDC
Tradeshow)



Vibration Control Technologies
(10 Foot Pop Up - MMBDC Tradeshow)



Lion's Hearing Center of Southeastern Michigan
(Tabletop)



Faurecia (Tabletop)

Contact Us: Marketing Insights is published by Bay Marketing Consultants • Editor: Randy deMatas
12327 E. 11 Mile Road • Warren, MI 48093 • Telephone: 586-757-2177 • Fax: 586-757-6997
e-mail: randy@baymarketingconsultant.com • baycon@aol.com • website: www.baymarketingconsultant.com
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