

# successful trade shows by the numbers

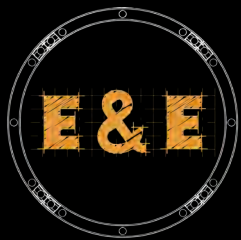


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# trade shows by the numbers

You only have one chance to make a first impression.

If your company has ever participated in a trade show, from a sales and marketing perspective you understand the power of face-to-face interactions with your potential clients, partners or media representatives. There is no better business opportunity than the ability to connect with hundreds of attendees over just a few days.

Imagine the time and cost to drive and/or fly to meet with each of the people you encounter over a three-day trade show. It would be astronomical and certainly you'd be hard pressed to see a return on your investment. That's why trade shows are so appealing.

In this e-book, the professionals at E&E have compiled several of our blogs to provide tips and techniques for making the most of your trade show investment.

interested in more information?

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# *Should we Rent or Purchase a Display?*

When preparing for a trade show, one of the biggest decisions you'll face is whether to rent or buy your trade show booth. Both options have distinct advantages depending on your business needs, show frequency, and budget. In this guide, we'll explore the pros and cons of renting vs. buying trade show displays, helping you determine which option is right for your business.



# 1 *How many times can I expect to be able to use this trade show display?*

Renting a trade show booth is a smart choice if you only attend a few shows each year or are just getting started in the trade show world. Since renting has lower upfront costs, it's ideal for businesses that want to avoid a large investment while still having a professional, eye-catching display.

If your business attends multiple trade shows annually, purchasing a display can be more economical over time. Although buying involves a larger initial investment, the long-term cost savings can be substantial if you're a frequent exhibitor.





## 2 *How often will I want to change the booth design and/or size?*

**Exhibit rentals** offer the ultimate freedom to create fresh designs for different events, without having to re-use any of the previously utilized and purchased properties. Whether you want to adapt to different event themes, marketing messages, or branding changes, renting gives you the ultimate freedom to change your display without being tied down.

When you purchase a component-based custom modular display system, you are essentially acquiring frames, structure, graphics, and other design elements. You may have initially configured the booth to be a specific design and size (ie. **10x20 displays**, **20x20 displays**, or other **island displays** for example), but you still have the ability to reconfigure the booth structure and design elements for different needs. Also, additional elements can be rented or purchased. So, you still have the flexibility to change the booth design and/or size but you are working with existing purchased components.



# 3 *What are the costs of booth ownership?*

Although buying involves a larger initial investment, the long-term costs of ownership are minimal. These costs include general maintenance from wear and tear and storage and software fees if the trade show provider offers an inventory management system. A web-based inventory management platform not only keeps track of all display properties and graphics but also provides historical data on past events. Additionally, it allows clients to organize their trade show calendar and schedule events; manage their properties and set-up instructions, manage budgets and ROI, and more.

Ultimately, whether you rent or buy your trade show booth depends on your business's unique needs. If you attend just a few shows, renting is a fantastic option. However, if you're a frequent exhibitor, purchasing may provide long-term value.


**Contact us** for more information on this important topic.





# *6 Elements of a “Best in Show” Trade Show Booth*

Creating compelling trade show displays is about crafting an experience that reflects your brand, attracts visitors, and encourages them to engage with your message. Here are essential elements to consider when designing a booth that stands out.



# 1 *Define Your Theme*

A clear theme is the backbone of an effective trade show booth design. Think of the theme as the “big idea” that guides every visual and experiential aspect of your booth, from color choices to messaging. A well-defined theme doesn’t just catch the eye—it tells visitors at a glance what your brand represents.

## visual appeal

A cohesive theme creates a visually stunning booth, making your brand instantly recognizable in a sea of displays.

## brand identity

It captures your brand’s unique values and messaging, helping visitors connect with who you are.

## audience engagement

A clear, relatable theme resonates with your target audience, drawing them in and making your booth memorable.





# 2 Choose *Impactful* Colors

Color is one of the most powerful tools in your booth design arsenal. It has the ability to capture attention, evoke emotions, and communicate your brand's identity almost instantly. When selecting colors for your trade show booth, think beyond aesthetics—consider how each color supports your brand message and how it will resonate with your audience.

## brand consistency

Use colors that align with your brand identity to reinforce recognition and build familiarity. Consistent brand colors help visitors make an immediate connection to your company.

## psychological Impact

Colors evoke emotions and can influence mood. For example, blue often conveys trust, while red can spark excitement and energy. Choose colors strategically to create the atmosphere you want and to evoke the right emotional response from attendees.

## visibility & contrast

High-contrast colors can make key areas of your booth stand out, guiding visitor focus toward products, signage, or interactive displays. If you want certain features or messages to pop, use contrasting colors to direct attention.

## cohesive aesthetic

While it's important to stand out, be careful not to overwhelm. Stick to a cohesive color palette that aligns with your brand and theme, ensuring the overall look is professional and polished rather than chaotic.

# 3 *Leverage Lighting and Technology*

Lighting and technology are powerful tools for drawing attention and creating an interactive experience. They add depth to your booth design, making it inviting and engaging.

## highlighting features

Use strategic lighting to draw attention to specific products or areas of your booth that you want to spotlight.

