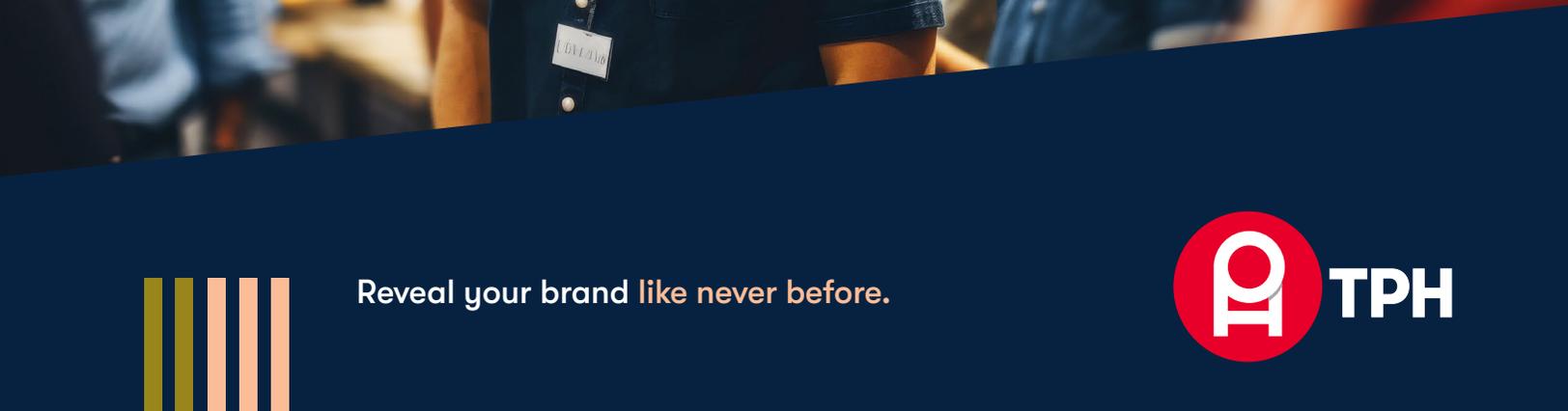




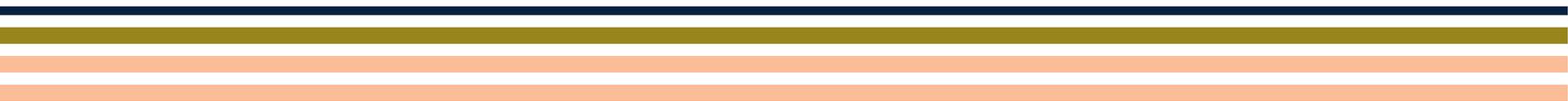
tradeshow

and events guidebook



Reveal your brand like never before.





**REVEAL
YOUR BRAND
LIKE NEVER
BEFORE**

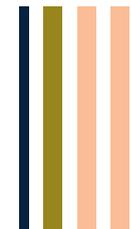
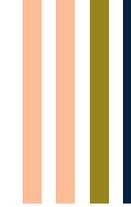


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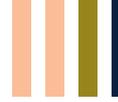
MAKE AN IMPRESSION

Trade shows require an investment of time, strategy and resources. We can lighten your planning load by assisting with end-to-end communications to maximize your return on investment.

In this pamphlet, you will find tips for the pre-show, ideas for how to stand out at the show, and how to boost your leads after the event. With local production centres in close proximity to all major event and trade show venues in Canada, we're here to deliver all of your trade show materials where and when you need them.

We're flexible to fit your vision - offering trade show packages or customized options in any quantity. Let's help you stand out every step of the way.

We're ready when you are. Visit tph.ca/tradeshows for top products, resources, and to get in touch.



PRESHOW

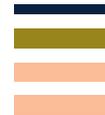


DRIVE TRAFFIC TO YOUR BOOTH.



To have a successful trade show experience, create a pre-show marketing strategy. Give people a reason to seek out your brand and booth at the show.

