

# Trade Show Booths

*Renting*

VS

*Buying*

Deciding whether you should buy or rent a trade show booth is a weighty decision. It entails several important factors that you and your brand should consider. This can seem overwhelming to navigate, but we are here to help you turn your dream booth into a reality.

Check which statement best suits your needs. The column with the most checks might be the answer that is right for you!

Have 2 shows back-to-back or at the same time? You can rent more than one booth at a time to accommodate your shows.

## Multi-Shows

Owning your booth provides one solid price for all your shows. You can use it as much as you need.

You have the power to see what works for you. Whether that is size, style, etc. "Try before you buy"

## Flexibility

You have the ability to attend shows anytime. You'll have the booth on hand to sign up and go whenever you want.

No worries here. All you have to do is return your booth when you're done.

## Maintenance

Ownership comes with responsibility, but you will have the knowledge of how your booth works in and out.

You can tailor your booth to the show's specific needs. Whether that's rules and regulations or your style and structure.

## Customization

Some fixtures and displays just can't be rented. Buying opens up more buzzworthy products to add to your configuration.

Is your brand evolving? You can adjust your booth accordingly. You could have the most modern design.

## Branding

Using the same booth at every show will provide consistency, familiarity, and reliability. This provides great brand recognition for your market.