## interactive displays

Touchscreens, **LED display walls**, or augmented reality displays can make your booth experience immersive, giving visitors a hands-on way to learn about your products

## standing out

Backlighting, SEG lightboxes, and advanced tech elements like LED screens provide your booth with a visually distinctive edge, allowing exhibitors to display dynamic, rotating content instead of stationary, dimly lit static graphics, ensuring it stands out in a crowded exhibit hall.



# 4 *Invest in High-Quality Graphics*

Custom **trade show graphics** play a crucial role in communicating your brand message instantly. They provide an opportunity to make a lasting first impression that truly reflects the quality and values of your brand. By incorporating personalized visuals that resonate with your unique identity, you can engage visitors on a deeper level and create a memorable experience at your booth.

## visual communication

Bold, clear graphics convey information quickly, ensuring that your message reaches your audience in seconds.

## professionalism

High-quality visuals demonstrate your brand's commitment to excellence.

## brand recognition

Consistent graphics across your booth reinforce your brand identity, helping visitors easily recognize your brand at a glance.



# 5 *Incorporate Positive Messaging*

Crafting positive, memorable messages is essential to create a lasting impact. A few well-placed, uplifting messages can leave a lasting impression on visitors, encouraging follow-up after the event.

## emotional connection

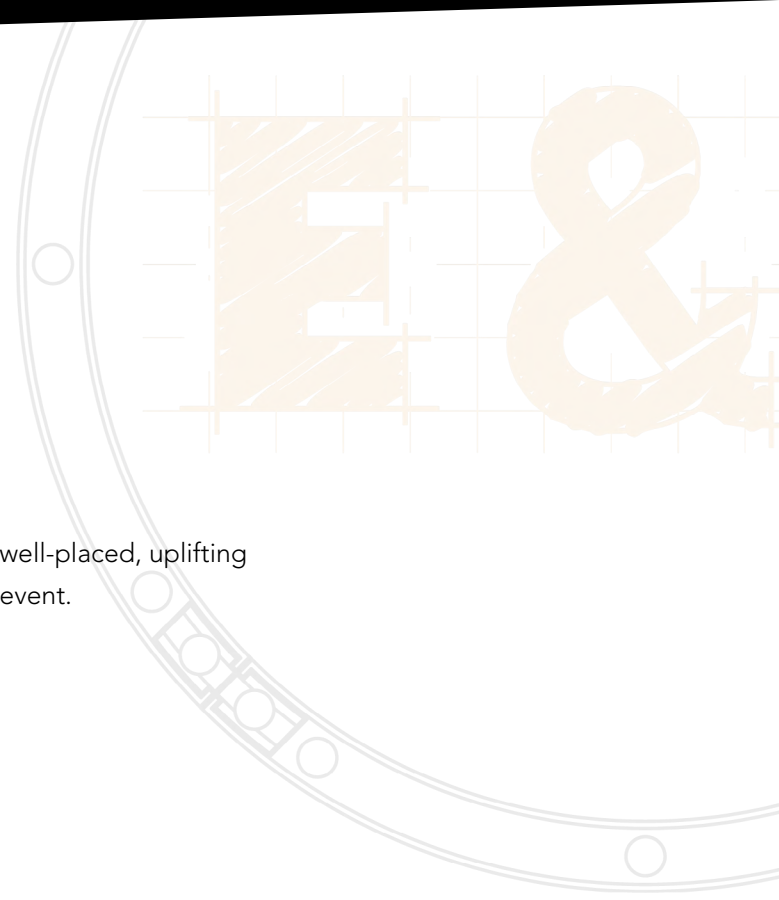
Positive messages resonate emotionally, making your brand more relatable.

## call to action

Use effective messaging to guide visitors toward the next step, whether that's signing up for updates, scheduling a meeting, or following your brand on social media.

## brand values

Inspiring messages are an opportunity to communicate your brand's values, fostering trust and loyalty with your audience.





# 6 *Plan for Optimal Traffic Flow*

Creating a comfortable, intuitive flow through your trade show booth can greatly enhance the visitor experience. A well-designed layout not only attracts people but also encourages them to engage with different parts of your display, maximizing their time with your brand.

## welcoming entrance

Make sure the entrance to your booth is inviting and accessible, allowing for a natural flow of foot traffic. Avoid placing large obstacles or displays right at the entrance that might discourage people from entering.

## define clear pathways

Guide visitors with a clear, natural path that leads them through key areas of your booth, such as product displays, interactive stations, or meeting spaces. Strategically placing these areas along the path ensures that each visitor engages with multiple aspects of your display.

## interactive zones

Designate specific zones for interaction, like product demos, seating areas, or touchscreens, where visitors can spend more time without blocking the main pathway. This helps avoid bottlenecks and allows for smooth movement through the booth.

## create exit opportunities

Ensure visitors have a clear way to exit without getting crowded, allowing for a seamless experience from entry to exit. A clear exit pathway also signals the end of their booth journey, leaving them with a positive impression as they move on.

Designing a successful trade show booth involves combining various elements to create an inviting and cohesive experience that resonates with visitors.

By carefully considering aspects like theme, giveaways, lighting, graphics, colors, and traffic flow, you can ensure that each component works together seamlessly. This synergy transforms your booth into a memorable part of the event, effectively reflecting your brand's strengths and leaving a lasting impression on attendees.

**Contact us** at E&E to learn more about how to differentiate your brand at your next show.





# *4 S's of your Trade Show Display*

There is more to trade shows than just the event. Most articles on trade show displays focus on the event; making the most of the opportunity, creating and building the best trade show exhibit and finding and using the latest technology to stand out from the competition. These are all important, but there is more to a trade show than just the event.