Send direct mail to the list of attendees and current customers with an incentive to find your booth. Try a [postcard](#) sharing an exciting on-site contest. Alternatively, combine incentive with urgency by offering exclusive discounts or giveaways to the first hundred people to visit you at the show. **Bonus:** Make the mailed postcard their ballot for a draw or proof of discount. Measure success with coupon redemptions and contest sign-ups at the show.



Mail a personalised letter to show registered attendees and invite them to set up a pre-show meeting and share that you're excited to meet them at the show. Let them know what exciting things you'll have at your booth - product launches, games or giveaways. Don't forget to share what you'll be doing at the show on social media and in your email newsletters.

For direct mail tips, visit tph.ca/direct-mail/.



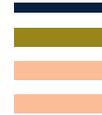
POSTSHOW



MAXIMIZING YOUR RETURN ON INVESTMENT.



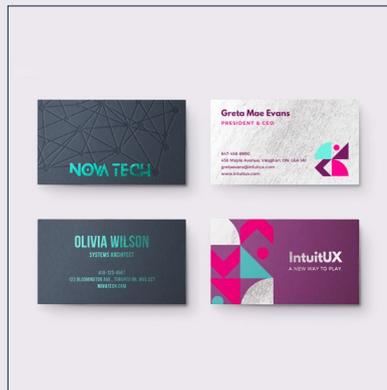
Don't let your newfound relationships and leads go cold. Follow up with attendees and prospective leads with direct mail. Cross-reference your booth sign-ups with the attendee list. Extend a "sorry we missed you" direct mail offer to those who didn't make it to your booth. For those who did attend, tailor a personalised follow-up or offer. This could be in the form of a [brochure](#) to learn more about your business or a [flyer](#) recapping the show. Tip: Include a sales representative's business card to set up a meeting.



We can help with your direct mail strategy from start to finish. Work with our in-house designers to craft an eye-catching follow-up message. Take advantage of the TPH Canada Post Smartmail Partnership. We can help you with data cleansing, variable printing, envelope sorting and stuffing. Learn more at tph.ca/direct-mail/.

To get started on post-show marketing materials browse tph.ca/tradeshows.

BUSINESS & MARKETING ESSENTIALS



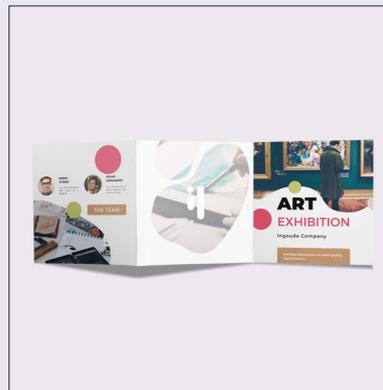
BUSINESS CARDS

Elevate your handshake with a custom creation. Mix and match design, colours, textures and styles to create a card perfectly suited to your business.



STICKERS AND LABELS

A simple way to add branding to almost anything from products to prospect and client giveaways.



DIRECT MAIL

Get the word out with addressed or unaddressed neighbourhood mail. We'll work with you to pick the best options and handle all the details.



POSTCARDS

Hands down the most versatile way to spread the word about your business, events, products, and why they matter.



POSTERS

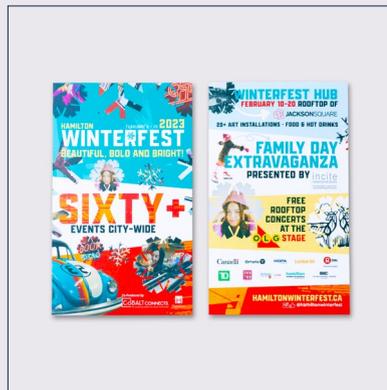
Spread the word about your event in your brick and mortar location. Premium quality, striking colour, extremely durable.



SIGNAGE

Indoor or outdoor, large or small – let's not make it complicated. Choose the perfect signage to promote your company before, during or after the show.

BUSINESS & MARKETING ESSENTIALS



FLYERS

A classic way to spread the news before the show by including an offer or incentive to visit your booth.



