



your guide to trade show success

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



nimlok[®]
minnesota
custom modular exhibits

Does your booth space look like your neighbors?



custom design

A custom trade show design is not found in a catalog. A creative team listens to your brand messaging and what you are trying to communicate to your customers about your company. Then they develop a design concept for your booth that creatively conveys your message and makes the visual impact you want for your brand or company.

Do you attend shows in multiple booth sizes?



LA Religious Education Congress • Feb 26-28, 2016 • Anaheim, CA

modular

A modular design offers the flexibility to reconfigure your display booth to meet your different show needs throughout the year, allowing you to combine everything in a larger space or reconfigure it for a smaller one. A modular design achieves its custom look by using customizable parts with custom graphics. Not only does it cost less than a completely custom booth, but it is also cheaper to ship and easier to set up.



LA Religious Education Congress • Feb 21-24, 2013 • Anaheim, CA

How is your brand different from all the other exhibits?



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.

Are you doing 3 shows or fewer a year?



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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ENTRANCE

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.

Would technology help reinforce your brand's connections?



technology

Many companies want to incorporate technology into their trade show booth. A professional trade show display company can walk you through all of your options for technology. They can educate you on what is available and connect you with the sources who can bring your technology vision to life.

Are you frustrated with handling show logistics?



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.

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



return on investment

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.

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



local

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.

What are your attendees experiencing within your booth?

fine you. It takes courage to find
ect you. out how good you can be.

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.



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.



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