



**A Hand Book  
On  
First Trade Show**

# TABLE OF CONTENTS

Trade Show Displays .....	<b>3</b>
Quality Trade Show Display .....	<b>4</b>
Trade Show Accessories .....	<b>5</b>
Xpressions Display .....	<b>6</b>
Hanging Signs .....	<b>7</b>
Expo Displays .....	<b>9</b>
Banner Stands For Trade Show .....	<b>10</b>
Custom Trade Show Displays .....	<b>12</b>
Modular Trade Show Displays .....	<b>14</b>
Banner Stands For Trade Show .....	<b>15</b>

# TRADE SHOW DISPLAYS

Trade Show Displays help businesses to launch or showcase their product in a professional manner. Today trade shows are an important launch pad for products and services; therefore, the success of a trade show exhibit is crucial. Good **trade show displays** ensure a favorable impression on the target customer by using creative and professional presentation of the displayed product or service.

First Trade Show takes care of the trade show needs from conceptualization to creation, and execution of the trade show exhibit. We even provide trade show management services to the trade show participants offering our expertise in the field. We offer unique and attractive trade show exhibits and trade show accessories that help in capturing the customer's attention and thereby aiding in fulfilling the trade show objective of the exhibitor.

First Trade Show offers exclusive designs of **Modular Trade Show Displays** that help the exhibit to stand out amongst the gamut of exhibitors and advertisers. The wide array of trade show products includes portable trade show display units, tabletop display units, banner stands, trade show graphics, trade show accessories and creative services. All these products work as a cohesive unit and compliment each other. The products work in unison to effectively communicate the exhibitor's marketing message.

The trade show display help in displaying the trade show exhibits in a professional and creative manner. The display units of First Trade Show are artistically designed, easy to set up and are portable. You can easily transport them from one place to another. The products are a good one time investment and can be reused as per requirement. In case you are a budding entrepreneur and short of funds to buy the products then you can use the rental services offered by us.

First Trade Show also offers **Custom Trade Show Booth** that can be designed according to the exhibitor's specifications. The exhibitor can design a booth which builds and reinforces the brand identity of the exhibitor's brand.

First Trade Show helps you to make a big visual presence in the trade show market. Visit the site [www.firsttradeshow.com](http://www.firsttradeshow.com) to gain more information about the various products and services offered and use it to fuel your business ambitions.

# QUALITY TRADE SHOW DISPLAY

First Trade Show gives a wide range of quality trade show displays services including creative services, exhibit management services, trade show lighting, furniture rental and other trade show accessories.

Its portable exhibits are easy-to-assemble, lightweight aluminum framework available in a variety of models, from tabletop, to floor models in both curved and flat, to larger island configurations. These will give you **quality trade show displays** and allow you to express your message in dynamic and effective ways. It has categorized its portable exhibits under four -- Evolution, ExpoCurve, ExpoAire II and Xpressions.

Table top displays are also divided into five categories - Evolution, ExpoAire II, AirLite II, ShowMax and Show Style. Evolution is an easy-to-assemble lightweight aluminum framework available with a variety of accessories. ExpoAire II is a versatile, stackable unit that provides an excellent showcase for your products. AirLite II is a smaller version for the ExpoAire II designed for economical tabletop applications. ShowMax is a quick and easy display solution and Show Style is perfect for salespeople, teachers and recruiters.

In Banner stands displays, it has Rololight Backlit Display, Scrolling Banner Stand, Banner Stands, Retractable banner displays, Point-of-Purchase, Tower Displays. All are unique **trade show displays**. First Trade Show is also a full service custom exhibit house offering in-house design, fabrication and management of custom exhibits.

**Trade show accessories** like light boxes, graphics carrying cases, portable display shipping cases, lighting, literature holders, table throws, hanging signage are available with First Trade Show.

If you need plasma screens, LCD monitors, projectors or computer equipment, First Trade Show has it all. First Trade Show has a wide-selection of all furniture types available for rental. First Trade Show is also an expert in producing dazzling graphics.

The appearance of products on trade show displays are professional, unique, substantial, functional, high-tech, modern, soft, dramatic, bright and effective. These products can be set up in 15 seconds to 30 minutes. Its products are very much flexible and have various options. Their durability is from limited to life time and come in different sizes. You can get these products at low to moderate costs.

