

## EXHIB-IT! Offers Trade Show Display Rentals - a Smart Choice for Small Businesses

In today's hard economy many businesses struggle to come up with a large enough marketing budget that would allow them to purchase their own displays for professional trade shows. For companies whose budget does not allow to purchase a new display, EXHIB-IT!, an Albuquerque based national trade show display company now offers the option of renting an exhibit, which for many smaller companies may be a smart choice both financially and logistically.

The trade show industry rule of thumb is that renting an exhibit makes sense when exhibiting just once or twice, since a one-time exhibit rental generally costs approximately one-third of an equivalent new exhibit purchase. Renting a display lets companies void the costs and headaches of long-term storage, redesigning the display for multiple shows and refurbishment for ownership of their display. What's more is that rental exhibits provide flexibility and functionality to suit a wide range of exhibiting needs.

"Not every rental display is the same. Before you sign on a dotted line, be sure to familiarize yourself with the types of rental exhibits available" says DJ Heckes, CEO of EXHIB-IT!

The most common sizes for [portable and pop-up exhibits](#) are 8-by-8-foot or 8-by-10-foot pop-up trade show displays. Their modest footprint allows pop-ups to be generally the least expensive of all rental options. Most pop-up exhibits will save exhibitors money when it comes to labor for installation and dismantle at shows. Union rules in most cities allow an exhibitor to set up their own exhibit if it takes 30 minutes or less, is not higher than the standard 8-foot high requirement, and requires no hand tools or ladders to use for assembly. Most all pop-ups meet these criteria.

The downside of renting a pop-up display is that due to their lightweight and portable materials, cost effectiveness, they are relatively common and don't really set one apart from the rest of the pop up exhibitors unless you add some [3D elements for pop-up accessories](#) and technology to your pop up display.

Modular exhibits on the other hand offer exhibitors an opportunity to build just about anything in any size. [Modular exhibits](#) can be thought of similar to Legos for adults. Modular displays can be used to create pretty much any shape, rectangular kiosks, round towers, meeting rooms, product-display walls, and storage areas, depending on the exhibitor's specific needs. These types of rentals are also considered lightweight, saving money on both shipping and material handling at shows, and if the rental items are not too complex that hold the pieces together, these types of rental displays can also save money when it comes to labor installation and dismantling of booth rental.

DJ Heckes advises exhibitors to plan carefully: "As you plan your next exhibit booth space, decide what it will take to make a lasting impression: traditional rental exhibit properties, an out-of-the box exhibit booth, or a combination of both. Whatever rental display option you choose, keep your company's

messaging and brand identity in mind to ensure your next rental exhibit is not only marketable but is memorable."

Renting versus buying a trade show display can be a great choice for many businesses. For those who want to outsource the whole management of their trade show appearance, EXHIB-IT! also offers full service trade show management options.

### **About EXHIB-IT!**

EXHIB-IT! is a design and display company that specializes in high quality trade show displays and [trade show management services](#). More information can be found at their official website at <http://www.exhib-it.com/>.