

Branded Events: Trade Shows

Our custom designs and experiences are sure to get your audience's attention. Our approach goes beyond fitting into your goals and budget — it's about maximizing every penny to guarantee you leave a lasting impression.



What's Inside

- 03 [About Us](#)
- 04 [Trade Show Services](#)
- 05 [Trade Show Booths](#)
- 06 [Stand Out from the Crowd](#)
- 07 [Work With Us](#)
- 08 [Case Study: OncoHealth](#)
- 09 [Case Study: Panalgo](#)
- 10 [FAQs](#)
- 11 [Contact Us](#)

Welcome to Artisan Marketing Group!

Artisan Marketing Group elevates standard events into comprehensive brand experiences. We see events as platforms to inspire, communicate, and foster connections with your target demographic. Our team seamlessly integrates your branding narrative from your booth into all aspects of your event presence at trade shows.

Simplifying the process, AMG oversees all supplier sourcing to create a unified program covering audiovisuals, décor, entertainment, catering, giveaways, printing, venue management, and VIP coordination.





Trade Show Services



BRANDING

We'll design a booth that makes prospective customers' heads turn and furniture that invites them to stay. We'll also handle all the logistics, so you can focus on making connections.



LEAD GENERATION

Create buzz before and after the show with expertly crafted email blasts and social media posts.



ACTIVATIONS & EXPERIENCES

Whether you're closing deals or recruiting new customers, we'll plan a memorable experience that sparks conversations and showcases your brand.



SHOW MATERIALS

From eye-catching brochures to innovative data sheets to can't-miss posters, our show materials are meticulously crafted to elevate your presence and strengthen your brand.



PROMO ITEMS & GIVEAWAYS

We'll help you choose thoughtful and strategic promotional items or giveaways that keep your brand the topic of conversation long after the show ends.



ONSITE SUPPORT

Our team can be on the ground and ready to handle any logistical challenge that may arise, ensuring your show runs smoothly and flawlessly.

Trade Show Booths

When selecting a trade show booth, consider factors such as budget, space requirements, branding objectives, and target audience to choose the option that best aligns with your goals and resources. Here's a rundown of the most common types:

[View All Booth Options](#)

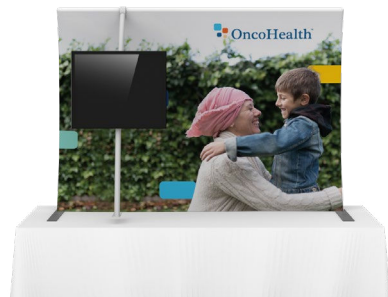


TABLE TOPS

Tabletop booth displays are a popular option for companies looking for a compact and cost-effective way to exhibit. They are designed to fit on standard-sized tables, making them ideal for smaller booth spaces or venues with limited or no floor space.



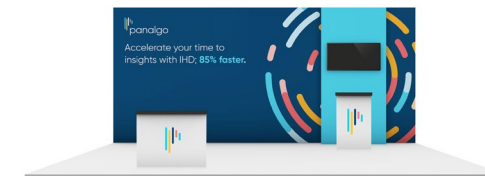
BANNER STANDS

Banner stands offer arguably the best value for any type of display. They are highly portable, easy to set up, customizable with graphics and accessories and are fast and inexpensive to ship.



10 X 10

The most popular choice for companies seeking to make a big impact in a small space. The 10x10 offers a balance between space, efficiency and visibility on the trade show floor without stretching the budget too thin.



10 X 20

The 10x20 booth enables the creation of a more immersive and engaging experience for attendees. With the additional space, it's possible to incorporate elements such as product displays, demonstrations, meeting areas, and interactive features.



CUSTOM ISLAND EXHIBITS

Island exhibits feature commanding structures to broadcast branding across the show floor, plentiful floor space to welcome visitors, and ample opportunities for messaging, product demos, conference areas and more.

Stand Out From the Crowd

Transform your trade show into a sensory event with bold booth visuals, interactive displays, and irresistible giveaways — leaving attendees buzzing with excitement and eager to explore every corner.

