



5 KPI'S*

TO TARGET WHEN DECIDING ON A PORTABLE TRADE SHOW DISPLAY

The marketing investment for a Trade Show display goes beyond the initial cost of the actual products.
Here are a few tips to consider before making a purchase

1

Understand Your Exhibit Represents Your Company's Brand

If the asset looks “cheap,” it might reflect negatively on your brand. Choosing outdated hardware that may be less expensive might give attendees and prospects the perception that your brand is outdated or not innovative.

2

Decide What the KPIs Are for Your Exhibit, ie:

- Cost
- How the display sets up and comes down
- “Other” related costs – shipping, drayage and design fees
- Does messaging on the graphics create a selective attraction Call-to-Action?
- How do I prepare a turnkey budget to include show services?

3

Know the Warranty Offered for Your Selected Display Hardware

Does the supplier provide repairs?
What are the terms of the warranty?
Is the hardware a “disposable” item, or will I see a minimum of 3-5 years of use?

4

Are The Graphics Printed as Dye Sublimation and Guaranteed Not to Fade, or Do the Colors Run?

What is the care of the fabric graphics?
Any special cleaning or storage?

5

How Long Has the Vendor Been Providing Displays?

Do they offer value-added information to help educate and prepare your team for quantifying and qualifying leads at your event?
Do they archive your info and art for future events?
Do they offer turnkey design, quality control staging, management of your assets, and storage?

*Key performance indicators.