BROCHURES

Brochures are a must-have at any event to make a lasting impression with visitors. Bi-fold, tri-fold, or z-fold – stand out among the crowd.



DIGITAL DESIGN

Get the most out of your creative branding with a design that's ready-made for digital advertising.

EXPERIENCE



BACKDROPS

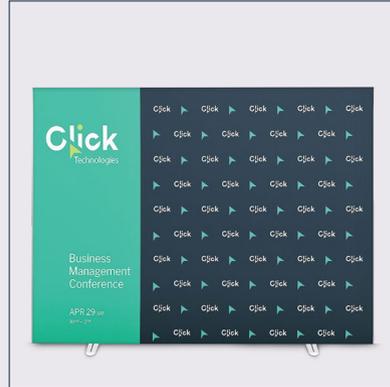


SIZE	8' Backdrop: 99.75"W x 92.5"H x 13.75"D 10' Backdrop: 123.62"W x 92.5"H x 13.75"D
MEDIA	Stretch-knit polyester
SIDES	Double or single-sided
USE	Indoor

DELUXE FABRIC* 8' & 10'

Available in single-sided and double-sided print options, this deluxe product is an easy-to-assemble backdrop for any occasion. Slip the fabric portion on for a hassle-free set-up.

*Curved Version Available



SIZE	8' Backdrop: 88.5"W x 88.94"H x 23.25"D 10' Backdrop: 117"W x 88.94"H x 23.25"D
MEDIA	Stretch-knit polyester
SIDES	Single-sided
USE	Indoor

PREMIUM FABRIC 8' & 10'

This high-end solution features a three-dimensional frame for maximum visibility. Printed single-sided with end caps for easy assembly! Try it for trade show booth backdrops, photo walls, and more.



SIZE	56-90"W x 42-90"H
MEDIA	Stretch-knit polyester or 12oz vinyl
SIDES	Single-sided
USE	Indoor

TELESCOPIC

This backdrop is perfect for photographers, event planners and marketers alike. It offers endless possibilities with its adjustable width and height options.



SIZE	60-120"W x 60-120"H
MEDIA	Stretch-knit polyester or 12oz vinyl
SIDES	Single-sided
USE	Indoor

TELESCOPIC XL

Get an extra 30" in height and width with the Telescopic XL to make sure your message is seen.

FABRIC COUNTERS



SIZE	41"W x 40.5"H x 15.75"D
MEDIA	Stretch-knit polyester
SIDES	Single-sided
USE	Indoor

PREMIUM COUNTER

Add eye-catching counter space to your booth with a collapsible push-fit tension fabric counter. The premium fabric counter pairs a collapsible, white frame with bold fabric graphics and an internal shelf for additional storage. The counter is finished with a laminated countertop and requires no tools for assembly. It is lightweight and highly portable.



SIZE	41"W x 40.5"H x 15.75"D
MEDIA	Stretch-knit polyester
SIDES	Single-sided
USE	Indoor

HOPUP COUNTER

Offers the same HopUp look and finish with Velcro attachment, ideal for clients on a budget.

SILICONE EDGE GRAPHIC FABRIC FRAMES



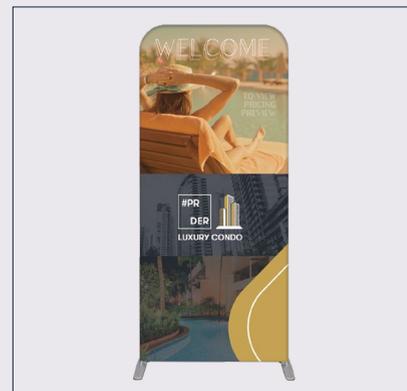
FREESTANDING OR WALL MOUNTED

SIZE	All frames are custom up to 10' tall by 30' wide. Freestanding or Wall mounted. Frame depth for all is 3"
MEDIA	Stretch-knit polyester
SIDES	Double or single-sided
USE	Indoor

*Depth for stabilizing feet is 19.69"

Here's a sure way to attract attention at your next event or within your retail space. Light up your promotions with our SEG fabric frames. Constructed of a 4" aluminum extrusion frame with LED edge lighting and push-fit backlit fabric graphics. SEG fabric frames can also be wall mounted or non-lit and can be produced with single or double-sided graphics. A hard-case for travel is also available, sold separately.

