

# FLEX-display™

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## 8 Outdoor Banner Ideas For An Impressive Display

**Outdoor banners and [display stands](#) are the backbones of advertising at sporting events and outdoor exhibitions.** Compare them with other traditional advertising options and you will easily see why banner displays mean effective advertising at bargain prices.

If you make the right choice for outdoor banner displays, you will have an advertising tool that you can use for many years. Take a look at some of the critical aspects of outdoor displays.

### The Essential Features Of Good Outdoor Display Hardware

Outdoor displays should be:

- i: Robust, stable and have the ability to withstand the elements without breaking, tearing or fading.
- ii: Lightweight, portable and easy to assemble and dismantle.
- iii: Attractive and visually appealing to grab attention even from long distances.

You can also do your bit towards saving the environment if you buy durable banners made from recyclable materials like polyester fabric instead of PVC banners.

Apart from being environment friendly, polyester fabric has many other advantages. Knitted or non-woven polyester fabrics are the best options. Knitted fabric is lightweight and can handle wind much better because it allows it to pass through. Non-woven polyester is tough and will be more durable. Fabric banners are much easier to handle, transport and install without damage when compared to PVC banners.

Once you have decided on the basics, you have a variety of options when it comes to outdoor displays. Here are some of the most popular outdoor display ideas:

#### 1: [A-Frame](#)

An A-Frame is a collapsible display that holds two banners which are positioned like the letter 'A'. They are available in many different sizes and styles. They are great options for directional displays, sporting events, trade shows and promotions. Their lightweight nature makes them very safe to use at the edge of sporting grounds. They will not get damaged or cause injuries if someone runs into them.

#### 2: [Flying Banners](#)

Flying banners are simple displays that use a banner mounted on a stem. They can be installed using stakes to soft ground, snow or grass. You can use them with a stand on hard flat surfaces.

You can also opt for double-sided banners, which look the same from either side. The banners are replaceable and this allows you to use the same display hardware for many different events.

Their design allows them to stay steady and firm in wind and rain. They are great for outdoor branding during charity or sporting events.

#### 3: [Wing Banners](#)



You can use the power of the wind to help you with your advertising with these innovative displays. They are similar to flying banners. The main difference is that they have a stand with a rotating mechanism that allows the display to change direction with the wind while still remaining taut.

#### 4: **Feather Banners**

They are similar to wing banners, but come in a flag shape. They can be used either singly or in a group for outdoor marketing.

#### 5: **Circular Banner**

When you want to keep a sign on the street or in front of an outlet for a long period of time, then this banner could be an ideal choice. It is a banner mounted on a circular frame. This disc shaped display can then be fixed on a wall or to a pole using brackets.

The entire disc rotates with the wind and attracts the attention of passers-by. The display can be single or double-sided. It can be mounted at a height to make it tamper-free and give good visibility from a distance.



#### 6: **Pop Up Promotional Shop**

This is a folding tent that can be quickly installed. You will have an instant booth which can display your brand or message in four directions. The booth is excellent for selling or demonstrating small products and for distributing samples or leaflets.

#### 7: **Printed Beach Tent (Cabana)**

If you need a large shelter during an outdoor event, then printed beach tents will do the job perfectly. The huge surface area of the dome can be used for advertising and the shelter will accommodate people, tables and equipment. They are also portable and lightweight. Here are some applications:

- Setting up a temporary shop or a registration desk.
- As shelters during sporting events where the players can rest.
- A place from which prizes can be distributed.

#### 8: **Fence Wraps**

Fence wraps are banners meant to be installed on fences and barriers. They will attract attention to an event from the street while providing a very large advertising space. Fence wraps are usually longer than other displays and should be made with good quality fabric.

Outdoor banners are durable, cheap and effective advertising tools. If you select good quality displays, you will get many years of trouble-free usage. In the long run, quality displays are cheaper even if you have to pay a little more initially.

Learn more about FLEX display [outdoor banners](#) and what we can offer your business or [contact us](#) now, we're here to help.



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