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All about Display Counters and Podiums by Ronny Smith

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Introduction

We have seen podiums being used a lot at every stage show there is. Obviously there must be a reason for that. Podiums form an integral part of any stage or in fact any spot where you want to draw the attention of people. The different ways in which a display counter or a podium can be used is vast. We just have to place a counter or podium at a particular spot and it starts working its magic. The concept of a podium partially originates from the concept of a desk. On a desk a person sits on one side and talks to another on the other side. A desk creates a feeling of stability and strength in the mind of the person sitting across it and while using a podium or display counter to market or advertise your product it gives a similar feeling of confidence in the product. The marketer wants to make the consumers believe in his product.

Why use display counters?

The main reason to use a display counter or podium would be that both of them garner peopleâ€™s attention in their own way. The graphic on a display counter is made of striking colors and manages to convey information about the product to the consumer in a rapid way. When somebody is speaking at a podium, they stand out and as a result people come and listen to them market their product. We can use a display counter or a podium at our booth in seminars, trade and job fairs, conferences, road shows, etc. Apart from conveying information to the consumer about our product they also make the company booth look more professional.

Advantages

There are a lot of advantages of preferring a display counter or a podium. The foremost benefit would be that a display counter can be folded up into a smaller volume because of its construction. It has a foldable grid structure and is made of aluminum and so is very light. Once folded down it can be packed into the carry case that comes with it and transported easily. Also the assembly of the display counter does not take more than a few minutes and can be carried out by a single person. No special tools are required for the assembly. The graphic that is applied on the counter or podium comes in a variety of high resolution colors. It can be applied on the counter using Velcro strips or magnetic strips. To highlight a display counter or podium even more, a halogen or LED light can be used. The counter provides decent storage space behind them so that we can store any leaflets or brochures there. It also comes with antiskid rubber feet so that it does not slip and slide on a glossy surface. A colored table top can be added to a podium and it can also be used as a table.

There is a large variety of counters and podiums available in the market. Box type counters and podiums are common while a cylindrical display counter is also seen sometimes. The cylindrical counter comes with lights inside as well as outside to illuminate itself better. Some counters have multiple faces while others have an extended top where another graphic can be attached.

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