

# News Release

For Immediate Release

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## Army National Guard Dispatches Rapid Deployment Recruiting Tools

**Highly portable tabletop displays provide military recruiters with maximum mobility to tell their story**

**BAY SHORE, N.Y.** (February 3, 2005) — Strained by ongoing military action in Iraq and Afghanistan, the Army National Guard's recruiters use a diverse arsenal of resources to reach potential soldiers.

"Tabletop displays are a rapid deployment marketing weapon," says Mark Johnson, president of the Exhibit Designers & Producers Association. "The National Guard could set up a tabletop display in a mall in the morning, then pack up and go to a university with the display that same afternoon. They could even change the graphics to display one message for teachers and counselors and a different message for students. Tabletop displays offer the National Guard a versatile, low-cost solution that's easy for one person to set up and break down quickly."

Laura McLeod Palker, owner of Trade Show Solution Center in Bay Shore agrees that tabletop displays are a convenient solution for any organization that needs to either quickly move from place to place or participates in frequent exhibitions. "The National Guard is demonstrating the beauty of modern tabletop displays in its recent recruitment campaign," she says. "These displays are portable, so they fit in the trunk of a car, and they are more affordable than other exhibition marketing tools."

With 15,000 fewer troops than authorized, the Army National Guard has been offering more incentives to entice potential recruits. In addition to funding 100 percent of college tuition costs and fees, new recruits receive enlistment bonuses of up to \$10,000 for joining. The Guard is digging

deep into its recruitment arsenal with online initiatives, advertising campaigns and community events. But it's the tabletop displays that get young men's attention long enough for the recruiter to give him an earful about the benefits of enlisting.

"National Guard recruiters are struggling to refill their ranks," McLeod Palker says. "We are proud to offer the military a cost-effective method of reaching potential recruits where they live and work — malls, colleges and community events."

Trade Show Solution Center has been serving the exhibition needs of the Greater New York area since 1985. For more information contact Laura McLeod Palker at [laura@tradeshowolutionscenter.com](mailto:laura@tradeshowolutionscenter.com) or (631) 243-4051.

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