BANNER STANDS



SIZE	WIDTH: 24.48", 36.46", 47.48", 59.29" HEIGHT: 92.25"H DEPTH: 15"D
MEDIA	Stretch-knit polyester
SIDES	Double or single-sided
USE	Indoor

DELUXE FABRIC

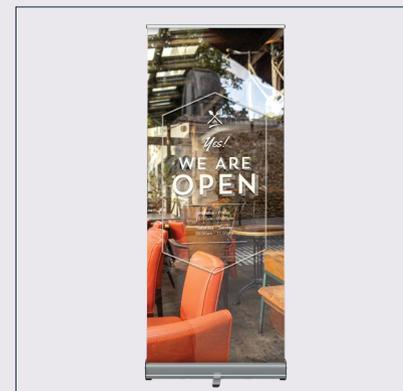
Features a simple straight bungee-corded tube frame and a pillowcase fabric graphic that simply slips over the frame. It's a perfect fit for any location.



SIZE	31.5"W x 78.75"H x 20.25"D
MEDIA	Stay flat film or smooth vinyl
SIDES	Double or single-sided
USE	Indoor

ELEVATE TENSION

A light, easy to assemble banner stand that uses tension rods to display your message. Combine multiple banner stands for an even bigger display.



SIZE	33.5"W x 78.75"H 39.375"W x 78.75"H 15"D
MEDIA	Stay flat film or smooth vinyl
SIDES	Single-sided
USE	Indoor

REGENT RETRACTABLE

This mid-range banner stand is a great and portable way to get your message across. Set up is a breeze and its stabilizing foot at the base keeps it standing tall.



SIZE	33.5"W x 79"H, 47.25"W x 79"H 8.5"D
MEDIA	Stay flat film or smooth vinyl
SIDES	Double or Single-sided
USE	Indoor

FRONTIER RETRACTABLE

A portable banner stand you can take along to any event in its included padded carry case. This banner stand is an industry standard because they are durable, bright and reliable.

TABLETOP DISPLAYS



SIZE	75.5"W x 63.5"H x 13.75"D
MEDIA	Stretch-knit polyester
SIDES	Double or single-sided
USE	Indoor

DELUXE TABLETOP FABRIC BACKDROPS

The ideal solution for a more compact space, this deluxe table top option helps to create brand awareness at events. Combine a table top backdrop with a custom printed table cover.



SIZE	48"W x 54"H
MEDIA	Smooth vinyl
SIDES	Single-sided
USE	Indoor

PREMIUM FRONTIER

A punchy tabletop display that is quick to set up and conveniently retracts for easy transport in its padded carry case. Combine a table top backdrop with a custom printed table cover.

AD STANDS



SIZE*	33.5"W x 78.75"H, 20"W x 84"H 12"D
MEDIA	24 pt card stock
SIDES	Double or Single-sided
USE	Indoor

*Ask us about more size options.

TOTEM DISPLAY STAND

An indoor free standing sign that you can easily reuse. You can also print a new sleeve to change your message or feature new items. It's perfect for point of purchase displays!



TABLE COVERS



TABLE COVER 6' & 8'

Try branded table covers for your next conference or industry event. Table covers printed with your logo and custom graphics give your booth a sleek, professional look that will impress.

SIZE*	6' and 8'
MEDIA	Soft-knit polyester
SIDES	Single-sided
USE	Indoor or outdoor

**Custom sizes available*

TABLE RUNNER 30" & 60"

Table runners are a cost-effective way to incorporate your brand or personalized graphic elements into your display.

SIZE*	30" and 60"
MEDIA	Soft-knit polyester or vinyl
SIDES	Single-sided
USE	Indoor or outdoor

**Custom sizes available*

LIGHTING OPTIONS



LED FLOOD LIGHTING

Light up your premium fabric backdrop with LED flood lights. These long-lasting and fully-adjustable lights bring your graphics to life. They are designed to easily clip on to the any of the premium walls and banners*.