Check Out Our Work

BRANDING & SHOW COORDINATION

- Booth Layout & Design
- Project Management
- Creative & Theme Development
- Sourcing & Ordering
- Flight Deck
- In-Booth Activations
- Onsite Support



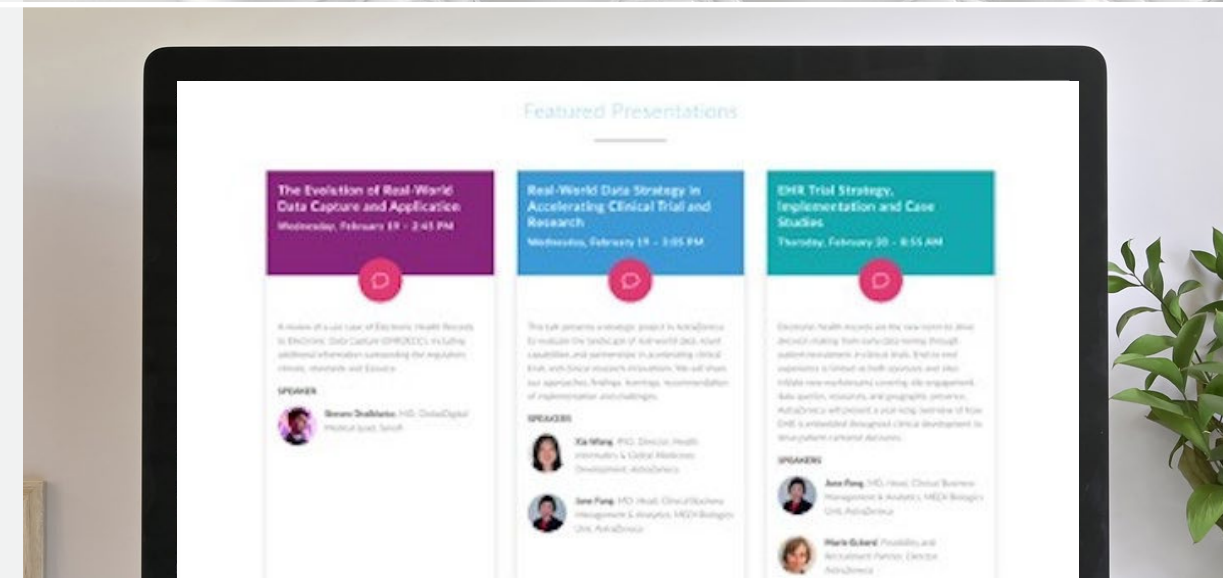
SHOW MATERIALS

- Brochures
- Datasheets
- Postcards
- Signage
- TV Monitor Content
- Presentation Templates
- Elevated Giveaways
- Branded Attire



LEAD GENERATION

- Email Marketing
- Social Media Marketing
- Landing Page(s)
- Direct Mail
- Training
- Ancillary Events



Working With Us

A trade show is a big investment for a company but can be an excellent way to meet clients in person and create lasting relationships. Here's how AMG can help:

Option 1: Templates for Trade Show Success

I need help organizing for the show. Send me templates and timelines to work from.

Included Templates

- Conference Evaluation
- Trade Show Event Planner
 - Budget Tracker
- "Know Before You Go" Flight Deck
 - Booth Schedule
 - Staff Schedule
 - Packing List
- Electric & Plumbing Diagram

Price: \$149

Option 2: Make it Pop!

I've been doing trade shows for years but would like to **Make it Pop!** with professional design and elevated giveaways.

Examples of **Make it Pop!** services:

- Booth Layout & Design
 - Show Materials
 - Elevated Giveaways
- In-Booth Activations & Experiences
 - Social Media Marketing
 - Email Marketing
 - Ancillary Events
 - Offsite Support

Let's Chat

Option 3: The VIP Experience

I'd like to show up and have all the details taken care of.

Examples of **The VIP Experience**:

All **Make it Pop!** services plus:

- Project Management
- Sourcing & Ordering
 - Training
- On or Offsite Support

Let's Chat

Case Study: OncoHealth

THE VIP EXPERIENCE



Project Description

The BCBS National Summit draws 1500+ attendees from healthcare and technology industries. OncoHealth enlisted our expertise to design a booth space that stood out, captivated attendees, and served as a powerful tool for elevating brand recognition, expanding market reach, and generating leads.

From booth branding, construction and giveaways, we integrated the brand into every on-site detail. To attract attention and draw people in, we organized a totally original onsite activation – a chocolate pairing and tasting with The Chocolate Genius. By managing their overall visual presence and coordinating a unique booth offering, we helped OncoHealth present a unified brand and make a striking impression in a high-traffic area.

Services Provided

Branding & show coordination, show materials, activations & experiences, lead generation, promotional items & giveaways, onsite support

What sets AMG apart is their unique ability to bring to life their client's vision. Personalization is a fundamental aspect of our brand's identity and success. When we work with AMG we are able to completely personalize our trade shows, ensuring that we stand out in a sea of vendors by delivering a unique and orchestrated experience."

