

## How to Make Tradeshow Displays That Sparkle

If your company decides to attend a tradeshow, you will want your trip to be worth it. It's a big cost to go to a tradeshow, but you get big returns if you grab the attention of the right customers. You can do that by having a solid tradeshow display. A really good one can have people crowding around your booth and learning all about your company. A poor tradeshow display can be a blow to your company. It's up to you to make sure you have success with a tradeshow display.

### Musts for a [Tradeshow Display](#)

When you look for a top-notch tradeshow display, you must have several in order to draw customers to your business. Most important piece is to have your company's logo clearly displayed along with company information. You need to tell customers what they should know about your company and how it can help them. Banners should be in a bold font

that people can read easily. The font should be consistent throughout your signs. The more everything looks similar, the more professional it will look. But don't use bold colors for everything. Muted colors are better for information, while wild colors are for attention. Make sure the colors are consistent throughout, so your display doesn't look odd.

### Avoid These Mistakes of Over-Eager Tradeshow Displays

When making [tradeshow displays](#) remember to take it easy. Many companies who create a display for the first time try to be too flashy with too much information. This makes it hard for potential customers to follow your message. Don't give people eyestrain, give them something easy to look at. This especially

applies to fonts. Stick with basics Time Roman or Courier instead of something too ornate and hard to comprehend. You may think you are making a big splash for your company, but if potential customers are turned off by your display, you've made a big mistake.

### Investing in a Long-Term Display

If you go to a lot of tradeshows every year, then your company should build a tradeshow display to stand the test of time. So make sure the information displayed about your company won't change often, especially your logo, your company name and the products you market. This will give you a display to build around with the year's new innovations. If you change the major parts of your company, then you can make changes.

Consider a tradeshow display your introduction to a customer. You want to make a good impression. If you do, that will open opportunities for lasting relationships between customers and your company.

## About the Author

This article is provided by ExpandASignUSA, based in Denver, Colorado ([ExpandASignUSA.com](http://ExpandASignUSA.com)). Expandesign is an industry leader of high quality indoor and [outdoor signage](#) designed to enhance branding. They specialize in lightweight portable advertising displays. They also supply products for [tradeshow displays](#), advertising displays, and Denver event signs.

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