# TRADE SHOW ACCESSORIES

Trade show, like any other marketing promotion tool represents an excellent opportunity to present your company and its products to an audience looking for new ideas and innovation in a specific field. Make your effort a grand success by using [Trade Show Accessories](#) from [firsttradeshow.com](#).

We produce perfect backlit panels for all of your display and trade show needs. Our Light Boxes are available in wall-mount, recessed, double-sided, prismatic and outdoor configurations that suits all your purpose in a trade show. Also find bright Prismatic set exclusively at our showroom. Protect your valuable graphics while transit or storage with Graphics Carrying Cases. With high performance blow-molded construction its in-line skates with sealed bearings trims down dragging and balance compensation pull bar keeps the case more upright while pulling. Constructed of dense molded plastic Portable Display Shipping Cases helps you protect your hardware investment. Be it the Case to Podium Kits or Vertical Cases they enable you easy transportation. Protect your panel display by Flat Cases. Shipping Tubes are best devices for transporting large panels and [modular trade show display](#) units. Tailor made Custom Wood Crates can be built as per your requirement.

Illuminate your display using first trade show Lights. Use Arm Lights Line Voltage - Wall Washing for spotless wall lighting and illuminate a specified area of your choice by either [Arm Lights Line Voltage - Spotlights](#) or Arm Lights Low Voltage - Spotlights. You will need lot of literatures to display while promoting your business and we appreciate your requirement. Increase visibility by using Zip Up Table, wide Table Throws or beautiful Brochure Bug. Zedup and Zedup Light literature holders are space effective while Slope, Jazz, Titan and Victory literature holders are extremely stylish. Hanging Signage is a perfect eye catcher while hanging centrally from display roof. Give your space a custom look today, devoid of a custom price tag.

Avail highest quality [Trade Show Accessories](#) exclusively from [firsttradeshow.com](#). Our show pieces are well accepted in the market for their supreme value addition. Book your order today or avail [Rent Trade Show Exhibit Booth](#). "Our reaction when we saw the final booth assembled for the first time was 'WOW!", expressed Lynne & Bill Coleman of TempleClean while availing our service for the first time.

# XPRESSIONS DISPLAY

Goal of every exhibit display is to drive customer traffic to the trade show booth. An attractive trade show display catches and retains the audience's attention and helps in communicating the exhibitor's promotional message. Different types of trade show displays, such as Portable trade show display, **Modular exhibits** and Table top displays along with the various other trade show accessories help to create an impressive trade show presentation. Xpressions display is a unique three dimensional trade show Portable exhibit.

**Xpressions Display** is versatile, durable, light weight portable display that displays changeable graphics. These high quality graphics add character and drama to the trade show booth and capture the viewer's interest. These creative displays have an eye catching quality and offer a polished and chic look to the trade show booth. The attention-getting and easy to assemble fabric displays help to set up a branded environment for the exhibitor at trade show event or exhibition. Xpressions Exhibits are high impact display systems that make use of stretched fabric panel to create a 3D display. The setup of the Xpressions Booth is easy and consists of a lightweight popup framework made up of aluminum and tension fabric. The display is designed for repacking and instant assembly at the trade show site. As an exhibitor you have the advantage of infinite graphic combinations which enhance the creativity of the presentation tremendously. This revolutionary new system helps to highlight the exhibitor's brand creatively and elicit a positive response from the target audience.

These unique **trade show displays** are perfect for Event Marketing, POP Displays, Trade Shows, Exhibitions and Backdrops etc. The different sizes available are 3X3, 4X4, Pyramid shape and other different custom sizes. First Trade Show offers other types of portable displays such as Evolution, Expocurve and ExpoAireII. Each of the portable displays is unique and has its advantages. Evolution is a professional & premium design, easily reconfigurable and comes with a lifetime warranty. Expocurve is an economical design with features such as easy setup and lifetime warranty. ExpoAireII is a versatile option, which is portable, durable and can be easily setup.