CLIP ON LED LIGHTING

Light up your retractable banner stand with LED flood lights. These long-lasting and fully-adjustable lights put your brand in the spotlight. With the universal clip these lights can clip on anywhere you can find a suitable spot.

PROMOTIONAL FLAGS



SIZE	46" - 64"W x 84.13" - 113.13"H x 1.75"D
MEDIA	Flag polyester
SIDES	Double or single-sided
USE	Indoor or outdoor

TEARDROP FLAG 8', 11', & 14'

This eye-catching, unique shape helps direct traffic to your business or event. For indoor* or outdoor use, the flexible design allows the graphic to rotate in the wind.



SIZE	46" - 64"W x 84.13" - 113.13"H x 1.75"D
MEDIA	Flag polyester
SIDES	Double or single-sided
USE	Indoor or outdoor

FEATHER FLAG 8', 11', & 14'

Feather flags are a sturdy option, available with single or double-sided printing. For indoor* or outdoor use, the flexible design allows the graphic to rotate in the wind.



SIZE	46" - 64"W x 84.13" - 113.13"H x 1.75"D
MEDIA	Flag polyester
SIDES	Double or single-sided
USE	Indoor or outdoor

STRAIGHT FLAG 8', 11', & 14'

Also known as a Blade Flag, the fibre pole allows for great flexibility and durability, showcasing single or double-sided graphics with a sharp edge along the bottom.



SIZE	46" - 64"W x 84.13" - 113.13"H x 1.75"D
MEDIA	Flag polyester
SIDES	Double or single-sided
USE	Indoor or outdoor

RECTANGULAR FLAG 8', 11', & 14'

Attract attention for your business or event with rectangular flags. For indoor* or outdoor use.

FLAG ACCESSORIES

Flags are suited to any condition with the help of these accessories.

(You can combine accessories for added stability.)

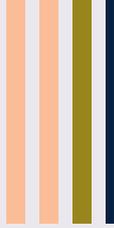


NUMBER	1	1 + 2	3	4	5
USE	Indoor or outdoor	Indoor or outdoor	Indoor or outdoor	Outdoor	Outdoor
STABILITY	Good	Better	Best	Best	Better

GET NOTICED

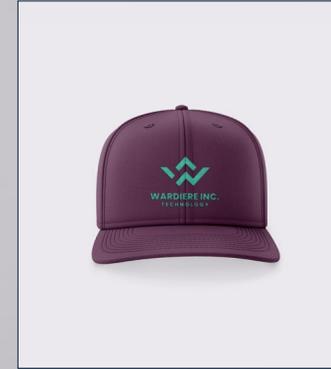


APPAREL



SHIRTS

Personalize your t-shirts, crewneck sweatshirts, and hooded sweatshirts with sayings, artwork and photos. Upload your own custom image for enhanced promotional opportunities.



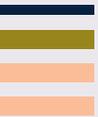
BALL CAPS

Our 100% cotton custom ball cap is ideal for schools, camps or corporate events. Ball caps are adjustable for the perfect fit.



CINCH BACKPACK

Hand out customized cinch backpacks adorned with your logo, artwork, or event branding. Convenient, compact, and ready to carry essentials with ease.



RESTAURANT APPAREL



CHEF HATS

Elevate your kitchen's professionalism with customizable chef hats embellished with your logo or design. Complete the ensemble and keep sweat off your brow in a comfortable fit for all-day wear.



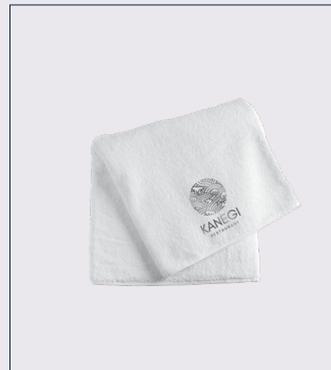
CHEF COATS

Our chef coats combine functionality with style, offering a polished look while protecting against kitchen spills. Personalize with your logo or design through embroidery or print for a branded touch.



