your guide to trade show success

Things to consider as you prepare for your upcoming trade show experience







How is your brand different from all the other exhibits?

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WINFIELD

WINFIELD

help you win.

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brand-centric

Your brand is critical. The image you convey at a trade show must carefully align with your brand objectives. This is especially critical if you are launching a new product, relaunching a brand, or releasing a new logo. Your booth needs to be an extension of your brand and clearly communicate your brand messaging.

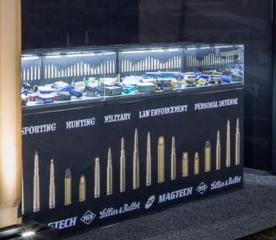
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rental

When purchasing is not right for you, a trade show display booth can also be rented by the show. Renting will usually allow you to be more creative for the same amount of money. Companies also often find that the internal approval process can be easier when they are renting.

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Information

ENTRANCE

Member Lounge EXIT

Are you easy to find on the show floor?

driving booth traffic

- ((°))

For Sales and Marketing, the goal of a trade show is often to drive additional traffic to the booth. Sales inquiries, brand visibility, and client interaction all increase with the number of people stopping by your booth. A professional trade show display company can work with you on a booth design that will increase booth traffic and deliver the results that you are expecting from a trade show.

AARP Show • May 14-16, 2015 • Miami, FL

NY SEV

lealth Screenings



American Urological Association • May 17-20, 2014 • Orlando, FL

Are you frustrated with handling show logistics?

T.O. PLASTICS

TO. PLASTICS

TO PLASTICS

NEW products from T.O. Plastics!

T.O. PLASTICS

show services management

A professional trade show display company can manage the many details that it takes to ensure that your show goes off without a hitch. This includes handling shipping of your booth to the show, installing and dismantling the booth, and managing onsite show services with the different vendors. Furthermore, they can inventory your booth components and store them between shows, as well as work with you to understand and plan your annual trade show calendar.

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Is your leadership team satisfied with the ROI at your trade shows?

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surrent and future

HealthWealth

opportunity

return on investment

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Trade shows can be expensive, and you need to generate a return on your investment that justifies the cost of attending. The right booth design can help generate a positive return by getting your booth noticed, increasing your booth traffic, and engaging your prospects so that your sales team can connect with them.

FIND OUT MORE

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UnitedHealthcare

LPL Focus2014 • Aug 10-13, 2014 • San Diego, CA

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Would it be helpful to have your booth properties and exhibit house local?

Driven Tools

Made in Minnesota

RUDEN

Von Ruden Manufacturing, me

local

and Products

Wherever in the country your trade show is located, it is helpful to have a local trade show display company to work with. Using a local company gives you the ability to meet face-to-face to discuss your trade show needs, and being local gives them the advantage of being able to react quickly.

DEN

International Manufacturing Technology Show • Sept 8-13, 2014 • Chicago, IL

RUDEN

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What are your attendees experiencing within your booth?

the you. It takes courage to find entyou. out how good you can be.

MARININAS

engagement

A trade show is an experience, and you want your customers to not only visit your booth but also engage with your brand. The right booth design will immerse your customers in your brand. It will show your products in the best light. It will highlight your product demonstrations. It will also make creative use of technology so that your customers visit more often and stay longer. Here you can help improve the lives of millions, with all the power, resources and can-do culture of a Fortune 22 company. Get ready to do your life's best work."

UNITED HEALTH GROUP

National Black MBA Association • Sept 12-13, 2013 • Houston, TX

1300

your brand engaged

When you're ready to engage our creative team and develop a trade show exhibit that will meet your needs, contact us at 651.383.1375 or reach us at ccantwell@nimlokmn.com.



custom modular exhibits

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