Jennifer Haas, Chief Marketing & Experience Officer, OncoHealth

[View the Case Study](#)

Case Study: Panalgo

THE VIP EXPERIENCE

Project Description

Global healthcare leaders convened in Boston at ISPOR 2023, the leading global conference for health economics and outcomes research. It was a perfect opportunity for Panalgo to increase their brand visibility among industry professionals, potential customers, and partners. They asked us to help them to create a lasting impression and increase the chances of being remembered after the event.

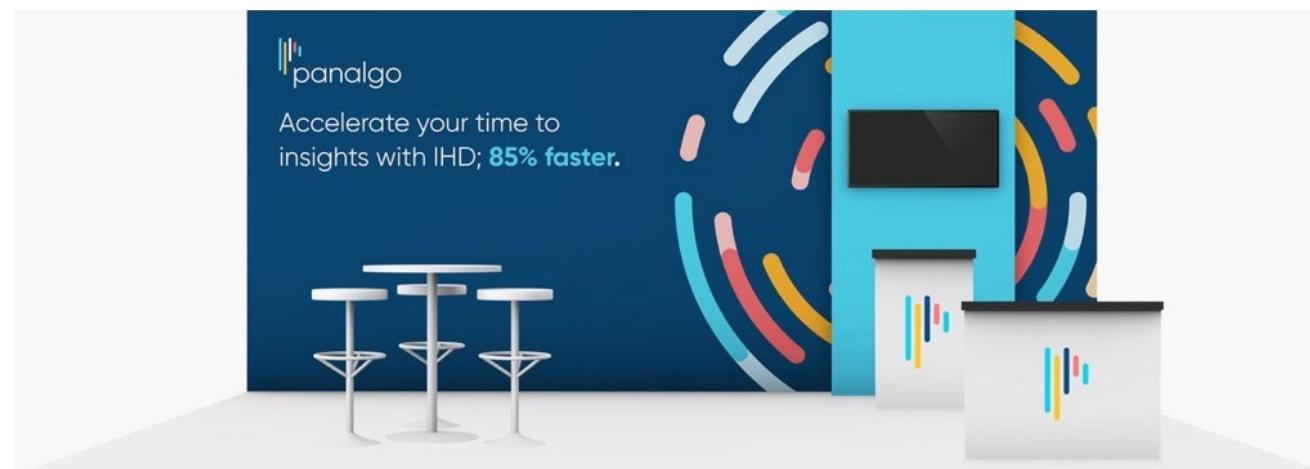
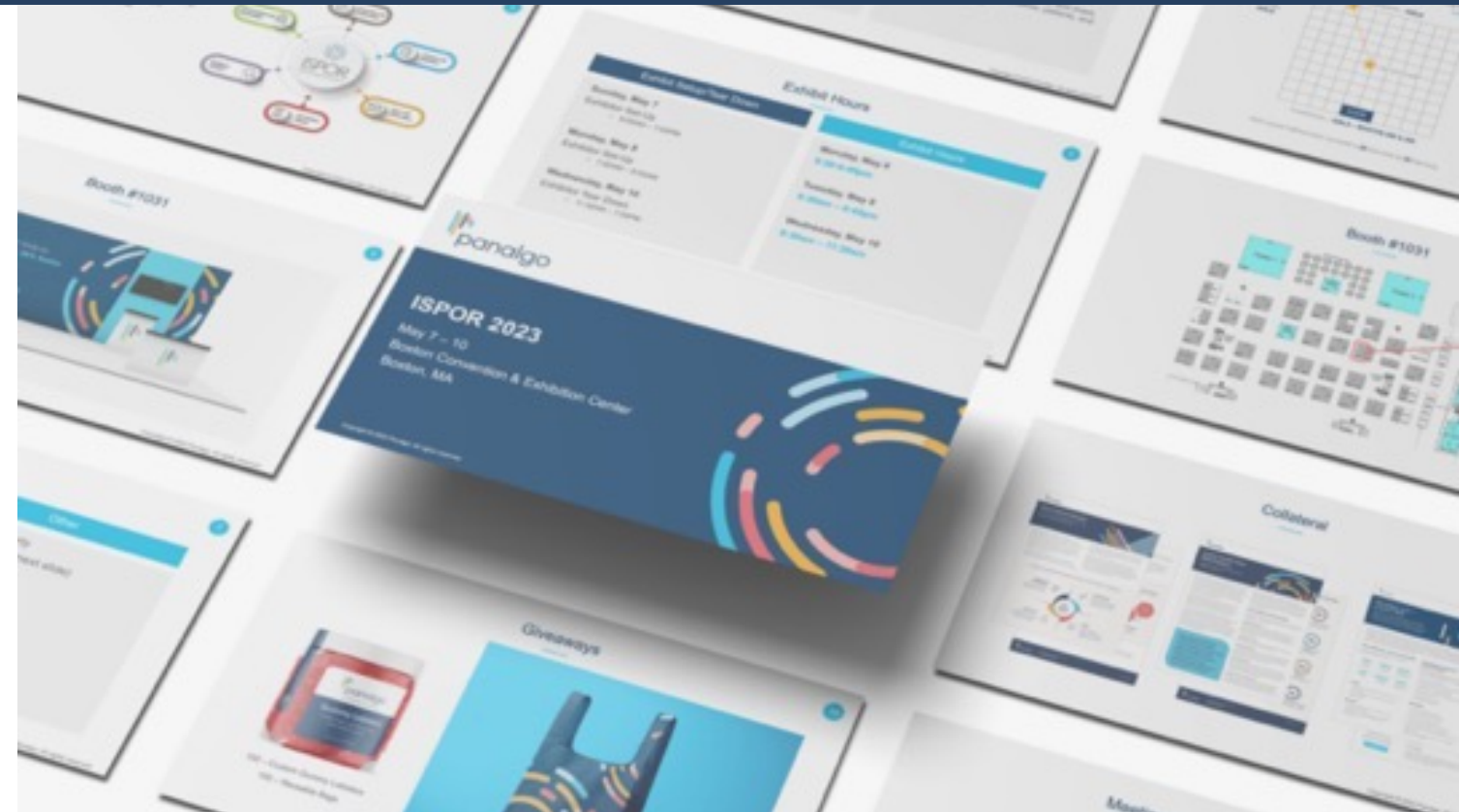
Services Provided

