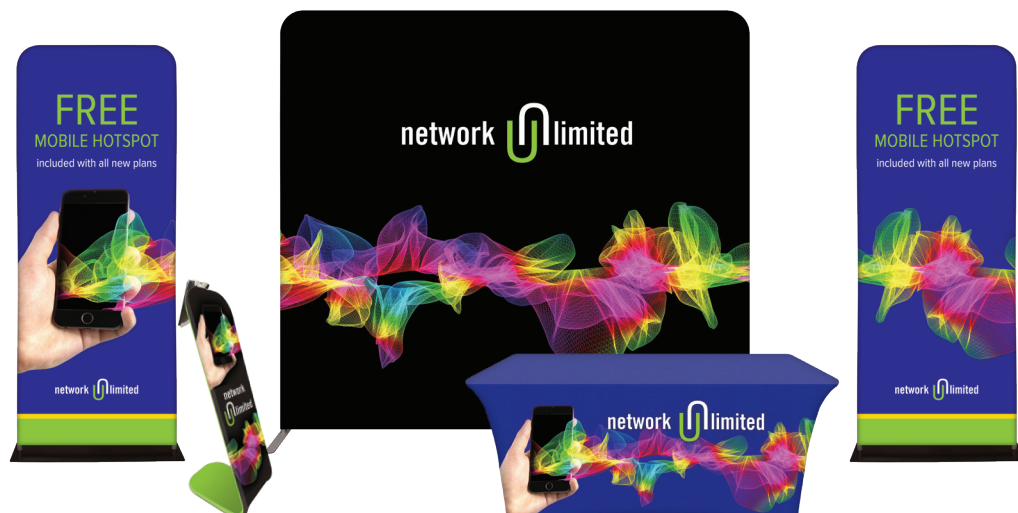


Do you know the TWO GOALS for all trade show exhibitors? (that most MISS!)

Trade show expert Bruce Kolbrener, EVP of Sales at Quinn reveals them... and how distributors can better support their buyers in accomplishing them



What's the two true goals for every trade show, that most MISS?

No matter what the industry, product or service, the object of the game is to:

1. **Attract the right prospect, and then**
2. **Get that person to the next level in the relationship**

If the person is a new account, she must be qualified, engaged to see if she's a match. If the person is already a customer, then the goal is to present them with new product and service opportunities that either help solve issues and/or increase their sales. Kolbrener explains, "What we have found is that most of the people who work the exhibit do not approach prospects this way, and don't have a strategy to first ATTRACT the right prospect, and then gauge what's next in their lead development."

"So our role at Quinn is not just to sell stuff for trade shows," relays Kolbrener. "Our job is twofold. It's first to educate the distributor on what attracts and develops leads best, so he can make his clients' exhibit job EASIER. And then, for US, to make the distributors' order process EASIER, which is the core credo of our company..."



Full color fabric printing made easy.

ATTRACTING THE RIGHT PROSPECT

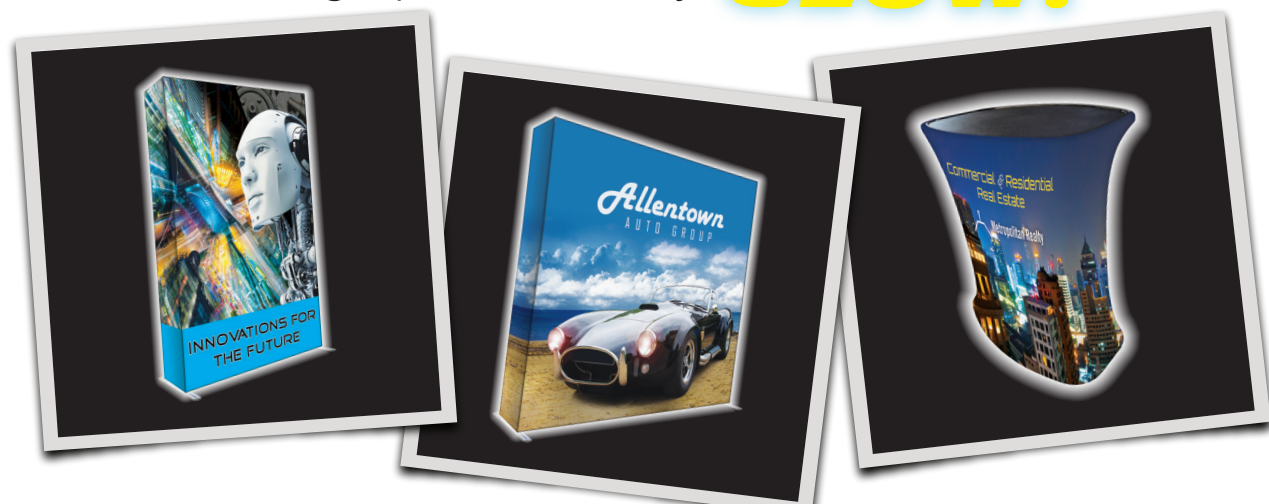
So let's talk about what attracts prospects best.



#1: Color.

"The more colorful, the more it captivates the eye. Different colors convey different feelings to an audience, but vibrant combinations are what will lure a prospect in," Kolbrener advises. He explains that's why Quinn includes full color printing with NO set-up charges IN the price so it's less expensive and easier to sell. "We encourage more use of color, so the client is ultimately happier with the result, without all that extra expense. It helps you generate more repeat business, as well."

Your graphics actually **GLOW!**



#2: Contemporary designs.

Kolbrener explains, "When the booth looks more modern and sleek, it conveys a better image. Things like back-lit booths that actually glow, curved slimfit signage, and instant-rising counters say so much about your company being on the cutting edge of your field, especially when 1/3 of buyers are now millennials attracted to more modern décor."



#3: Eye-popping graphics.

Kolbrener elaborates, "We know that your ultimate branded display pieces are only as good as your graphic designer. And that's why we have a whole team of seasoned graphic art veterans who are Quinn display experts. And they will put together a beautiful free virtual of any piece for your client. That FREE mock-up can go a long way in closing that program, and preventing mistakes beforehand, so please take advantage of this amazing service that can help seal the deal!"

MAKING IT EASY

Enticing graphics and colors are great, but if it's a pain in the butt ordering them, or the products are a nightmare to set up on the show floor, then it's not worth it. You might never get the repeat order. That's why Quinn has designed their ordering and pricing process to be as smooth as their wrinkle-free stretch fabrics.

Ease of Ordering

- Easy pricing! Pick a product - they're all priced the same, no matter the variations
- Free full color printing and free set-ups
- Free virtuals and mock-ups
- No overseas shipment worries - USA-made products on core items
- 24-48 hour Quick Ship on most core items
- Questions?
 - Always a live pro to help you by phone during business hours
 - Quick quote specialists standing by to help with special requests
 - A+ 5-star service... the top rated Display, Flag & Banner Supplier!



InstaStand display themselves with hydraulic hardware!

Ease of Set-Up

All Quinn products are pre-tested so their assembly is a breeze, so the exhibit team has more time for pre-planning!

Ready to Partner with the Trade Show Pros at Quinn?

Connect with us

717-630-8040 • info@quinnflags.com • www.quinnflags.com

#QUINNfortheWin



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