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Article from "Exhibit City News"

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Title: Using Signs & Graphics to Enhance Your Event

A successful special event is one that helps a company or group meet a specific marketing objective to increase awareness, build goodwill, introduce a new product, or simply, entertain. A well planned, designed and coordinated signage program that complements an event's theme can increase attendance and facilitate event-day management.

One of the line items on a special event budget should be for signs and graphics. Signs should be used to inform and promote the event, remind attendees about the purpose of the event, explain how and where to participate, protect attendees and direct them in and around the event. Signs help an event planner manage an event by providing a static, consistent method of directing, informing or selling.

If you are participating in an event with other businesses, such as a tradeshow where your purpose is to sell your product or service, use signs and graphics to tell what you do and how it can benefit the prospect attending the show. An effective exhibit with vivid large format digital graphics can help your products and service come alive.

For post-event signs, consider exit directions and goodwill signs such as banners thanking them for coming, requesting that no alcohol be removed, asking that they drive safely and telling them where the convention is next year.

There are many factors to consider when designing your signs. Some to consider when you meet with your sign professional are:

- How long will the signs be used?
- What image do you want to project? Is it a festive affair or elegant and formal?
- What is the viewing distance for each sign?
- How much time does a viewer have to read each sign?
- What is the viewing environment is the room dark or is it outside?
- What kind of mounting device will be needed for the sign - will it be mounted to a wall or can it be hung on an easel?

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- Are there local sign ordinances or restrictions that would prevent you from displaying certain types of signs?
- If you are planning to include logos of other companies, do you have written releases from them?
- When do you need the signs?
- And finally, what is your budget?

All of these factors will come into play when you are choosing your sign colors, graphics and materials. Technology has made sign making better than ever before: color digital graphics can be produced individually or in large quantities, and intricate logos and photos can be reproduced with amazing consistency and quality.

Ask your display house to provide the signs and graphics for a trade show. They either provide in-house services or can get it done through an affiliate. Plan ahead! After all, having happy event guests is a sure sign of a successful event!

[Back to Articles Archive](#)

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