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Earlier the use of desks was limited to just sitting down and working on it. In this fast and competitive world where constantly new methods of marketing and advertising are being thought of, the role of the simple desk has changed tremendously. No longer is the desk being used just as a desk. It has now become a marketing toll in the form of podiums or display counters. Since a normal desk is too heavy and bulky to be carried to an exhibition or a conference, many different types of display counters are available in the market. Not only do these trendy display counters grab attention from the consumer, but also due to their construction they are easy to handle. Such display counters are made of aluminum and so are light in weight. Their assembly hardly requires a few minutes and at times it does not even require tools to assemble.

The front of the podium can be used to advertise your product in the form of a graphic. These graphics can be attached to the podium using a Velcro strap or a magnetic strip. The graphic templates can be designed according to our need for the product. Also the display counters can be folded to a much smaller shape and come with a carry case. This makes it very easy to handle and carry to any conference or exhibition. The podium serves as a point of sale and purchase. It is here that you are able to talk to the consumer and try and market your product in a singular manner. some podiums available in the market have the option of attaching several counter to one large central counter. Not only does this make your stall in an exhibition look big and much more presentable but also a good deal bigger graphic can be used for the display. a lot of times the podium can be extended upwards to provide for an additional display. the podiums have a lot of storage shelf space hidden where you can store the brochures or leaflets pertaining to the product you are trying to market. Most display counters and podiums also come with anti skid rubber feet so a slight nudge from a passerby wonâ€™t send your counter flying here and there.

There is also display counter available in the market that does not require any assembly at all. its construction is such that the simple act of pulling it out will result in it being assembled. Optional items available along with such display counter and podiums are LED lights and halogens to make your brand stand out among all. some podiums already have integrated LED systems in them. The way you display your product is very important. People will react to it positively if it is presented in a smart and professional manner. as a result the display counter available in the market are of a harmonic design and does not require much foot space either. The table tops for podiums are also available in a variety of shades and textures and you can choose one which suits your demand.

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Check out for the wide range of advertising displays from a Easydisplay.ie to market your product in public fair, exhibition and events.

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