

Eight Tips For Creating Low-Cost Promotions

Stumped on how to come up with a low-cost booth promotion? Here are eight basic tips that can get you thinking about how to develop low-cost traffic stoppers.

1. Low-cost attractions are appropriate for all types of exhibitors, from small booth, first-timers to larger, experienced exhibitors.
2. Good low-cost attractions usually require one or more of the following: creativity, risk, experience, adaptation and fun.
3. When creating effective low-cost attractions, it is acceptable to adapt other exhibitors' ideas to your own show situation.
4. Some of the best attractions are virtually free.
5. Good attractions are often timely in nature and take advantage of interests developed outside the trade show area.
6. In creating a good low-cost attraction, it is more important to strive to be good rather than to hold out for perfection.
7. The best attractions are often theme-related.
8. The best ideas are often implemented easily using people inside your company.

Always remember the 3 second rule: you have 3 seconds to show the attendees what you do, who you are and why they should do business with you!

For more information
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