

ADDITIONAL TIPS TO HAVING A SUCCESSFUL TRADE SHOW BOOTH

1



Design trade show and event displays to capture attention with **bold colors**. That way you can draw potential customers even while you are working with other clients.

2



Be sure to do a **traditional direct mail campaign** to potential leads that will attend the trade show. This will guarantee there will be visitors looking for your services

3



Incorporate your **business logo or mascot** on all literature and displays so that potential customers associate your business with the services you are selling.

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