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Displaysense literature holders - literature is king in the exhibition world

Displaysense research reveals literature is still very much alive and its presentation is critical to successfully engaging with visitors at any event or exhibition

/24-7PressRelease/ - February 06, 2008 - In the 30 years that Displaysense has been in business, the exhibition and events sector has undergone some radical changes in order to attract new visitors. With over 17 million people going to exhibitions and events each year, all looking for inspiration, to be educated or to purchase products, engaging with visitors is a crucial component that businesses can not ignore.

Though new technologies have become more readily available to assist in promoting and communicating services and products at exhibitions, a piece of literature is still very much needed by customers. A simple [literature holder](#) should not be overlooked as it is just as important to getting the presentation right as it is with the products that are being promoted and according to a recent study by Displaysense; literature is far from going the way of the dodo.

Companies are trying more than ever to entice the masses as just over 78% of potential visitors attending exhibitions are there to buy or plan to buy in the future. Presentation and communication are critical to ensure companies can engage with their audience and with 68% of people still preferring to learn about a new product from a brochure rather than on a computer screen, having the right [brochure holder](#) is vital in creating an inviting display at any exhibition. Research by Displaysense found that the most frustrating problem for visitors to events is not being able to speak to representatives, with 33% of respondents citing this as their primary irritation when attending events. It is therefore vital that literature is available for people to pick up at times when representatives are unavailable.

Steve Whittle, Marketing manager of Displaysense was not surprised by these findings and said "We have seen a constant rise in sales of catalogue dispensers literature and [portable literature holders](#) over the past two years and there is no sign of this slowing down or just being a trend". He then went on to say, "Though downloading a product brochure is convenient for customers and cost effective for businesses, printed colour literature is proving to be more popular according to 61% of customers we questioned".

Though promotional material is great as a reminder of a product or service, sometimes businesses need to make sure they also get contact details with every piece of literature handed out because in a lot of cases, people buy from people, not just from literature. This is supported by the 28% of customers who admitted they never looked at a piece of literature once they got it back to the office. Of those questioned in the survey, 43% believed running a competition is the most effective way of generating these sorts of valuable leads, making a straightforward [ballot box](#) the perfect device by which companies can collect customer data.

No matter what latest developments are being used to entice visitors to an exhibition stand, the humble promotional leaflet or brochure still has a prominent and authoritative place in creating a successful event, regardless of the industry.

About Displaysense

Displaysense was established in September of 1978 as a manufacturer of quality point of sale displays. Displaysense has a wealth of experience in design and manufacturing and has been able to develop their ever growing standard range of over 1500 displays. The range is now extremely diverse including display boxes, display cabinets, sale signs, display stands, glass shelving units and literature displays.

Notes to editor:

Displaysense contacted 1000 customers at the start of November to the end of December 2007 asking a series of questions, which forms the source for the various facts included in this press release.