



WITH THOUSANDS OF FEET ON A TRADE SHOW FLOOR, HOW DO YOU GET ATTENDEES TO YOUR BOOTH?

At Signal Graphics, we help you make the most of your corporate event by using integrated marketing—effectively taking you from pre event to post event and everywhere in-between.

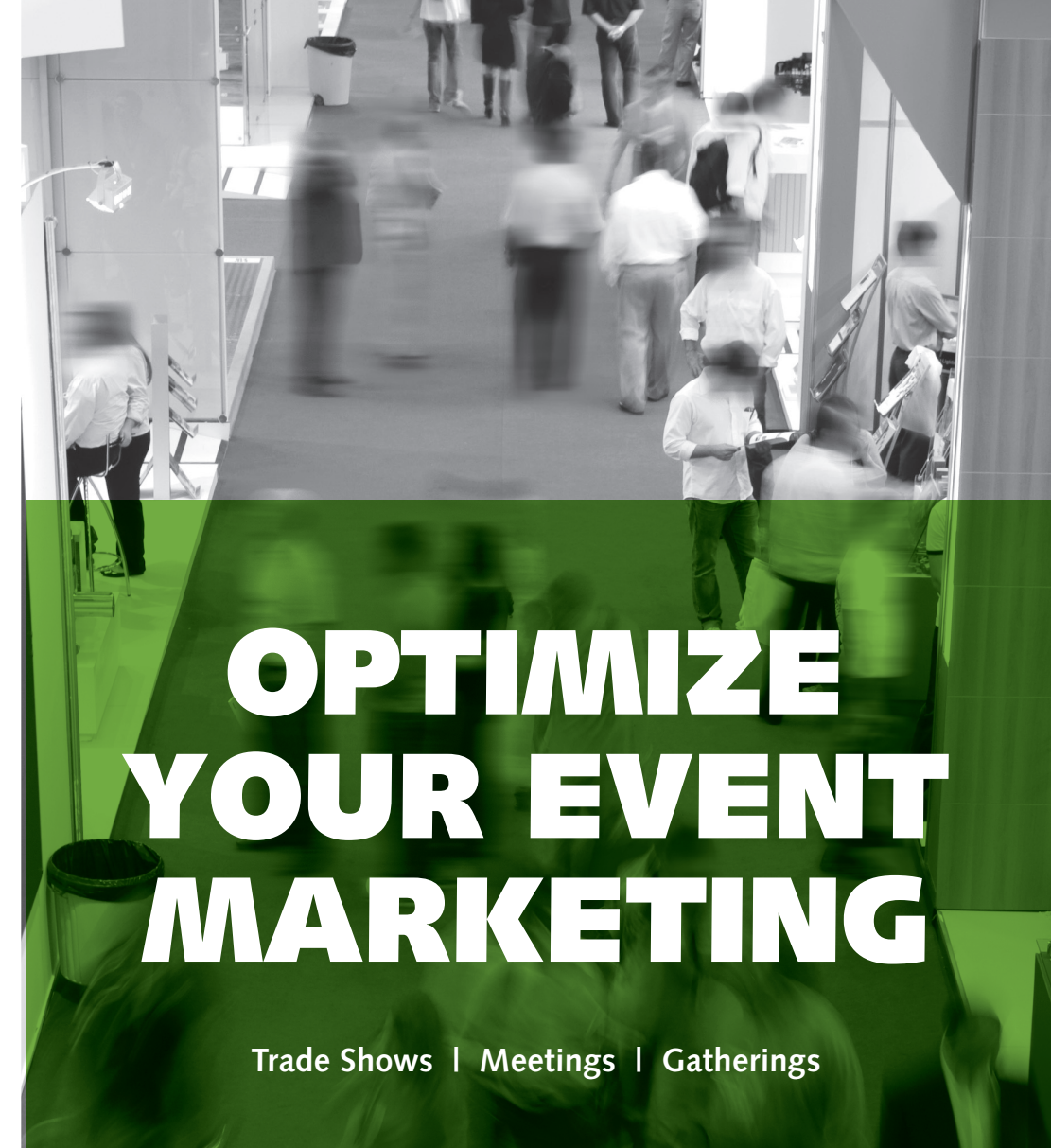
The median spend on trade shows averages \$17,000*, so it's crucial to leverage every marketing opportunity across the event spectrum. Our comprehensive printing, marketing and signage capabilities allow you to do more with one vendor, freeing your time to focus on key priorities: Increase marketing exposure. Rein in costs. Prove return on investment.

Optimize your next event with decades of quality experience behind you—Signal Graphics.

* Tradeshow Network Marketing Group/CEIR



WE'VE GOT
YOUR
EVENT
MARKETING
COVERED
AT EVERY STAGE.



OPTIMIZE YOUR EVENT MARKETING

Trade Shows | Meetings | Gatherings



**THE AVERAGE
EVENT
MARKETING
CAMPAIGN
RELIES ON
ALMOST
SIX CHANNELS
TO OPTIMIZE RESULTS**
— Business 2 Community



**205 MILLION
ATTENDEES
PARTICIPATE IN
1.8 MILLION
CONVENTIONS, CONFERENCES,
CONGRESSES,
TRADE SHOWS,
EXHIBITIONS AND
CORPORATE GATHERINGS
ANNUALLY.**

— Convention Industry Council (CIC)

PRE EVENT

Prime the marketing pump. High expectations accompany trade shows and events, so you can't begin too early when it comes to marketing. Signal Graphics helps you get a jump on success with pre-event activities that: Generate awareness. Build anticipation. Drive traffic. Secure appointments.

Working together, we'll craft an integrated marketing campaign that aligns with your business objectives and budget. Our capabilities are broad, enabling you to work with just one partner for your offline and online pre-event needs:

Direct Mail | Websites | Email | Mobile
Corporate Communications | Product Marketing | Social Media

From start to finish our team is fully capable of delivering your event marketing, enabling you to focus your time and energy where you need it most.

STRATEGY > DESIGN > PRODUCTION > PRINTING > FABRICATION

AT EVENT

The day has arrived. It's the main event, and success now rests on your at-event activities. It's no sweat when you've got Signal Graphics as your marketing partner.

We're known for our quality work and superb customer service. Set your brand apart by raising the bar at every marketing opportunity:

Email
Brochures
Business Cards
Exhibit Signage
Capabilities Brochure
Directional Signs
Stage Displays
Text Messaging
Graphics
Advertising Flyers
Booth Giveaways
Banner Stands
Promotional Products

POST EVENT

The show may be over but the opportunities aren't. Keep the leads alive with post-event marketing activities.

With a focus on measurable results and advancing your sales cycle, Signal Graphics works with you to develop appropriate marketing follow-up. We can:

- Design and print direct mail with offers and/or promotions
- Create personalized landing pages to collect additional information from customers and prospects
- Develop and distribute a targeted email campaign
- Update your social media channels with post-event content

Pre. At. Post. It's nice to know that at every touchpoint in the marketing spectrum, you can depend on the event pros at Signal Graphics.