First Trade Show offers a wide selection of trade show displays, products and accessories such as Portable trade show display, Modular exhibits, Table top displays, light boxes, table cloths etc. Visit the site [www.firsttradeshow.com](http://www.firsttradeshow.com) and select the trade show products that set your trade show booth apart from the regular trade show crowd.

# HANGING SIGNS

A **Hanging sign** is a suspended sign above an exhibit that is used to display graphics or identification signs. These Hanging Signs help to attract attention of the trade show attendees and guide them towards the trade show exhibit. These signs help in increasing the vertical statement of a trade show exhibit and are visible from a greater distance at trade show location.

**Hanging signs** are versatile, suspended or floating displays that consist of stretched tension fabric on an aluminum tube framework. A die-sublimated printing process is used to create a sharp and beautiful image on the tension fabric of the Hanging signs. Most of these signs are portable, easy to fold, ship and pack. The signs help to create a dramatic effect and with the right lighting produce stunning results.

The advantages of Hanging Signs are many. The signs help in guiding customer traffic to the stall as it marks the physical location of the stall. The sign helps in drawing the customer's attention to the company brand. With proper illumination these signs enhance the visual appeal of the trade show booth. If the exhibitor uses the signs creatively, these simple signs can add loads of interest and drama to the **trade show displays**. Interesting Trade Show Graphics add glamour to the exhibit and enhance the aesthetic appeal of the site.

First Trade Show offers a variety of trade show products including hanging signs such as square signs, triangular signs, circular signs, tapered squares, tapered circles, pin wheels, and many more. We offer hanging signage in sizes ranging from 5 ft to 25 ft along with custom sizes. We offer two types of hanging signs- tension fabric display and gravity tension display.

## **Tension Fabric Displays**

These displays are used to create a seamless display with stretchable material as it produces no wrinkles. Dye-sublimation process and state-of-the-art equipment are used to produce vibrant colors in the displays. The tension fabric is zipped into the frame like a "pillow case" and a backer is used to get exceptional results.

## **Gravity Tension Displays**

These Displays use "gravity" to create tension on the unit. These economical options do not offer seamless display and the displays have gaps on the corners.

All the products are shipped in a foam lined, standard, and coroplast box. We also have a hard wheeled shipping case.

First Trade Show offers Trade Show Exhibits and Trade show accessories such as **Table Top Display**, Portable Exhibits, Banner Stands, Custom Exhibits, Trade Show Lighting and Table Throws etc.

The trade show products are available in a variety of options; you can choose the one that suits your requirements. Visit the site [www.firsttradeshow.com](http://www.firsttradeshow.com) and find premium quality product for your trade show exhibits.



[www.firsttradeshow.com](http://www.firsttradeshow.com)



# EXPO DISPLAYS

One of the leading manufacture and designer of custom displays and exhibits is Expo Displays. Creative design, quality control and reliability are the key features of Expo Displays. As one of the pioneers in the portable and modular arena, Expo Displays has positioned itself as an inevitable name in the trade show industry.

One portal which can be described as the Koshher of trade show solutions is First Trade Show. This portal offers exhibits and trade show products, custom design services, large format printing and trade show resources. This portal has products that are innovative in design and graphics that make them a cut above the rest and attract more attention from the visitors. Expo Portable exhibits, Expo **table-top displays**, Expo banner stands and Expo displays modular and Expo custom exhibits are expo display solutions available in this portal.

Expo display solutions at First Trade Show are unique in design and also cater to different budget plans. The portable exhibit solutions are durable, flexible, easy to set up and handle. These modular and **custom trade show booth** solutions offered by this portal are specially designed to market a brand more effectively. Special attention requires special booths and the modular and custom exhibit solutions available here may well do the trick by attracting extra attention from the visitors.

Showstyle and ShowMax are among expo display solutions available at First Trade Show. Because of its small size and low weight, **Showstyle** is best suited for sales people, teachers and recruiters for delivering a quick message. Showstyle requires 15 minutes set up time and comes four different colors with 3 plus years warranty.

Being a self-packing Expo display **ShowMax** comes as a quick and simple display solution. Expo display ShowMax is easily transportable and best part is that it is not considered an oversized luggage by most airlines. ShowMax is requires 15 seconds set up time and is available in four different colors and comes with 3 plus years warranty.

