

## **Six Advantages of Las Vegas Trade Show Display Rentals**

Culture is a proponent of ownership over renting, especially when you can buy everything. However, in reality there are a variety of situations where renting makes the most sense. Renting is a smart choice in a variety of situations. For example, you shouldn't buy an apartment if there is no intent to move within the next six months, or buy a car if the car is in the garage. Renting is sometimes the best alternative, even if the reason isn't financially feasible. This is particularly true when it comes to renting a tradeshow display. It's easy to rent a tradeshow 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. Today, you can tailor the design of your display, signal your presence with authority and integrate all of the latest technologies on a rental display. You don't have to spend an enormous amount of cash to get the best display.

### **1. Flexibility and the ability to experiment**

Renting is an excellent way to test out various designs and sizes before committing to a permanent booth. It allows you to try different dimensions and layouts to find the one that best suits your needs and your brand. It also lets you rent the actual procedure of setting up and removing your display. The logistics alone can encourage you to move in an entirely different direction when the time comes to design your own permanent display for trade shows. While it's important to make your [Las Vegas trade show booth](#) it is equally important to ensure a seamless setup and tear down. You can rent your booth and test it in the field.

### **2. Versatility**

Display rentals are extremely flexible and, with a good design house, come in a variety of options, such as pop-up displays and fabrics displays. Highway 85 can create custom exhibits that are available for rental. It is possible to alter the design to suit your brand and the show you are attending, in addition to your specific marketing requirements. The modular exhibits we offer are fairly simple to put together if like doing it yourself, but you could employ professionals to install your exhibit if you prefer to spend your time and energy elsewhere.

Renting your display allows you to switch styles from show to show or even from day to night while still having the same show.

### **3. Save Space**

If you own your trade show exhibit, then you need to put it somewhere when you aren't actually exhibiting. This means that you will require space for storage. If you don't have enough, storage costs could be incurred elsewhere. Design centers will take the displays you have rented and return them to you.

### **4. Trade Show Rental Renting a Trade Show: Save Money**

Renting your exhibit is a fantastic option to save money, especially if you attend only a few shows each year. If you're new to trade shows and aren't sure the frequency you'll be exhibiting, renting your display is an excellent option. Perhaps you're trying to determine the right kind of booth for your business, and you'd like to test a few different options to find out what works best.

An excellent way to start a trade show is to lease booth space. You can build a beautiful customized display at only a fraction of the cost it costs to buy an exhibit. This allows you to keep more of all the sales leads that your booth can generate. Once you are ready to purchase your exhibit, you will have a firsthand understanding of what works and what doesn't.

## **5. Add-Ons and Accessories**

You don't have to rent exhibit booths at trade shows. Accessories and other add-ons are available to improve your display in terms of substance and function. Accessories you can rent include:

Banner stands

Counters

Kiosks

Bookshelf

Shelves

Tables

Workstations

Accessories and add-ons allow you to better display your products and also offer logistical support like places for staffers to store their personal belongings and promotional items. They also create areas where potential buyers can relax and interact with your team or simply let guests rest after a long day wandering around the event. Also, if you're planning to launch a new product and want to showcase it, but you don't wish to completely change your display, you could use rentals of accessories, such as the kiosk or banner stand, to highlight your exciting announcement without altering the overall look of your display.

## **Bottom line**

A renting a booth at a trade show is usually viewed as more costly. Renting is more costly in the event that you attend a trade show each month and rent the space every year. Even so, that doesn't mean that it's not a situation where renting makes smart economical sense. This is particularly true when it's you're attending your first tradeshow and you are trying to design the perfect booth.

You can personalize your rental display to match your brand and needs. You can also rent a few accessories to accompany your permanent display. Renting is a great way to expand your options and adaptability, so don't rule it out until you look at what's available.