Consider the 4 S's of your trade show investment:

# Support Shipping Set-up Storage

You've made a significant investment in your trade show display. Making sure your display arrives on time, in perfect condition, and includes clear instructions for installation and dismantling can significantly enhance your trade show experience.





# 1 Support

## Personalized Service from Start to Finish

Many exhibit houses provide standard packages for support. Choosing a provider who believes in tailoring every aspect of service to suit your specific needs can make all the difference. A consultative approach to display design and support, ensures that each project is a unique representation of your brand. Clients know they're not just working with a vendor—they're partnering with a team that understands the importance of their vision. As one of E&E's loyal clients shared, "The advice, ideas, and support we receive from E&E are unmatched."

## Expertise and Creative Problem-Solving

With trade show deadlines and on-the-floor challenges, quick responses are essential. Choose an exhibit provider who is known for its dedicated support and immediate response times, providing clients with solutions in real-time 24/7. Unlike larger exhibit houses that may require multiple channels for even the simplest questions, smaller providers often offer direct, hands-on support at any time of day. This high level of responsiveness gives clients peace of mind, knowing that whatever challenges arise, they are just a call away.

## Reliability and Consistency Build Trust

A strong, dependable partnership is essential in the fast-paced world of trade shows. From initial design to setup and takedown, clients should know who they can rely on at every stage. E&E Exhibit Solutions has built a reputation for quality and dependability, and our clients return because they know we'll be there for them, ensuring everything goes smoothly. One client even shared that she never considers switching exhibit houses because of our consistent, unwavering support. It's a level of trust we're proud to have earned through dedication and commitment.

# 2 Shipping

Making sure your display arrives on time, in perfect condition, and includes clear instructions for installation and dismantling can significantly enhance your trade show experience. Here's how to ensure smooth transport and storage for your display, and why working with professionals like E&E Exhibit Solutions can make this process easier and more efficient.

## Not all Freight Carriers Understand the Trade Show Industry

The trade show industry has unique shipping requirements that not all freight companies are equipped to handle. E&E Exhibit Solutions collaborates with a select group of trusted partners who specialize in these needs, allowing us to provide reliable, white-glove freight services for our clients.

## Trade Show Freight Partner Requirements

Trade show freight partners must be patient, as the delivery process often involves long wait times that many carriers are unwilling to accommodate. Upon arriving at the venue, trucks typically check in at either the dock or a marshalling yard, where they wait to be called to the dock. This waiting period can last from early morning to evening, sometimes extending from 7 a.m. to 7 p.m. Because this wait time is often unpredictable, it's usually billed post-show. Even in venues without a marshalling yard, truckers may still face delays while waiting to be unloaded or loaded.

Attention to detail is also critical for trade show freight partners, though not all carriers meet this standard. Often, truckers are responsible for picking up multiple booths' worth of materials, which requires clear communication and confirmation that all freight is accounted for before they depart—whether from E&E Exhibit Solutions or the show itself. This ensures that nothing is left behind and that all components reach their destinations as planned.

# 2 Shipping

Timeliness is another key attribute for trade show freight, yet some partners fall short. Pickup times—whether from E&E Exhibit Solutions or the show—are bound by specific check-in windows. Missing these windows can lead to costly penalties or even jeopardize a display's participation in the event, making punctuality an absolute priority for a smooth trade show experience.

Additionally, trade show freight partners need reliable tracking capabilities to keep everyone informed about shipment status. They must provide proof of delivery to E&E, along with photos verifying the condition of the shipments upon arrival. This level of tracking and documentation not only reassures E&E Exhibit Solutions but also ensures that clients' displays arrive intact and ready for a successful trade show.

## Trade Show Freight Quoting Process

When gathering quotes for trade show shipping, the method you choose depends on the size and dimensional vs actual weight of the shipment.

- Our Logistics Coordinators obtain multiple quotes from trusted partners to ensure our customers receive the most competitive pricing.
- For additional savings, we consolidate shipments for multiple customers attending the same show onto a single truck whenever possible.
- We offer flexible pricing options, including full truckload, partial truckload, and less-than-truckload rates, to keep our freight costs competitive.

# 2 Shipping

## A Note on Drayage

Trade shows typically charge exhibitors for booth storage and material handling, adding an extra cost for managing and moving materials. With a custom display from E&E Exhibit Solutions, you can expect lower drayage costs compared to booths built from heavier materials like wood or metal from other custom builders. Our component-based systems are designed to be lighter, helping you save significantly on drayage fees, which can otherwise be quite substantial.

At E&E Exhibit Solutions, we take the hassle out of transport with nationwide shipping services and full tracking of all displays. Our logistics team has specialized knowledge of industry-specific shipping requirements, ensuring your display is securely shipped to your event, with timely updates when required.

## Preset-Up

All **booth rentals** from E&E Exhibit Solutions are assembled and reviewed by customers before they are shipped. Customers who own their display properties can opt in for this service. Customers can choose how they'd like to preview their displays: they can schedule an in-person preview, receive a video of the fully assembled display, or review detailed photos. These preview sessions allow us to gather customer feedback and make any needed adjustments before shipping, ensuring that the display meets expectations and is ready for the trade show.



