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Have you ever noticed when you're taking a break at a trade show and you're walking around checking out the trade show displays and trade show exhibits, and you're studying the competition, how your eye will stop when you catch one or more displays? For a moment you're awe-struck. Why, do you suppose that is? Then you return to your trade show display and you look it over, but you just can't figure out why a few displays catch your attention and the rest, including yours, fades to the background? Have you noticed too, the eye-popper displays have dozens of people standing around them, they're talking with the reps, interacting with others around the booth, asking questions and wanting information about products and services, and they're laughing and having a great time? Do you ask yourself why isn't my display working for me?

After three days, you've packed up your trade show displays and the trade show booth, you're tired, hungry, perspiring, and traffic to get to the interstate is horrendous. Sure enough, stopped at the second red light one word hits you like a lemon pie landing right between your eyeballs. You yell the word out loud IT'S THE PIZZAZZ! Then as if someone overheard you, you whisper it's the pizzazz.

You only know what yours is missing if you don't have it. It's the interest drawn to trade show displays and to a trade show exhibit. It's the ability of a designer to pull trade show audiences to your booth through the use of specialized techniques to get your product or service noticed. It's being able to raise the bar and get onlookers curious about what it is you have that others don't have. It's appeal, attraction, fascination, the thrill, vigor, exhilaration, and high energy surrounding the presentation. It's how to get noticed with your trade show exhibit. Yet, it's much more. It's the quality of the display, color, shade, tint, and lighting. It's a little something extra only the professional designer who's honed his or her skill-set can provide. It's being able to influence others by adding a lot of zest, creating enthusiasm, gusto, taste, and an ability to create an appetite around your display to get traffic to investigate what it is you have to sell. It's high energy too.

It's like knowing which trade show promotions get people to your booth. It's like the little freebies that get everyone flocking to your trade show displays and trade show exhibit. Yet, it's much more too. Have you heard the lyrics to the Ella Fitzgerald's song, It don't mean a thing, if it ain't got that swing (doo-ah, doo-ah, doo-ah, doo-ah, doo-ah, doo-ah, doo-ah, doo-ah)? Swing is to Ella's song what Pizzazz is to trade show displays and trade show exhibits. It doesn't mean a thing if it ain't got pizzazz.

Get with the professionals and get noticed. After all it's the whole purpose of the show.

Skyline Chicago helps exhibitors looking for high-quality Chicago trade show displays, a custom modular Chicago trade show exhibit, and Chicago banner stands. In June 2012 Skyline opened its new Chicago Service Center, providing local companies with the highest quality exhibit rental, installation and dismantle, and asset management.

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