**First Trade Show** also provides creative and exhibit management services. Due to its creative touch, products are displayed in a special way and the message is clearly delivered to the customers. The testimonies of its clients indicate that at First Trade Show, 100 per cent customer satisfaction is guaranteed. It also offers exhibit management services to companies struggling with too many trade show exhibits commitments.

# BANNER STANDS FOR TRADE SHOW

Exhibitions and Trade shows are the best place to promote your company or products. But proper promotion requires effective promotional materials such as Banner stands, brochures, other promotional literatures and a stylish **trade show booth**. All these promotional accessories compliment each other and are an integral part of a comprehensive promotional strategy. Banner Stands for Trade Show play their part in creating awareness and directing the target audience towards the exhibitor's trade show booth.

**Banner Stands for Trade Show** is a cost effective medium to communicate your promotional message. Due to their portable nature, they are widely used in trade shows, exhibition, and point of purchase displays or corporate events. First Trade Show offers many different types of trade show displays, units and trade show accessories.

You can find a variety of banner stands such as X stand, Smart stand, Chronoexpo2, DiamondFlex 100, Expand Banner stand. The X stand is an economical, light weight, single sided option that comes with a lifetime warranty. This banner stand is perfect for large volume requirements. Smart stand is best for flexible image sizes and is best for locations with limited floor space. The clean and functional look of the banner stands is ideal for adding a professional touch to your trade show campaign.

Expand Banner stand, a flexible banner stand that can be customized according to your needs and requirements. The product offers exciting possibilities and captures the audience's attention to convey the communication message.

Bannerbug is a flexible, sleek and easy to set up, premium quality banner display stand. This versatile option is available in a variety of sizes and allows you to easily change the graphics. You can install the stand and as they are light weight can be carried anywhere. This is easily reconfigurable and serves your promotional and advertising requirements.

QuickScreen 3 is a retractable system equipped with banner cassettes with a unique feature that lets you change your message as per your promotional needs. The banner stand is one of the best retractable banner stands with elegance, grace and functionality.

Retractable banner stand is a short term option suitable for point-of-purchase points, trade exhibits etc. This portable, versatile and affordable retractable banner stand can be installed easily.

First Trade Show offers an impressive collection of Trade Show Displays, Table Top Display units along with other trade show accessories. Visit the site [www.firsttradeshow.com](http://www.firsttradeshow.com) and view the amazing trade show products.

# CUSTOM TRADE SHOW DISPLAYS

Trade shows are one of the best ways to promote your business or service as they provide face to face interaction with the target customer. You also have the opportunity to convince and impress your clients and clear their doubts and misapprehensions, if any. Custom trade show displays offered by First Trade Show offers the client the flexibility to get customized designs to your trade show display according to his own specifications and requirements.

First Trade Show is a company that offers **trade show displays** for companies who want to participate in trade shows. The company offers in-house design, designing and fabrication of custom exhibits. It even offers management of trade show exhibits and attractive trade show graphics that effectively communicate your trade show message.

If you are setting up a Trade Show Exhibit Booth and you don't want to settle for any standard designs, then **Custom Trade Show Display** is the best option for you. It opens a totally new world of designing prospects where the design and creative possibilities are limitless. First Trade Show offers innovative and creative designs that are practical as well as functional. These custom exhibit designs though affordable, are a bit costlier than others. These designs add a professional and classy touch to your trade show booths and grab the audience attention. You can use First Trade Show custom trade show displays along with other displays such as Nimlok Pop-up or Skyline Custom Displays to add elegance to your exhibits.

The First Trade Show designers begin the process by studying your company's background, marketing goals, tradeshow objectives, trade show budget, projected booth size etc. All this information helps in deciding the type of the **trade show booth** will be fit for your company. Your specifications and inputs are used during the design conceptualization and implementation stage while giving final shape to your Custom Trade Show Booth. Unique CAD renderings are created so that you are able to get a realistic view of your exhibit on completion.

Our amazing Trade Show Graphics aid in attaining the trade show objective by effectively communicating the exhibitor's message to the target audience.

