

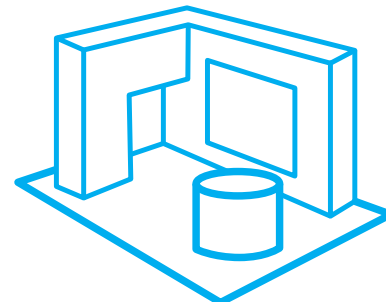
EVENT SIGNS

Here's how good signage can make any event a great one!

▶ Frequent trade show exhibitors know that there's little payoff in event marketing if your audience can't find you. Worse yet? Suppose your prospects can locate your booth or display but are not inspired to stop?

The right signage is, of course, key to your trade show marketing success. But, before you put your signage provider to work designing and printing your event signs, it pays to take a minute to review what you may need.

Ready, fire and aim? No! Better yet, plan, prepare and succeed! Here's how.



GUIDE VISITORS WITH WAYFINDING SIGNAGE

While directional signs might not be the first things you consider when planning to exhibit at a trade show, they should be. The grandest display in the world will be of little value if people can't find it.

If possible, target your prospects first thing, journeying from their hotel or parking lot to your event space. This means guiding them with wayfinding signage. Ensuring people can easily find their way to your location easily will play an important role in enhancing their overall experience.

The good news? Almost any place and every surface is a prime candidate for signs that point the way or provide directions to your exhibit for your potential prospects.

- > Start early! Try to work out an arrangement with the hotel where many attendees will be staying to position your **retractable banners** or **X banner stands** in the lobby. They'll carry your promotional messages, to be sure, but also provide information on the location of your display. Wall posters are naturally another good trade show signage option.
- > Post temporary **directional graphic decals** along the way. Consider columns, stairwells, elevators, walls and other building structures to apply directional graphic decals that inform people how to get to your space.

- > Apply temporary **floor graphics** to take your wayfinding efforts a step further! And, don't limit yourself to areas within or approaching the event space itself. Today's floor graphics also work well outdoors on parking lots and indoors on parking structure floors.
- > Hang **banners** to guide people. Popular temporary signage solutions, vinyl or canvas banners are ideal ways to point people in the right direction or inform attendees of key details. **Tip:** If used outdoors, consider wind-resistant **mesh banners**.

LURE VISITORS WITH EVENT SIGNAGE

The type of event signs you'll use for your exhibit will not only depend on your budget, but also your booth or display. Most convention halls have rules and regulations on signage to which you'll need to adhere. For example, some will allow **hanging signs** above your display, but others won't.

Last, but not least of your considerations, is the signage of top competitors. Try to scout beforehand how others will publicize their booths. In terms of event signage size, quality and eye-catching appeal, you'll want to meet or, better yet, beat their efforts!

Here are some ways you can push prospects those final few steps to your booth or display.

- > Benefit from custom-printed **table throws** and **table skirts** if exhibiting on a modest scale with a table display. And be sure to consider your backdrop, which serves as your focal point. **Tension fabric displays** and **step-and-repeat banners** are affordable, tried-and-true solutions.
- > Incorporate your logo, corporate colors and event theme in a custom-designed **pop-up display**. As the name implies, these displays set-up and takedown quickly. Most are also easy to transport from event to event, making them as attractive to exhibitors as they are to trade show visitors!
- > Create custom-designed larger **trade show booths** including **modular displays**. Most will offer ample opportunity for to display your company's logo, corporate colors and trade show event theme.

STICK TO A LONG-RANGE/MID-RANGE/SHORT-RANGE GRAPHIC STRATEGY

Endorsed by many experienced exhibitors, this strategy has three components.

1. Hang a **ceiling display** over your event space, if possible. Offered in many shapes and sizes, they're a surefire way to stand out in a crowded convention hall! Many **consider suspended ceiling displays, sign towers, canopies** or large **back wall signs** as long-range graphics.
2. Employ mid-range graphics on your trade show display itself or on nearby walls. People will view them from shorter distances (i.e., 10-50 feet away). Position **event signs, posters** and **banners** at or above eye level, about five to eight feet off the ground.
3. Complete your signage strategy with short-range graphics. Mount, post or position them at eye level for viewing from one to 10 feet away. Your options here are many. Consider **retractable banner stands** and **X-banner stands**. Also think digital. **Flat-screen displays, projection screens** and **digital kiosks** can be highly effective options.

A FINAL TIP ON MAKING YOUR TRADE SHOW EFFORT A SUCCESS

Many full-service signage providers can help you go the extra mile. How? By outfitting your team with logoed apparel and providing branded promotional items as giveaways. They can also create and print the flyers, brochures and business cards you'll distribute to all those you've attracted to your display with effective trade show signage!



For more information — or expert assistance — contact Image360®.

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