Branding & show coordination, show materials, promotional items & giveaways

[View the Case Study](#)

We have been working with AMG for over 4 years and could not be happier with everything they've done for us. They continue to wow us with their fresh and creative design ideas that make our content stand out - and they get things done on our timeline.

Kaki Venter, Demand Generation Manager, Panalgo





Frequently Asked Questions

Do you handle the production and setup of the booth, or do we need to work with additional vendors?

We offer comprehensive services that include booth production, setup, and teardown. We have a network of trusted vendors and partners to handle any specialized requirements, ensuring a seamless and stress-free experience for you.

How do you address concerns about budget constraints while still delivering an effective booth design?

We work closely with you to establish a clear budget from the outset and prioritize cost-effective solutions without compromising on quality or impact.

Can you provide guidance on additional elements such as creative, lighting, and interactive features for the booth?

Yes, we offer guidance and expertise on all aspects of your booth design. We can recommend the most effective solutions based on your objectives and budget.

What measures do you take to ensure that the booth design complies with venue regulations and safety standards?

We conduct thorough research and liaise with event organizers to ensure that the booth design complies with all relevant venue regulations and safety standards. We prioritize the safety

and well-being of attendees and staff, taking all necessary precautions to mitigate any potential risks.

How do you handle logistics such as transportation, setup, and teardown of the booth?

We can manage all logistics associated with the booth, including transportation to and from the event venue, setup and installation, and teardown and removal afterward.

What sets your booth design services apart from others in the industry?

Our booth design services are distinguished by our in-house team of designers, attention to detail, and commitment to customer satisfaction.

We combine artistic vision with technical expertise to create booth designs that not only look stunning but also achieve your goals and objectives for the event. We prioritize collaboration, communication, and quality craftsmanship to deliver results that exceed your expectations and set your brand apart from the competition.

What kind of onsite support do you offer?

Our team can be on the ground with you and ready to handle any logistical challenge that may arise, ensuring your show runs smoothly and flawlessly.



Ready to make your exhibit pop? Let's talk.

Contact us at hello@artisanmarketinggroup.com
to see how we can help you create a successful
trade show experience!

Contact Us

Visit us at www.artisanmarketinggroup.com

Contact us

+207 350 6620

hello@artisanmarketinggroup.com

www.artisanmarketinggroup.com

Social Media

 [artisanmarketinggroupllc](#)

 [artisanmarketinggroup](#)

 [artisan-marketing-group-llc](#)

Address

P.O. Box 144

Bristol, ME 04539