APRONS

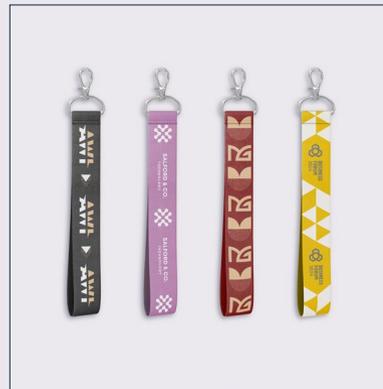
Designed for durability and comfort, our aprons protect your clothes from spills and stains. Available for customization with print or embroidery, making them perfect for showcasing your brand or personalizing with your design.



TOWELS

Versatile and absorbent, our towels are an essential for any kitchen or dining setting. Customize with your logo or unique design through embroidery or print for a defined and cohesive kitchen.

EVENT ESSENTIALS



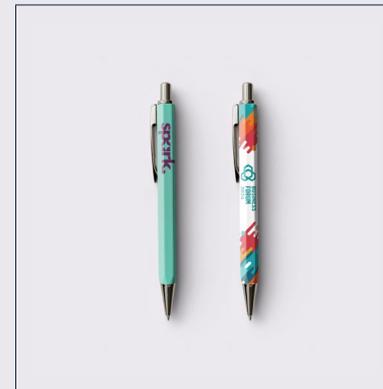
LANYARDS

A staple at trade shows, events, or as merch. Choose from a range of available colours on high-quality fabric.



ID CARDS

Practical and affordable photo ID cards. Ideal for events, security, and staff identification. Round corner, full colour. Add magnetic strip and variable ID codes.



CUSTOM BRANDED PENS

Get hands-on with a printable barrel surface, ready for your custom designs, logos, or CTAs.

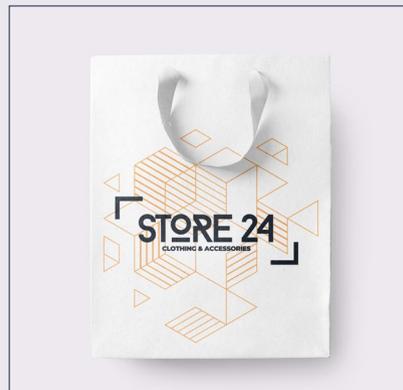
BRAND ON DEMAND PACKAGING



BRANDED SWAG BAGS

Ideal for take out, swag, shopping and events. Serrated bags available in white and kraft for 1-sided printing on 5 bag sizes.

SMALL	MEDIUM	LARGE	XL	XXL
5 1/2" X 8 1/4" X 3 1/4"	8 1/4" X 10 1/2" X 4 3/4"	10" X 13" X 5"	16" X 12 1/2" X 6"	16" X 19" X 6"
Imprint Area: 3 1/2" X 3 1/2"	Imprint Area: 6 1/4" X 4"	Imprint Area: 6 1/2" X 5"	Imprint Area: 12" X 6"	Imprint Area: 14" X 8"



MANHATTAN BAGS

Ideal for high end shopping. Bags available in white for 1-sided printing on 4 bag sizes.

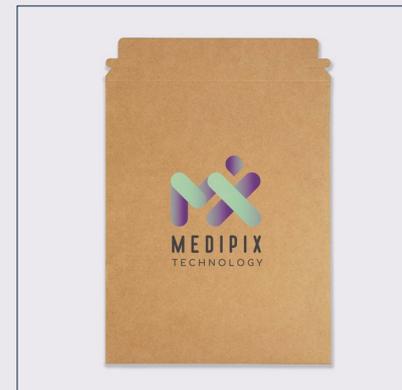
SMALL	MEDIUM	LARGE	XL
8" X 10" X 4"	10" X 13" X 5"	16" X 12" X 6"	20" X 14" X 6"
Imprint Area: 6" X 3 1/2"	Imprint Area: 7 1/2" X 7"	Imprint Area: 12" X 7"	Imprint Area: 16" X 8 1/2"



BUBBLE MAILERS

Ideal for product mailing. Bubble mailers available in white and kraft for 2-sided printing on 2 sizes.