First Trade Show offers a wide variety of trade show products like innovative designs of **Table top display** booth, Pop-up display, Modular displays, Truss, Portable exhibits, Banner stands, trade

show accessories and excellent trade show graphics etc. The company even offers trade show management services along with creative & rental services. Visit the site [www.firsttradeshow.com](http://www.firsttradeshow.com) to know more about the trade show products and services offered by the company.

# MODULAR TRADE SHOW DISPLAYS

In today's world of "e-commerce," and "e-trade," it is increasingly easier, and sometimes tempting, to seclude ourselves from the rest of the world. However, until you invent the e-handshake or the e-smile, there will be no substitute for face-to-face interaction with your customers. Trade shows offer you the opportunity to do just that-intermingle with your target audience, get a direct feel of their pulse, become up-to-date about your competitors and create brand value and recognition. However managing a trade show can be quite a tricky business and if not handled properly can do more harm than good. It is here that First Trade Show can offer you a leg-up by providing you with all the necessary support.

First Trade Show was founded on the basic idea that if we can make our customers more successful, we will be more successful. Companies big and small depend on First Trade Show to service all of their trade show and printing needs. Using cutting-edge technology and competitive pricing, we have been able to partner our customers in their successes.

Our **Modular Trade Show Displays** are the best in the business that guarantee increase in footfall for your stall. Our Custom Exhibits can provide you with innovative, functional, practical and affordable displays keeping in mind your specific needs and goals. We even offer higher end products like **Modular Trade Show Displays** Expoform that uses aluminum, chrome and steel to create modern, modular exhibits. It is well suited for trade show, retail and museum exhibits. First Trade Show's Modular Trade Show Displays also has on offer ExpoSpace that combines brushed metal and wood to create a unique and impactful unit. The high tech, **Modular Trade Show Displays** Euro is guaranteed to make show attendees stop and pay attention. ExpoModular **Modular Trade Show Display** systems offers the look of a custom exhibits, but in a lighter, more easy to reconfigure format. With our Truss Displays you can enhance your existing display's impact by underlying your message in bold. **Modular Trade Show Truss Displays** are capable of supporting monitors, shelves, graphics, lights or other accessories. Use our Fabric Displays to stand out from the crowd and make a daring statement with a unique mix of fabric structures and dramatic lighting. Our Modular Trade Show Displays also utilizes light to reach potential customers through **Modular Trade Show Displays** ExpoLight that is high on impact and value.

# BANNER STANDS FOR TRADE SHOW

Today, Trade shows are an integral part of the promotional campaign of a business. The particular activity becomes a necessity if the business or company is introducing a new service or launching a new product. Trade shows provide proper exposure to the product and service. First Trade Show provides different types of trade show products and printing services like [trade show exhibit rentals](#).

A trade show is an occasion where the business comes in direct contact with the customers; it can therefore solve any doubts or queries in the customer's mind and remove any misconceptions they may have. A trade show can thus create a lasting impact on the customer which can convert in positive consumer behavior in future.

First Trade Show provides different exhibit and trade show products like table top displays, portable exhibits, banner stands, custom exhibits etc. The portable exhibits are easy to install and easy to transport. Table top displays are perfect when the display space is limited.

If you have limited budget or time, you can utilize the [trade show booth rentals](#) to save time and money. In such cases First Trade Show provides you with solutions that fit your trade show budget and adequately suffice your trade show needs. It has huge in-house printing capabilities to customize any type and size of rental booths and prepare [custom trade show booth](#) and stock 10' pop-up displays. Trade show exhibit rentals come in various sizes, 10'x10', 20'x20' and 10'x20'.

First Trade Show offers creative implementation of the trade show projects from conceptualization to the completion stage. It also provides creative services like graphic design services, high resolution scanning and digital image enhancement. The company provides all sorts of product banners, vinyl and three dimensional lettering, backlit Plexiglas panels, exhibit panels, signs and banner stands etc.

First Trade Show takes care of the client's trade show requirements by providing trade show booth rentals along with other supplementary trade show products. This helps in creating a lasting impression on the consumer's psyche, which translates to positive buyer behavior. Visit the site [www.firsttradeshow.com](http://www.firsttradeshow.com) and more get information on trade show products and services.