

# Get more people to your tradeshow booth with the Dollar Artist

If people walk on by your booth it's an opportunity wasted. To reach a new client, you've got to stop them, quickly explain the benefits of your business and qualify the lead.

Among hundreds of similar exhibitors, how can you stand out and reach the most prospects?

## Money grabs people's attention

This is a marketing idea so astonishingly unique that attendees will display and show it off to their colleagues. And more importantly, send them to your booth...



Tradeshows can have hundreds of exhibitors. The Dollar Artist makes your booth stand out.



## Stop people in their tracks

Made for them as they watch, the money sculptures create a powerful impact on the attendees and make them think about you. You'll be the talk of your trade show floor with creative, giveaway money art.

Even if they don't wait in line for a sculpture, the display board with a hundred models on it will draw them in, and they can't help to tell fellow attendees about your booth.

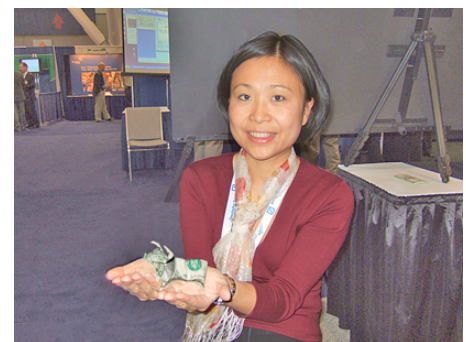


## Generate more leads

The biggest challenge for any business in a tradeshow is to stop people long enough for them to know what you're selling. A live presentation is a main reason why people remember the exhibitor.

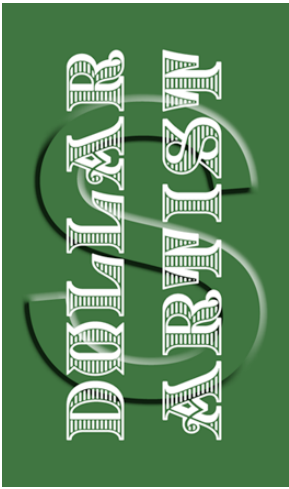
And while customers look at the money display board or wait in line, this allows your salespeople to interact with them and qualify leads.

For people that don't want to wait in line you can also have a money art giveaway drawings throughout the day. This allows you to scan their badges/collect business cards for followup mailings.



# STAND OUT

“ Thanks for doing a wonderful job at the Association of Financial Planners trade show. We received great feedback on the amazing impact of your pieces of art. Look forward to working with you at future events. ”  
Eric Lansky, Managing Director  
The Reserve



**Phone** (732) 750-4377  
**Fax** (732) 750-4377  
**Email** [MarcSky@comcast.net](mailto:MarcSky@comcast.net)  
**Web** [www.DollarArtist.com](http://www.DollarArtist.com)  
**Mail** Box 120  
Marlboro, NJ 07746