# 2 Shipping

## Proper Packing for Protection and Instruction:

Packing is a crucial part of display transport, ensuring each component is shielded from scratches, dents, and other potential damage during shipping. Proper packing also streamlines installation and re-packing for each display. At E&E Exhibit Solutions, we follow a meticulous packing protocol to maintain the integrity of your display:

- Aluminum frames are placed at the top of crates and wrapped to prevent damage.
- Hardware is carefully separated, labeled by type (e.g., tower hardware, counters) for easy identification.
- Furniture is packed individually, and for larger shipments, it's placed on a separate pallet.
- Trade show graphics are protected with slip sheets to avoid scratches.
- Monitors and large screens are packed in custom crates
- LED screens are stored individually in road cases
- Detailed setup instructions, including 3D renderings of each booth, are provided to the City show supervisor.

Our logistics crew takes extensive packing photos, capturing each layer in the crate. These photos are invaluable for locating items and repacking after the show. At E&E Exhibit Solutions, we go above and beyond by offering expert packing and repacking services, ensuring every item arrives safely so you can focus on your event.



# 3 Set-Up

Once your trade show displays arrive at the venue, you will need to set-up the exhibit. Each state and every venue have different rules which may or may not include the use of union laborers. Unless you have a history with a particular convention hall, you may not be aware of the regulations. You also may not be experienced in estimating how many hours (and what type of hours) are required to install and dismantle your booth.

Additionally, there are details associated with electricity, plumbing, Internet access, that require special knowledge. Not to mention the equipment necessary to install larger exhibits. If your booth has unusual components or has a complicated design, E&E will send out a supervisor who is specifically trained on your booth to ensure proper I&D (installation and dismantle). We will also ensure that it occurs within the time frame planned and resolve any difficulties that may be encountered. Trade show I&Ds can be unpredictable and you need to be able to trust your trade show partner.

E&E Exhibit Solutions utilizes trained and highly experienced professional trade show labor services at competitive rates to set up and dismantle your display nationwide. These labor crews have been extensively trained on E&E trade show exhibit components and they are provided with detailed set-up instructions, so your display is set up quickly, properly and handled with care.

The same goes with ensuring the care of your trade show components after the event is over. Make sure you use qualified and trained professionals to dismantle and pack your display so it is ready for set up at the next event.

# 3 Set-Up

## Trade Show Supervision and LED Expert Supervision

Trade show supervisors oversee the installation and dismantle of trade show displays. E&E provides nationwide on-site supervision, with a team that includes specialized LED experts to support displays featuring video and interactive media. These elements are seamlessly integrated with physical exhibits to deliver fully immersive, engaging experiences and require technical knowledge and expertise.

With over 25 years of expertise in the trade show industry, our consultative approach ensures that our solutions are not only highly effective and functional but also portable and visually striking, delivering the maximum return on your investment. From innovative trade show displays and trade show graphics to outstanding support services, E&E Exhibit Solutions is a trusted trade show and event partner that understands what works.



# 4 Storage

The last S of your trade show display is exhibit storage. For some, you may be able to store at your company headquarters. You may even want to set up your display in one of your company lobbies and reception areas for branding. Otherwise, storing your trade show exhibit can be a challenge.

Once again, it becomes a question of protecting your investment. Graphics can de-laminate in high temperatures or get damaged. If you store your exhibit in a convenient temperature-controlled location with easy truck load access, your investment will stay pristine and it will be available for shipping to the next show with minimal hassle.

E&E has a dedicated warehouse specifically engineered to store and protect thousands of trade show components. After the event, when your booth returns to our warehouse, E&E professionals review your inventory to ensure they have arrived in good condition for the next show and there are no missing or damaged parts. The parts are entered into our inventory management system so you can pick and choose and schedule which parts you will want for the next event.

Our warehouse facility is temperature controlled, maintained by a state-of-the-art inventory control systems and supervised by a staff of professionals in addition to 24-hour surveillance. Your trade show exhibit is safe, secure and stored intact until you require it shipped to your next event.



# Preparing for a trade show involves more than simply designing a stunning display.

Ensuring your display arrives on time, in pristine condition, with clear instructions for setup and takedown can greatly improve your overall trade show experience. Partnering with trusted, experienced professionals like E&E Exhibit Solutions can streamline this process, making it both easier and more efficient.

**Contact us** at E&E to learn more about how we can assist you with your logistics requirements at the next show.



# *#1 Trade Show Expense*

However, there is one significant expense that, if not properly anticipated, could result in a loss equivalent to discarding the entire investment in your booth.

What is that expense?

# Your Staff

If your staff isn't prepared, well trained, and excited about the trade show experience, you might as well just set up an unmanned table and hope someone remembers your brand.

So how do you ensure your staff will make the most out of the two, three or four days of your upcoming trade show event?

- Training
- Motivation
- Support



# *Training*

Will the staff be trained, not only on product knowledge, features/advantages/benefits of your top selling inventory, are they comfortable interacting with the participants? You can have a knowledgeable sales associate, but if they just sit on a chair in the back of the booth, they aren't making the most of every face-to-face interaction.

Consider conducting role play experiments, having the staff discuss different scenarios and how they might turn a casual attendee into an engaged prospect. Help them to be prepared for the opportunities a well- attended trade show provides.

# *Motivation*

Employees who understand the benefit of participating in the trade show are more motivated to be successful. In some cases, that may mean developing an incentive program but it also means educating them to the benefits of face-to-face interactions. How many road trips and pounding the pavement sales calls would they have to make to equal the number of conversations they can have in the concentrated time of a 3 to 4 day trade show? How will those leads impact their future income? Make sure your trade show staff has bought into the benefits of participating in the trade show; both for the company but also for their own benefit.

