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Four trade show display types you can use by JasonKevin

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Trade shows are important marketing events that companies can take advantage of to introduce and advertise their products and services to potential customers with the aim of attracting buyers and thereby increasing sales. Since these shows are integral components of a firmâ€™s marketing agenda they must be effectively prepared for in terms of using the best possible trade show displays. Here weâ€™ll focus on four of these as follows:

Modular trade show displays are presently acknowledged as being the most flexible options in the market and are as such used by many companies for marketing purposes. These displays are characterized by their ability to be assembled easily and in multiple forms thus making for great versatility. Modular trade show displays are therefore very applicable for businesses that attend trade shows regularly and therefore always need to keep their displays fresh and stimulating. Modular trade show displays also favour companies that prefer to display their wares outside convention halls because they can easily be broken down and reassembled to fit into different spaces at various events.

Pop up trade show displays are available in a variety of formats and sizes and they offer exhibitors the ability to be flexible with their choice of graphics in addition to being great trade display options for saving on costs. With pop up trade show displays you can choose from those that befit full exhibit floor spaces (8ft, 10ft or 20ft) or smaller booth spaces (3ft, 6ft or 8ft), or indeed those suitable for tabletop and quick sales presentations. The frameworks of pop up trade show displays are typically made of fibreglass or aluminium and are normally folded in a shape similar to that of the accordion. The frames are either covered with photo-mural graphic panels or fabric panels which are attached to the same using error-proof magnets or Velcro.

A table top display gives an exhibitor the advantages of convenience, easy portability, value for money, and ease of use. These displays can be used in a variety of events besides trade shows; they are great accessories to use during sales presentations/meetings and internal corporate meetings. For trade shows, a table top display will be a most handy option when budget and space factors are limited. You can easily transport a table top display from one point to the other and its setup process just takes a few minutes.

The beauty about using used trade show booths starts with the fact that they can be acquired at relatively cheap rates depending on your bargaining skills. By purchasing used trade show booths exhibitors save money that could otherwise be used on booth rental space and they can promote their products and services anytime and anywhere they wish to. Used trade show booths are typically 50%-80% off the cost of brand new booths.

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