SMALL	LARGE
6" X 10"	9" X 12"
Imprint Area: 5" X 9"	Imprint Area: 8" X 11"



STAYFLAT MAILERS

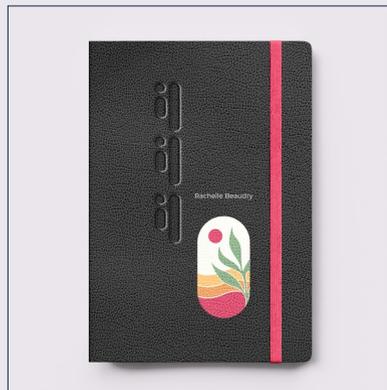
Ideal for document mailing. Stayflat mailers available in white and gold for 2-sided printing on one size.

SIZE
9" x 12"
Imprint Area: 8" x 11"

For more information, visit our [BRAND ON DEMAND PACKAGING](#) Catalogue.

[Contact us](#) for more custom sizes.

PROMOTIONS & INCENTIVES



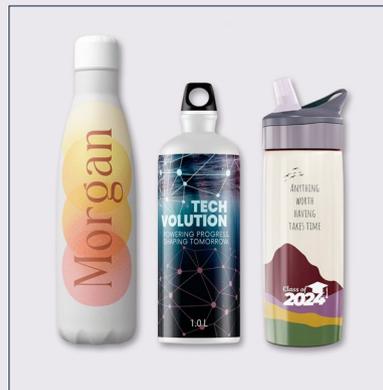
PREMIUM CUSTOM NOTEBOOKS

Customize notebooks with your laser engraved logo or design.



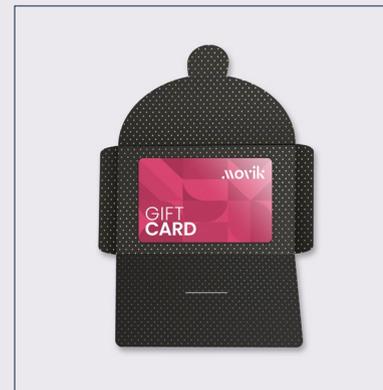
CUPS & MUGS

Choose from insulated stainless steel stemless travel cups or dishwasher safe ceramic mugs and customize with your brand.



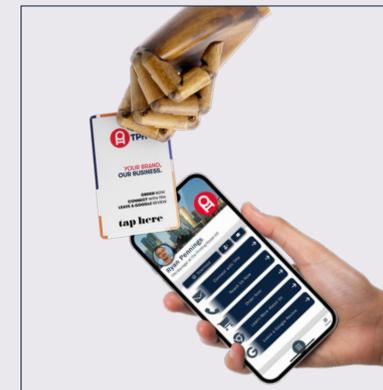
BOTTLES

Stay top of mind with branded drinkware they'll love. Customize various styles: thermal, straw, and flask bottles.



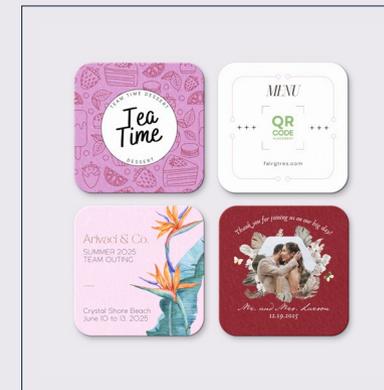
GIFT CARDS

Increase sales and make it easy for customers to gift your products or services with premium, full-colour gift cards, and matching cardholders.



NFC CARDS

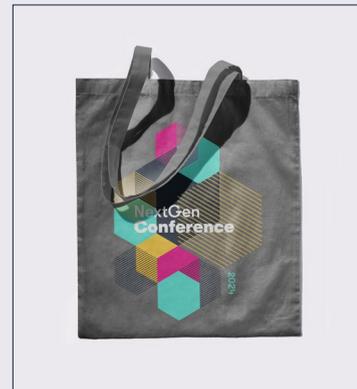
Bring innovation to your fingertips with our smart NFC cards. Quickly share contact details, send connections online in a tap, or customize them with your branding or information.



