

# Financial Services Industry

Ideas  
for  
**SUCCESS!**



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ASI: 87188 PPAI: 254687 SAGE: 67383 UPIC: SHOWDOWN

**Showdown**  
DISPLAYS

# Financial Services Industry

## RETRACTABLE BANNERS

- Lightweight, indoor or outdoor mobile marketing
- Choose from over 40 easy to set up displays in a variety of sizes
- Great for promoting new programs, highlighting staff or employees and training events
- Use in lobbies, reception areas or conference rooms



## MICRO GEOMETRIX W/STANDARD TABLE THROW

- Compact and easy to travel with display combination
- Micro GeoMetrix pops up to create a multi-dimensional display with interchangeable graphics
- Premium, polyester poplin table throw covers all four sides of the table and is available in multiple imprint options
- Great for fundraisers, lobbies and trade shows

## DELUXE GEOMETRIX

- Three-dimensional pop-up with shelves for displaying products
- Interchangeable, dye sublimated, polyester double knit fabric, pre-installed graphic panels
- Fast and easy set up
- Ideal for trade shows, lobbies and reception areas

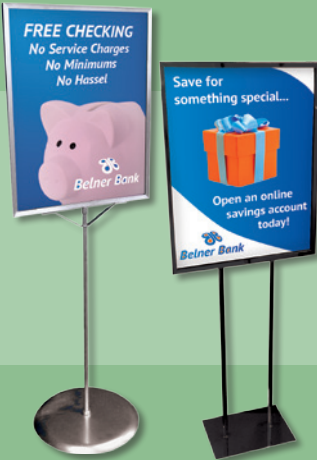




# Suggested Product Uses

## BANNERS & FLAGS

- Promote a service or provide information with easy to hang banners and flags!
- Huge selection of vinyl and fabric banners
- Single or double-sided full-color graphics
- Ideal for conference rooms, entryways, lobbies and corporate headquarters



## SIGN DISPLAYS

- Ideal for interior and point-of-purchase marketing needs
- Assembles in minutes with a sturdy base design
- Add a single or double-sided graphic
- Great for permanent or temporary display use in lobbies, hallways and meeting rooms

### Suggestion #1

**Client:** New or existing Banks and Credit Unions

**Challenge:** Generate name recognition.

**Suggested Solution:** Use Sign Displays and Banners to promote sponsorship at local charity gala.



## SAIL SIGNS

- High-impact sail signs demand the attention of passing traffic outside and indoor event goes
- Single and double-sided options with full-color graphics
- Three different styles, with several shapes and sizes to choose from
- Flexible carbon composite poles are backed by a Lifetime Warranty
- Use in parking lots and near building entrances to announce services and generate name recognition



### Suggestion #2

**Who:** Mortgage Companies

**Challenge:** Bring in new customers.

**Suggested Solution:** Use an imprinted Standard Table Throw and the Spin 'N Win Prize Wheel to participate in community outdoor festivals and attract attention with great giveaways.



## GROUND & FLOOR HUGGER MATS

- Quality designs right at your feet
- Plush, nylon carpet, Floor Huggers are treated with Stainstopper™ for long lasting color
- High quality, nitrile rubber, Ground Huggers are UV, chemical and oil resistant – perfect for outdoor use
- Great for use at trade shows, entrances and lobbies



# What Are Financial Service Businesses?

Financial services are the economic services provided by the finance industry, which encompasses a broad range of organizations that manage money.

- Accounting Firms
- Auditing Firms
- Banks
- Bookkeeping Firms
- Business Brokers
- Central Reserve Depositories
- Consulting Firms
- Credit Agencies
- Credit Card Companies
- Credit Unions
- Financial Advisors
- Insurance Companies
- Investment Companies
- Mortgage Companies
- Real Estate Companies
- Savings Institutions
- Stock Brokerage Firms
- Tax Return Preparers
- Title and Abstract Offices
- Trusts

## How Can Financial Service Businesses Use These Products?

- Educate customers about insurance coverage and benefits
- Attract new employees through job fairs
- Generate name recognition at events
- Promote new services and products
- Advertise specials for tax preparation
- Sales aid at meetings and seminars
- Build loyalty and trust for company name
- Internally share the employee of the month and the mission statement
- Investment company at trade show
- Provide information about frequent user programs

