



Benefits of Renting a Trade Show Display

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The Benefits of Renting a Trade Show Display

The benefits of renting a trade show display, instead of purchasing one, can be numerous for small businesses or start-ups attending their first trade show and large businesses looking to increase interest at their next show. Below are some of the reasons why renting a trade show display is a good idea.

Convenience

The convenience that renting a trade show booth provides, as opposed to buying one, can be one of the most important factors in one's decision to rent.

Renting a booth for your first few trade shows will allow you to get a feel for these shows and how much money you may be able to make by attending them.

You don't want to make a big investment in a trade show display only to find out that the trade show scene is not for you. Using a rental gives you the impact of having a customized trade show display and the convenience of not having to commit to a specific format.

Flexibility

Renting a trade show display also offers flexibility. Renting allows you to customize your display for every trade show that you attend. If you used a format that you did not care for, then for the next trade show choose a different format – the only thing you need to do is purchase the graphic panels for the new trade show display configuration.

Display rental also gives you the opportunity to experiment with the size of your trade show booth without worrying about making a big investment in a booth that may not suit your needs from one trade show to the next.

You can also try out the different types of displays available, such as a pop-up displays, to see which one is easiest for you to set up and break down.

Basically, renting allows you to experiment with many different aspects of your trade show display, so that you can get a feel of what is right for you. Maybe, once you know what you want, you will then want to buy a trade show display of your own or maybe you will enjoy the flexibility of renting so much that you will continue with that option.

Either way, renting, instead of making a big initial investment, will allow you to know for sure where your preferences lie.

Additional Options

Renting a trade show display may be the way to go if you are looking to augment your current trade show format. With additions such as literature racks and banner stands, a trade show booth can offer more visuals than just what is on the display itself.

If you have a large booth space and you want to manage traffic or provide additional information, renting a display is a good choice. This can help you expand your trade show booth to create a larger, more dynamic selling environment. Plus, if you are rolling-out a new product and you don't want to redo your main display you can feature the product on a rental display.

Cost-Effectiveness

If you are promoting a small business or start-up, then renting may be the best option for you since you may only attend a few shows a year. If you were to buy, the investment you would make would largely eat into whatever profits you earn for the year from the few shows that you do attend. Until you attend trade shows on a more regular basis, renting a trade show booth may be the most cost-effective way to go.

Considering all of these great benefits, it is easy to see why one would want to rent a trade show display, rather than purchasing one themselves. Whether you are an individual, small business, or a large company, renting a trade show display can offer you advantages that you would not otherwise have with your own display.

Article by Mat Kelly.



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