# Support

Have you provided the latest in technology; not only of your company products, but also for the staff to capture prospect information? Here are some popular lead-capturing technologies that companies use at trade shows to efficiently collect and manage attendee information:

- **Badge Scanners and RFID Readers:** Many trade shows provide exhibitors with badge scanners or RFID readers that capture lead information directly from attendee badges. This is a quick and reliable way to gather accurate contact details and attendee interests.
- **Mobile Lead-Capture Apps:** Apps like iCapture, Leadature, and Cvent allow booth staff to scan QR codes, take notes, and qualify leads directly on their mobile devices. These apps typically sync with CRM systems to make follow-up easy and streamlined.
- **Digital Business Card Exchange:** Solutions like QR code scanners or NFC-enabled devices allow attendees to tap or scan a digital business card, making contact exchange paperless and efficient.
- **Interactive Kiosks and Touchscreens:** These self-service kiosks let attendees input their contact information, answer questions, or fill out forms at their own pace. Many systems can integrate with CRM software to automate data entry.
- **Gamification and Engagement Tools:** Tools such as prize wheels, quizzes, or interactive games (often paired with tablets or touchscreens) capture attendee information in a fun way, increasing booth traffic and lead quality.
- **AI Chatbots and Virtual Assistants:** Chatbots on tablets or screens at booths can engage attendees, qualify leads, and capture contact information, especially useful for when booth staff are occupied.
- **RFID-Enabled Wearables:** Some events provide attendees with RFID-enabled wristbands or lanyards that automatically log booth visits. Exhibitors can then track attendees' visits and use the data to reach out post-event.
- **Lead Capture Integration with CRM and Marketing Automation Platforms:** Many CRM platforms, like Salesforce or HubSpot, have built-in lead capture tools or integrations for trade shows that sync lead data in real-time, streamlining follow-up and reducing data entry errors.
- **Beacon Technology:** Beacons placed around the booth can communicate with attendees' smartphones, collecting data on attendee proximity and engagement, and prompting them to enter information through their devices.
- **Augmented Reality (AR) and Virtual Reality (VR):** AR and VR experiences often require attendees to register or sign in before participating, allowing exhibitors to capture leads while providing a memorable experience.



There are a multitude of details required for a successful trade show, not the least of which are customized trade show displays that effectively represents your company brand.

But the most important element of your trade show is the staff that represents your company.

Make sure they are prepared for success.

Contact us at E&E to learn more.





# *3 Myths about Renting a Trade Show Booth*

Have you hesitated to consider a **trade show booth rental**, display components, flooring, or accessories because of some misconception that they wouldn't look spectacular?

Although **custom exhibit rental designs** are ideal and offer unlimited options for crafting an experience that reflects your brand, attracts visitors, and encourages them to engage with your message.

# 1 Quality

A rental display will be worn and less professional than a purchased tradeshow booth custom designed for my company.

## WRONG:

When you partner with an experienced, quality-oriented trade show booth company, trade show booth rentals are meticulously crafted from high-quality materials by skilled builders, with every detail carefully considered. A company that specializes in crafting custom designed trade show booth rentals, will capture your company's unique identity, communicate your message effectively and promote your company with the functionality that will promote success. Trade show attendees are discerning and expect the booth to reflect the excellence of your company's brand. Therefore, the rental display is designed to make a powerful, professional impression and look like you own it!



# 2 Options

An exhibit rental is limited in options. I have specific requirements for the show, plus everything has to be branded.

## WRONG:

There are many choices a company has for tradeshow rental solutions. Some providers offer more generic kits as solutions, where the choices are more limited than creating a new vision for each rental display.

We specialize in providing modular, modern and reconfigurable custom trade show booth rentals that can uniquely adapt to any convention floor.

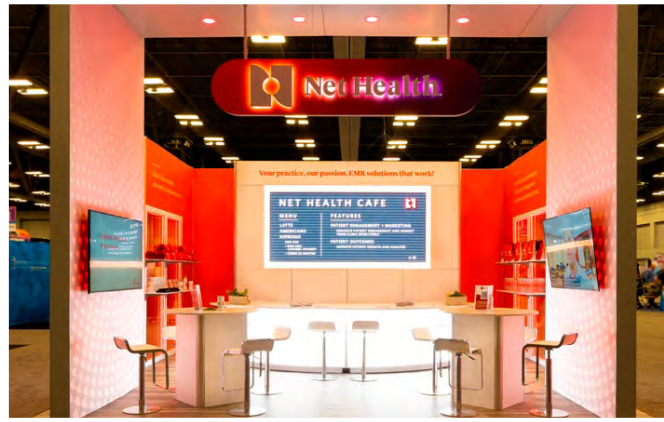


# 3 Immersive Components

The tradeshow experience has evolved. Tradeshow attendees are looking for an immersive experience. A rental display can't captivate our target audience, as well as a booth we purchase.

## WRONG:

There are many design elements available today to captivate audiences. High-quality graphics, LED screens, light boxes, lighting and technology, for examples. By delivering tools and infrastructure you need, we help you execute your marketing strategies seamlessly, creating engaging environments that captivate audiences and maximize your ROI.





Creating a compelling trade show booth rental involves more than providing a visually appealing display.

