

6 Advantages of A Trade Show Display Rental

Culture encourages ownership over renting, especially when you are able to purchase anything. Renting is a good option in many cases. For example, you wouldn't purchase a house if you plan to move in six months, or a car just because your vehicle is being repaired. There are times when the reasons we decide to rent are financial and sometimes they're situational and renting is generally the better choice. This is particularly relevant when it comes to renting a trade show display. It's easy to lease a trade show display.

In recent times, rental options for trade shows have seen a significant change. The days of a standard, one-size-fits all rental display have passed away. You can now customize the display you choose to use, let yourself known, and even incorporate the most recent technologies into rental displays. It's not necessary to invest an enormous amount of money.

1. Flexibility and experimentation

If you're looking to experiment with design and size before purchasing a permanent booth, renting is a great option. Renting lets you try the various layouts and sizes to discover the best one for your needs. You can also rent the actual process of setting up and taking down your display. The process alone could encourage you to move in another direction when it comes time to design your permanent trade show exhibit. How your booth looks is of course important, but there's no denying that if your booth is a nightmare to tear down or put up and take down, you'll be anxious about every single show. Renting lets you bring your booth for an evaluation to see how it does in the real world.

2. Versatility

Display rentals are incredibly versatile and, with an excellent design house, offer many options including pop-up displays and fabric displays. Highway 85 can create custom exhibits available for rent. You can alter the design to fit your brand, the event you are attending, in addition to your marketing needs. Our modular displays are fairly simple to put together if like doing it yourself, however you can employ professional installers if you'd rather spend your time and energy elsewhere.

You may also lease your display to change the style of your display from one show to another, or even during the daytime event.

3. Save Space

There must be a space to store your trade show exhibit in the event that you aren't planning to actually exhibit. This means that you will require storage space. If you do not have enough space, storage fees may be charged elsewhere. Displays that are rented are packed and then returned to the design center, meaning that storage is the problem of the design center, not yours.

4. Rent a Trade Fair: Save money

If you only attend few shows each year, renting your display is a great method to save the cost. If you're just beginning to learn about trade shows and aren't sure the frequency you'll be exhibiting, renting is an excellent option. Or, you may still be trying to determine the most effective type of booth for your company and want to test a few different alternatives to determine which one works best.

An excellent way to get into trade shows is to lease a booth. You can create a beautiful custom [Las Vegas trade show displays](#) for only a fraction of the cost it costs to buy an exhibit. This lets you keep more of the sales leads that your booth generates. Once you're ready purchase your exhibit, you'll be able to know what works and what doesn't.

5. Accessories and Add-Ons

The rental of trade show exhibits doesn't start and end with booths for exhibits and you can also rent accessories and add-ons to improve your current exhibit in terms of substance and functionality. Accessories you can rent include:

Banner is on display

Counters

Kiosks

Bookshelf

Shelves

Tables

Workstations

Accessory and add-ons not only allow you to display your items better, but they also offer logistical support like storage spaces for promotional materials as well as personal things. These accessories let potential customers get to know you better or allow guests relax after a tiring day of slogging around on the floor. If you are planning to launch a new product and you don't want your display to be changed you can lease accessories such as banner stands or kiosks to showcase the new product.

Bottom Line

A rental at a [trade show](#) is generally regarded as more costly. Of obviously, if you attend an event every month, year after year, and continue to rent the entire time, then a rental truly is the more costly alternative. But that doesn't mean there aren't situations in which renting makes economic sense. This is particularly true if you're brand new to trade shows and are looking for the ideal design for your booth.

You can customize your rental display to match your business's style and requirements. Some accessories can be rented to compliment your permanent booth. Renting is a fantastic alternative because it gives you so much flexibility and versatility. Be sure to check out the options available.