Business/Marketing

Don't buy another exhibit display until you read this book!

Stop wasting money on displays that aren't effective, or worse yet, could damage your company brand. Inside this guide, you'll discover how you can:

- Avoid the most common — and not always obvious — mistakes in exhibit design
- Craft a memorable and effective theme
- Speak your audience's language and give them what they want
- Create a multisensory experience that exceeds expectations and connects with attendees on an emotional level
- Get all design elements in place to make your booth a success

Exhibit Design That Works is for any exhibitor seeking better results from their trade show investment — whether you're a rookie starting from the beginning or a long-time veteran wanting to up your game.

Marlys Arnold combines expertise as both an exhibitor and show organizer to teach others how to improve their trade show results. As an exhibit marketing strategist, she's led workshops for events ranging from local consumer expos to some of the largest trade shows in the U.S. She also hosts the ***Trade Show Insights*** blog/podcast and is the author of ***Build a Better Trade Show Image***.

FREE Bonus Materials Online ($97 value)

Details inside!

The ***YES: Your Exhibit Success*** series provides exhibitors with tools to create a client-attracting, buzzworthy booth without breaking the bank.

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Exhibit Design That Works

Marlys K. Arnold

YOUR EXHIBIT YES SUCCESS Series

Exhibit Design That Works

Create a Trade Show Display that Gets Noticed & Gains Clients

Marlys K. Arnold

Host of the Trade Show Insights blog/podcast

Tiffany Harbor Productions

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