It's about crafting an experience that reflects your brand, attracts visitors, and encourages them to engage with your message. There are essential elements to consider when designing a compelling booth.

Learn more about how we can help create an **immersive trade show display** for you!



# *8 Advantages of a 20x20 Trade Show Display*

If you're aiming to make a memorable impression while optimizing functionality and brand visibility, a 20x20 trade show display is an ideal choice. With twice the space of a typical 10x10 booth, it offers a unique blend of versatility, creativity and enhanced brand presence. Here's why a **20x20 display** may be the perfect fit for your next event, along with practical tips to make the most of it.



# 1 enhanced brand presence

A 20x20 display can better represent your brand's identity and professionalism. It allows you to make a lasting impression with high-quality displays, bold graphics, and branded furnishings.

# 2 creative freedom & customization to connect with your target audience

A larger booth provides more space to be customized to cater to different segments of your target audience, whether they are potential clients, partners, or media representatives, offering a tailored experience to each group.

# 3 ample room for engagement

The larger area allows for different sections, such as demo stations, lounge areas, meeting spaces, and product displays, creating a comprehensive experience for visitors.

# 4 facilitates networking & meetings

With space for seating and private or semi-private meeting areas, you can comfortably host conversations, sales meetings, and presentations without overcrowding.



## 5 allows for immersive elements

A larger 20x20 trade show booth size is ideal for immersive elements such as VR demos, LED displays, touchscreens, kiosks, or hands-on product experiences, keeping visitors engaged longer. This flexibility allows you to create an engaging booth experience that accommodates everything you need in one cohesive setup.

## 6 improved flow & accessibility

More space means better traffic flow, enabling visitors to move freely through the booth, explore multiple areas, and spend more time without feeling crowded.

## 7 competitive advantage

In a crowded trade show, having a well-designed 20x20 booth can set you apart from competitors with smaller displays, showing that your company is established and serious about engaging the market.

## 8 increased ROI potential

While a 20x20 display may have higher initial costs, the ability to attract more visitors and provide in-depth interactions can lead to a higher return on investment in terms of leads, brand exposure, and partnerships.

# *5 Benefits of SEG Lightboxes*

SEG lightboxes are high impact presentations that can be easily set up with no tools required. Create drama and emphasis by combining lightboxes with your traditional **trade show displays**. Available in a variety of sizes, floor models and table top, the backlit lightbox offers an element of focus to your exhibit without breaking the bank.

# 1

## highly effective & durable

Present your signage in the best way possible with a LED lit graphic that travels. **SEG lightboxes** integrate LED lighting into the structure of the frame so the lighting cannot be damaged. The durable aluminum construction is lightweight and easy to transport. Each size fits compactly in a rolling transport storage container that a single person can move and set up with ease.

# 2

## utilize light- weight graphics

Customize your SEG lightbox with foldable SEG fabric graphics. Energy saving LED lights shine through heavy duty fabric that has been specifically designed for maximum illumination to create a dynamic visual.

# 3

## various shapes & sizes

The various SEG lightbox structures available provide presenters with options to fit your environment.



# 4

## simple to set up & tear down

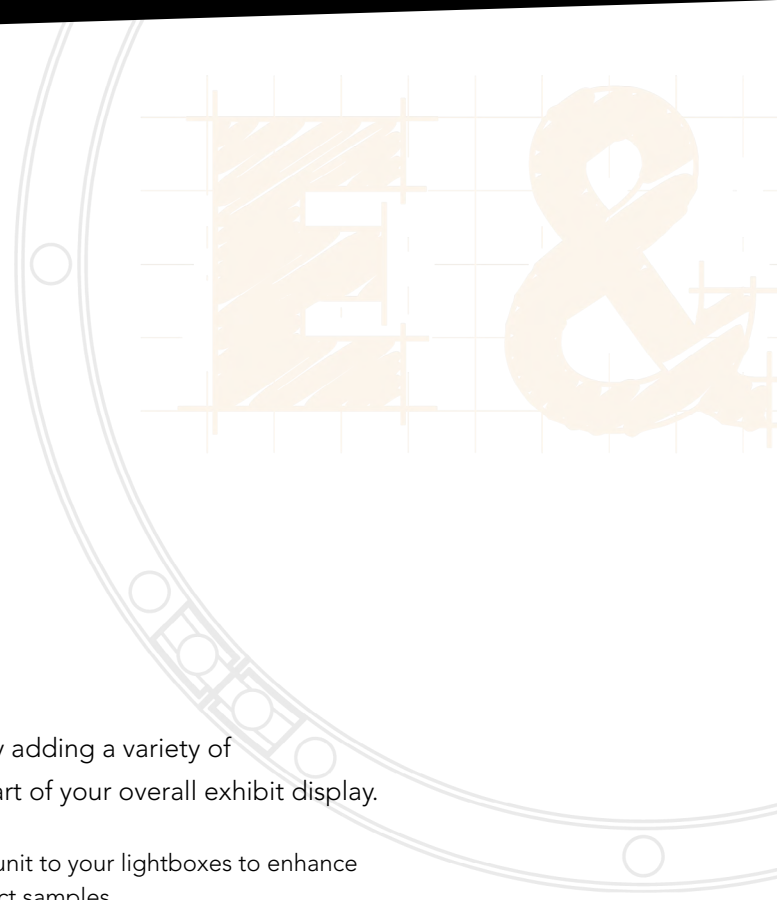
SEG lightboxes were developed for mobility and durability-perfect for trade show presentations at multiple locations. The lightweight aluminum frames are durable and they simply slide and snap together. Once the lightweight frame and sturdy aluminum feet are set-up, the SEG fabric graphics slip easily in place. No tools are required for the assembly of our trade show lightboxes and they disassemble just as quickly.