COASTERS

Get your company into customers' hands with practical promo items. Hardwood coasters come in 3 1/4" x 3 1/4" round or 3 3/4" x 3 3/4" square and can be laser etched or customized with full-colour graphics.

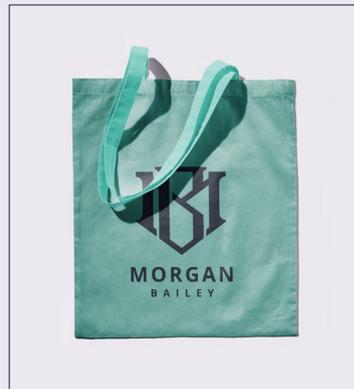
PROMOTIONS & INCENTIVES



PROMOTIONAL TOTE BAGS

Hand out custom tote bags with your logo, design, or event name. Durable and capable of holding a wide variety of goods.

DIMENSIONS	SPECS	MATERIALS	COLOURS *
14"W x 16"H (bag size)	20 oz/L carrying capacity	100% heavy cotton canvas	Black Lime Natural
10"W x 12"H (maximum printed image area)	20" web canvas handles 9" handle drop		Navy Red Royal Blue White



ECONOMICAL TOTE BAGS

Available in a larger variety of colours* than promotional tote bags. Embroider or print your logo or design for event handouts.

DIMENSIONS	SPECS	MATERIALS	COLOURS *
15"L x 16"H (bag size)	10 oz/L carrying capacity	100% cotton	Black Forest Gold
10"W x 12"H (maximum printed image area)	20 1/2" self-fabric handles 9 1/2" handle drop		Orange Purple Red Royal Blue Sapphire White Yellow

* Colours are subject to availability.





Photo Credit: Exhibitionline

CUSTOM DISPLAYS

Come to us with your most creative custom display ideas and we'll bring them to life! From brainstorming, concept development and prototyping to high quality production, our experienced team can execute your vision on time and on budget. Our national network has the resources and capabilities to create unique and personalized solutions for your company, including custom exhibit production, delivery, display fabrication and removal.

YOUR SOLUTIONS CONSULTANT

When you work with TPH, you have a dedicated Solutions Manager helping you navigate every project. Think of our Managers as your personal business consultants. We get to know your unique business needs so we can help you make the best decisions to showcase your brand and promote your business in innovative ways.

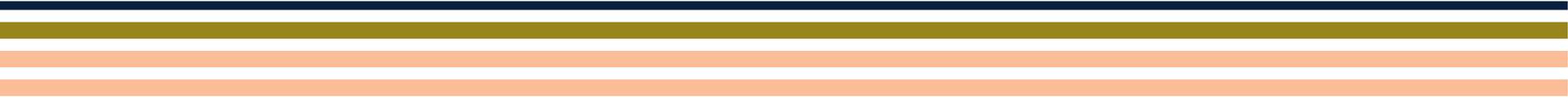
With the TPH network of more than 65 locations nationally, we have endless capabilities with local service. We'll help you save on shipping costs and cut down turnaround times to get your job done faster.

Get the help you need every step of the way.
[Find a location.](#)

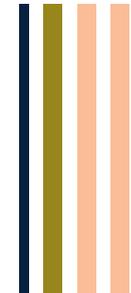
TPH.CA | [in](#) [@](#) [f](#) [x](#) **@tphcanada**



Photo Credit: The Partners Design and Production



**UNLOCK
NEXT-LEVEL
SUCCESS**



Print innovation. Personalized service. Delivered when and where you need it.

Get hands-on expertise. Each of our 65 retail production centres across Canada is a local team of creative and print production specialists ready to consult and get started on your next project.

FIND A LOCATION

TPH.CA |     **@tphcanada**



All images shown are used for illustration, information and to educate on product possibilities.