# 5

## can be customized

Combine your backlit lightboxes by adding a variety of accessories or including them as part of your overall exhibit display.

- Add floating accessories like a shelf unit to your lightboxes to enhance the backlit graphic with actual product samples.
- Include an overhead canopy with additional spotlights
- Connect lightboxes to other modular trade show display walls to showcase a single product or spotlight a current show special
- Place a backlit SEG lightbox on your table display to feature your company logo or brand message



LED backlit trade show lightboxes should be a staple of any great trade show display regardless of the size or event.

The ability to easily change the fabric graphics and seamlessly integrate into any booth space, makes SEG lightboxes a necessary part of your marketing presentation.

**Contact us** at E&E to learn more about how we can incorporate SEG lightboxes into your next tradeshow environment.



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# *7 Reasons Why Tension Fabric Displays May be a Good Choice for Your Company*

If you are looking for a stunning, eye-catching display for your next tradeshow event, you may want to consider a tension fabric display. **Tension fabric displays** are portable, lightweight and feature your marketing message in style!

# 1 lightweight & portable

Tension fabric displays are made with lightweight aluminum frames and fabric graphics, making them easy to transport and carry. This reduces shipping costs and makes setup more convenient.

# 2 vibrant & high-quality graphics

SEG systems use dye-sublimation printing, which produces vibrant colors and high-resolution graphics that are visually appealing and durable. The result is a professional, polished look.

# 3 seamless walls

The fabric stretches tightly over the frame, creating a smooth, seamless appearance with no visible edges or frames. This modern, sleek look adds professionalism to your display.

# 4 durable & reusable

The fabric used in these displays can withstand multiple uses. This makes them a cost-effective choice for exhibitors attending multiple events.



## 5 wrinkle resistant

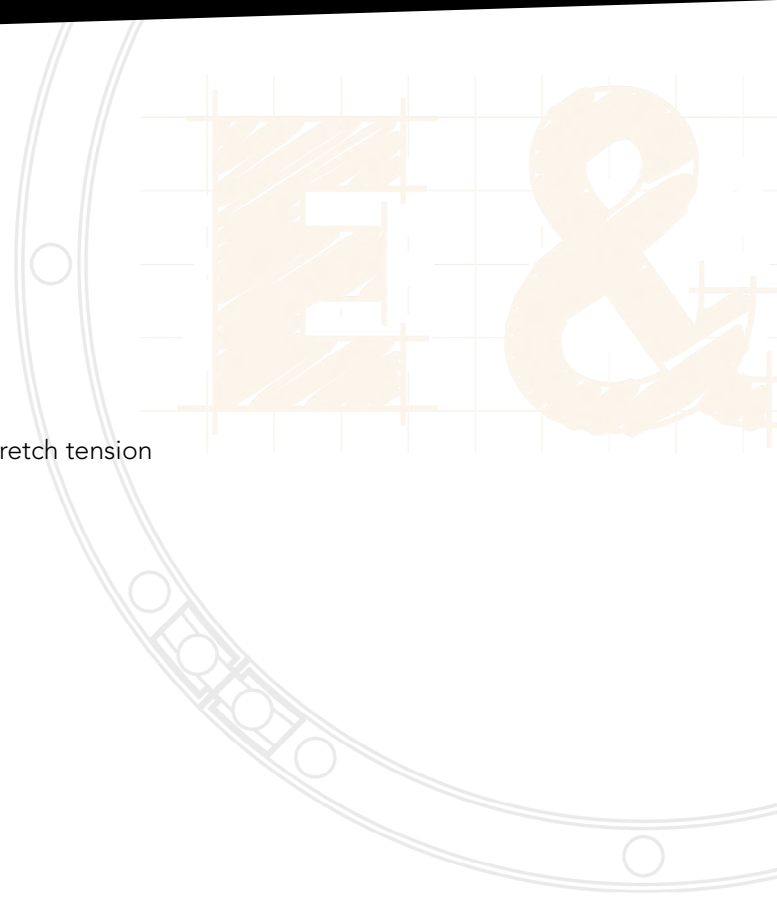
Your graphics look great right out of the box with the wrinkle resistant fabric of our stretch tension fabric displays. The exhibit set-up crew will most likely have a steam iron at hand!

## 6 eco-friendly option

The lightweight nature of tension fabric displays requires less material and energy for transport, reducing carbon footprints.

## 7 compact storage

SEG systems can be folded or rolled, taking up minimal storage space when not in use. This feature is especially useful for companies with limited storage capabilities.



Lightweight, seamless tension fabric displays have revolutionized the convention floor, offering efficient, visually impactful solutions for exhibitors.

Known for their portability and ease of setup, these displays consist of high-quality stretchable fabric that fits into a frame system, creating a smooth professional-looking presentation.

The appeal of tension fabric displays lies not only in their streamlined look, but also in their portability. Furthermore, the fabric material allows for vibrant, full-color printing ensuring brand messaging is bold and attention-grabbing.

**Contact us** at E&E to learn more about how we can incorporate tension fabric displays into your next tradeshow environment.



# *4 Ways to Maximize PR Around Your Trade Show*

Planning a trade show is a multifaceted process that requires careful attention to details, strategic thinking and coordination. If your company has participated in a number of trade show events, you most likely have the process down to a science, but how well are you taking advantage of the press that attend these conventions?

ChannelvMedia, a PR firm, recently posted [Seven Ways to Maximize PR at Trade Shows](#), a fantastic article that helps you consider, plan and execute an effective plan for engaging the press.

Let's spend a few minutes on these tips you may not have considered.

# 1 adopt a tradeshow PR strategy

A PR strategy involves implementing targeted communication tactics to inform target audiences about your company's participation in advance. This allows them time to engage and respond. This may include a mix of press releases, tailored media pitches, prospect emails, and social media content to fit your company's goals. By strategically timing and tailoring these tools, companies can maximize their visibility and create buzz around their trade show appearance. Encouraging attendance and interaction from your target audience is key.

# 2 connect with the media prior to the trade show

Exhibitors may want to consider partnering with a PR company, those who have direct connections with journalists and key attendees who will attend the show. A PR company may provide valuable insights into which journalists will attend, their availability for meetings, crucial background information about them and preferred coverage topics. Additionally, a PR company can implement follow-up meetings after the show concludes.



## 3 utilize engagement tactics

In addition to providing an engaging trade show display environment, ChannelvMedia suggests using the trade show event to launch a new product; host an after party event during one of the evenings; develop and transform your sales pitch prior to the show.

## 4 sustain momentum after the trade show

Once you've captured your audience's attention at the trade show, now it's important to follow-up. Have a company spokesperson share important news about the event with journalists who were not at the trade show. Offer journalists an opportunity for a private viewing of your product launches, for example. Perhaps hint about upcoming news to journalists to peak interest into your company.

Another suggestion to sustain momentum post-show is to prepare a digital "roadshow". Package news, announcements, event materials across email, social media and other platforms. ChannelvMedia suggest this occurs within 1-2 weeks post show.

# *7 Ways to Measure the Impact of Your Latest Trade Show Event*

For those who have attended trade shows, you're familiar with the extensive planning and coordination required to implement an event that can drive a significant portion of annual sales. But after the show, what processes does your company use to conduct a thorough review of its success?

Evaluating the event's costs and ROI is essential, along with following up on leads and orders. But beyond that, what components define the real impact of the trade show? GoDelta, a marketing company recently wrote a blog called [\*\*How to Measure Trade Show Effectiveness \(+7 Key Metrics\)\*\*](#).

# 1 leads generated

Track the number of leads captured during the event. Compare this number to past years.

# 2 cost per lead

Compare the cost of attending the event to the number of leads your business generated.

# 3 sales conversion rate

Calculated by the Number of Closed Sales divided by the Number of Leads Collected.

# 4 booth traffic

There are numerous ways to monitor the number of visitors who attend your booth. See the chapter above under #1 Trade Show Expense under Support for a comprehensive list of lead-capturing technologies that can assist in measuring booth traffic.



## 5 social media engagement

This is a way to assess whether your messages resonated with attendees.

## 6 brand awareness

Distribute a poll or survey to determine whether your brand was memorable and why.

## 7 customer interaction

Spending time with former or existing customers can prove to be a profitable strategy to enhance revenue.

Taking the time to evaluate multiple measurements after participating in a trade show will help to impact future events. Reflect on what went well and what could have been improved, documenting these insights to inform and enhance your planning and execution for next year.



# *5 Ways to Build Customer Relationships*

According to **research by Microsoft**, 90% of Americans consider customer service as a deciding factor whether or not to continue conducting business with a company. Therefore, it's essential to understand how to strengthen customer relationships and implement effective practices that yield results. According to Shopify, there are **five ways to build better customer relationships**.



# 1

## communicate well

This involves communicating regularly for follow-up phone calls or occasional check-in emails. Consistent, communication helps customers know they are valued by your business.

# 2

## promote customer feedback

Some companies send out surveys, others directly ask their customers for feedback or suggestions on improvements or changes that would improve the relationship. It's important to know how your customers are viewing your company.

# 3

## build trust

When we are consistent and reliable, trust is built. If we fail to deliver in a situation, honestly explain what happened and what changes have been implemented to prevent a reoccurring event.



# 4

## treat people like humans

It's always important to remember that our customers are people who want to be treated with kindness and respect, even in heated situations. Stay professional at all times.

# 5

## reward loyalty

When was the last time you contacted a customer to let them know how much you value the relationship? Customers appreciate knowing we value them and sometimes we can show this loyalty by giving them rewards, incentives. Happy customers are more satisfied and spend more. And returning customers cost less to serve than constantly marketing for new customers.



## about us

Founded in 1995, E&E Exhibit Solutions is a one-stop **trade show display company** specializing in customization including the latest trends, dedicated exceptional support, and world class trade show displays to meet your brand's unique needs.

With over 25 years of expertise in the trade show industry, our consultative approach ensures that our solutions are not only highly effective and functional but also immersive and visually striking, delivering the maximum return on your investment. As a premier exhibit house, we are professionals, consultants and experts in trade show and event management.

E&E is a five-time  
inc. 5000 honoree



get in touch

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View our **Portfolio**

What sets E&E Exhibit Solutions apart is our commitment to delivering top-quality solutions backed by unwavering, exceptional support—a standard that cultivates lasting customer loyalty.



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